

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

ENGLISH FOR TOURISM STUDENTS



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English for Tourism Students: навч. посібник з дисципліни «Англійська мова за професійним спрямуванням» для студентів спеціальності 242 «Туризм» (англ. мовою) / С. Р. Бабушко. – К.-Звенигородка: КП «ЗВПІ», 2016 – 162 с.

Навчальний посібник націлено на навчання іншомовній комунікації англійською мовою у сфері туристичної галузі. Посібник призначено для студентів спеціальності 242 «Туризм», які мають намір розвинути мовні навички практичного застосування англійської мови професійного спрямування до рівня B2, а також для широкого кола бажаючих оволодіти професійною лексикою туристичної індустрії.

Навчальний посібник побудовано за тематичним принципом. Структуру підпорядковано цілям навчання основним видам мовленнєвої діяльності: читанню, говорінню (діалогічному та монологічному) і писемному мовленню. 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 за професійним спрямуванням.

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

“English for Tourism Students” is a 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.

“English for Tourism Students” fully corresponds to the requirements of the syllabus for university students of the 1st year of study at National University for Physical Education and Sports of Ukraine.

In terms of the content “English for Tourism Students” is a self-contained course covering basic concepts of tourism business.

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 tourism industry.

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 give 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, Lexical Minimum List, Irregular Verbs List, Recommended Literature List.

Classroom Activities Section contains 4 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 4 Units which thematically correspond to those in the Classroom Activities Section. They also 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.

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CLASSROOM ACTIVITIES SECTION

UNIT 1 WHAT IS TOURISM?

Lead-in

- “Tourism” and “tourists” are words that everyone has heard and used many times. What do these words make us think of?
- When can you think of yourself as a tourist?

Reading

Text 1.

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

to define	визначати
lodging	тимчасове житло
tourist attractions	туристичні атракції
to comprise	вміщати в себе
to generate the revenue	виробляти, заробляти (річний) дохід
the economic impact	економічний вплив
to have a tremendous stake	мати велику частку
an overnight stay	зупинка на ніч під час подорожі
the purpose of travel	мета подорожі

What Is Tourism?

Tourism has become one of the fastest growing industries in recent years.

It can be defined in a variety of ways, but the broad focus is on travellers away from home and the services they utilize, including transportation, food, lodging, entertainment, and tourist attractions.

So, tourism is a business providing goods and services to travellers. **It** comprises hundreds of component businesses, including airlines, cruise lines, railroads, rental car agencies, lodging, restaurants, businesses that arrange travel such as travel agencies and

tour operators, and public attractions such as national parks and theme parks which provide entertainment for visitors, etc.

According to the World Tourism Organization (WTO) tourism is the world's largest industry. Worldwide, 127 million people work in it. It is a great job stimulator. For every \$1 million of revenue generated by the industry, 20 000 new jobs are created.

International travel, according to the World Tourism Organization, is expected to grow by 3,3% annually and to reach 1,8 billion people by the year 2030 (compared with 935 million people in 2010, 500 million people who travelled abroad in 1993, and up from the 25 million international tourists in 1950).

Tourism became a significant international item of trade in Europe as early as the 1900s. The economic impact of tourism is great. The automobile industry, for example, has a tremendous stake in tourism. The same can be applied to a camera and film company like Eastman Kodak, sporting goods manufactures, and hundreds of other companies whose products are economic components of tourism. Nowadays tourism is an economic activity involving billions of dollars exchanged each month.

The World Tourism Organization classifies a traveller or a tourist as a person who stays more than 24 hours, or makes an overnight stay, away from home for tourism purposes.

In some countries a tourist may be defined somewhat differently. He or she is a person who goes to a place at least 100 miles away from home and returns. The overnight stay is not necessarily a part of the trip.

The purpose of travel must also enter into the definition of tourism. People may travel for the purpose of recreation or pleasure; for reasons of health; to visit friends or relatives; to educate themselves because travel is broadening; for the purpose of business, etc.

But such people as residents, students, temporary immigrants, border workers, nomads, other groups like diplomats, members of the armed forces and people like that are not regarded as tourists.

Tourism may be internal and international.

Internal tourism is tourist travel within the same country of which the tourist is a resident. This is also called domestic tourism.

International tourism means tourist travel between two or more countries. It consists of inbound and outbound tourism.

Inbound tourism, that's when people who live in another country come to visit the country where you live.

Outbound tourism, that's when the residents of a particular country go abroad for one of the reasons mentioned earlier.

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

1. Tourism can be defined as ...
A a travel from a person`s home.
B a business providing goods and services to travellers.
C a travel to different destinations.
D a business providing lodging and catering to travellers.
2. What does "it" in line 5 refer to?
A business
B transportation
C tourism
D lodging
3. According to the WTO tourism is ...
A one of the world`s largest industries.
B the fastest growing industry.
C the second world largest industry.
D the world`s largest industry.
4. Why is the economic impact of tourism great? It`s because ...
A hundreds of companies produce goods which are economic components of tourism.
B all industries have a tremendous stake in tourism.
C tourism is a kind of international trade.
D tourism is an economic activity.
5. International travel is expected ...
A to reach more than 935 million people by the year 2010.
B to almost double the 500 million people as compared with 1993.
C to exceed 935 million people by 2010.
D to reach 1,8 people by 2030.

Ex. 3. Find in the text answers to these questions.

1. How can tourism be defined?

2. Why is tourism the world`s largest industry? Give your grounds.

3. How does the WTO classify a traveller or a tourist?

4. What are the main purposes of travel?

5. What kinds of tourism are mentioned in the text?

Ex. 4. Read an interview with Dr. Alberto Garcia who works for the WTO. He is talking about the ways the WTO defines the words “traveller”, “tourist” and “visitor” when producing official statistics on international level.

Trends in Tourism

I. - Interviewer

Dr. G. – Dr. Garcia

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

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

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

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

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

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

Dr. G. Not more than a year. And the reason for the visit must be different from the kind of activity he or she is usually employed in. So the purpose of the visit

has to be for leisure or recreation, for business and professional reasons, VFR...

I. VFR?

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

I. OK, so we know what tourists and visitors are, but we still haven't actually defined the word "tourism"!

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

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

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

Ex. 5. Note the following words and word combinations from the dialogue.

Train your memory and restore the situations they were used in.

to adopt a common language

прийняти мову, зрозумілу всім

to measure

виміряти, оцінювати, визначати

temporary immigrants

тимчасові переселенці, іммігранти

nomads

кочівники

to stop over

зробити зупинку в дорозі

a stop over

1. зупинка в дорозі з правом використання того ж самого квитка;

2. квиток, який передбачає зупинку під час подорожі;

3. транзитний квиток

to cease to be a tourist

перестати бути туристом

a spa

1. курорт з мінеральними водами;

2. мінеральне джерело

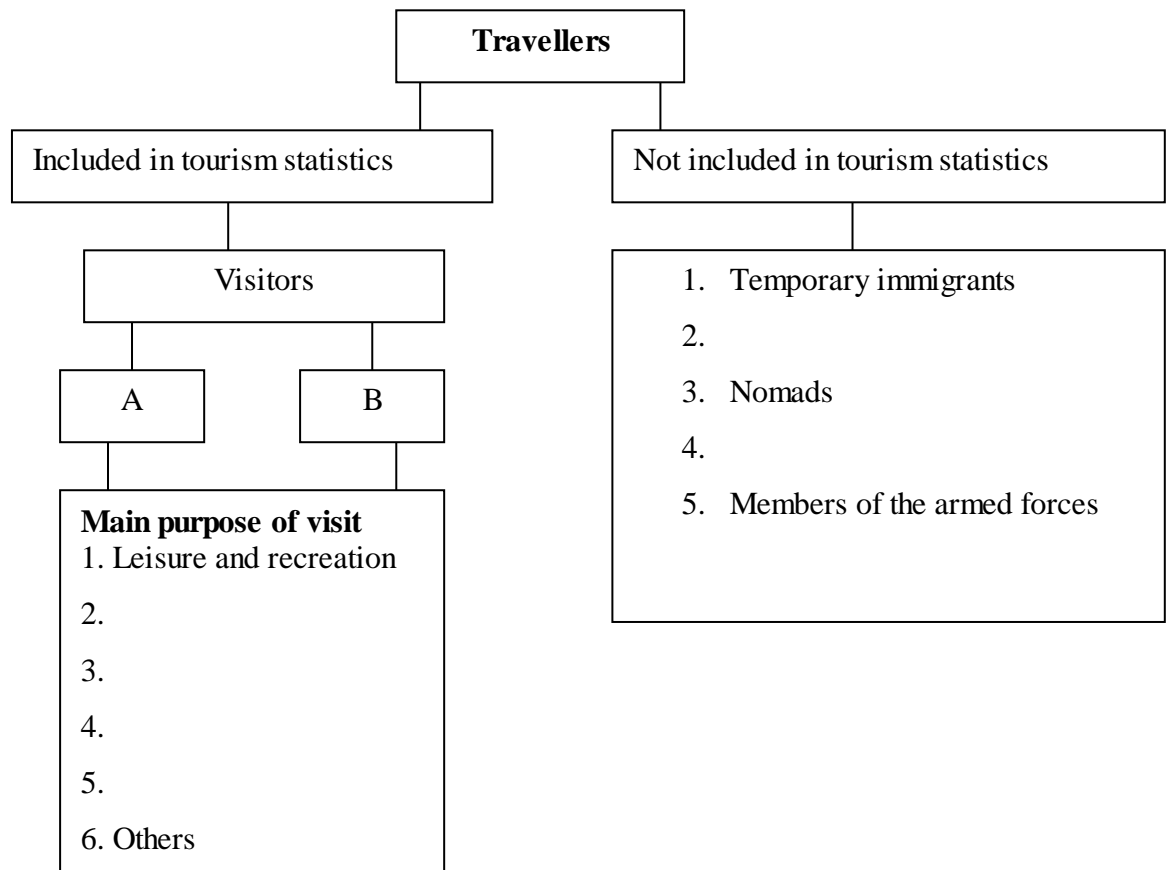
to go on a pilgrimage

подорожувати з метою паломництва,

not more than one consecutive year

ПОКЛОНІННЯ СВЯТИМ МІСЦЯМ
не більше, як рік (підряд)

Ex. 6. Read the interview in pair with your groupmate and then fill in the gaps in the chart.



Ex. 7. Read the statements and say if they are true or false.

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

Ex. 8. Sum up the interview with Dr. Garcia by giving definition to tourism and its kinds. Fill in the gaps with a word or word combination according to the sense.

The World Tourism Organization's Classification of Tourism

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

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

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

(i) _____ involves residents of one country travelling to another country.

Vocabulary Practice

Ex. 9. Some words are very similar in meaning, and it is important to know exactly when, where and how you can use them.

journey

trip

crossing

tour

flight

voyage

drive

ride

Study the definitions and then complete the sentences.

1. journey, n	an act of travelling from one place to another, especially to a place that is far away to make a journey bus / car / train journey a 12 hour journey → that takes 12 hours a five mile journey → is five miles long
2. trip, n	the act of travelling to a place and coming back, especially when you stay in the place for a short time boat / car / plane / trip business / school / skiing trip go on a trip
3. flight, n	a journey in a plane a 30 minute flight → that takes 30 minutes a 12 hour flight → that takes 12 hours

4. voyage, n	a long journey in a boat or a ship
5. crossing, n	a short journey in a boat or ship which goes from one side of a sea,, lake, or other area of water to the other side; the ferry crossing
6. drive, n	a journey in a car go for a drive → drive somewhere, just for enjoyment
7. ride, n	a short journey in a vehicle such as a car, or on a bicycle or a horse bike / car / horse ride go for a ride → ride somewhere just for enjoyment
8. tour, n	a planned journey during which a politician, entertainer, or sports team visits several places, usually within a fixed period of time

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

Ex. 10. A) Study the words in the box below. If you don`t know their meanings, look them up in your dictionary. Match the people in the box to these sentences.

a) <i>holidaymaker</i>	d) <i>tripper</i>	g) <i>commuter</i>
b) <i>migrant</i>	e) <i>nomad</i>	h) <i>passenger</i>
c) <i>globetrotter</i>	f) <i>itinerant</i>	i) <i>hiker</i>

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

9. I am travelling because I wish to make another country my home.

B) Arrange people in item A) into 3 groups. The first one has been done for you.

<i>always tourists</i>	<i>sometimes tourists</i>	<i>never tourists</i>
holidaymaker	traveller	commuter

Ex. 11. Work with a partner, look at the following list of people and decide who is and who is not a tourist.

1. Mr. Miller travels to Lourdes in France in search of a miracle.
2. Ms. Fowler flies off to Turkey for a two-week holiday in the sun.
3. Mr. Baker emigrates to Australia to settle there and begin a new life.
4. Mrs. Shamir travels from Glasgow to London to spend a week with her relatives there.
5. Madame Boucher flies from Paris to America for three days to attend two business meetings in New York.
6. Miss Taylor spends a day out visiting a historic monument located on the edge of her town.
7. Mrs. Wheeler and her husband treat themselves to an evening's stay away from home in a country hotel.

Language Development

Text 2.

Ex. 12. Look through the active vocabulary before reading the text and try to memorize it.

to distinguish the concepts

an excursionist

a period not exceeding 12 months

to differentiate visitors from travellers

to exclude from

a refugee

to devise a classification system

відрізняти, розрізняти поняття

екскурсант

період часу, що не перевищує 12 місяців

розрізняти відвідувачів та подорожуючих

виключати з

біженець, емігрант

розробити систему класифікації

to accommodate	надавати житло, розміщувати (accommodation – місце розміщення)
to carry out a survey	проводити дослідження
competitive	конкуруючий
high-wage countries	країни з високою заробітною платою
to benefit from smth	отримувати користь від чогось
to receive medical care	отримати медичний догляд

Ex. 13. Read the text about travellers. Choose the most suitable headings from the list (A-J) for each part (1-8) of the text. There is an example at the beginning (0). There is one extra heading which you don't need to use.

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

0	E WTO Definitions
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The World Tourism Organization's definition of the traveller moves away from the concept of the "visitor" and distinguishes between the "tourist" and the "excursionist".

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

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

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

In fact travellers can be categorised in four ways:

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

1

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

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

2

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

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

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

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

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

3

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

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

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

4

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

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

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

5

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

6

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

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

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

The differential in tourism prices between countries is a result of their different salary levels. It follows that tourists from high-wage countries are attracted to the low tourism prices in low-wage countries. Price differential is an important factor in the motivation of Northern European tourists to visit Southern European destinations and the motivation of North American tourists to visit Mexico and Latin America.

7

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

8

Personal motives include:

- a) leisure and **holidays** – the motivation factors are rest, cultural discovery, visiting friends and relatives, sports, etc.;
- b) **business travel** – this category includes commercial travellers, airline crews, government and international organization officials, specialists employed by companies, etc.;
- c) **congresses and other meetings** (seminars, conferences, etc.) – for non-profit motives;
- d) **health** – trips for medical reasons either to receive medical care or for health improvement;
- e) **study** – to attend courses or to undergo training in a study centre for one or more academic years;
- f) **religion** – pilgrimages and trips to holy places.

Ex. 14. Fill in the correct word from the list below. Use the words only once.

survey

residence

length

accommodated

mass-market

reasons

same-day

low-wage

- 1. usual place of ...
- 2. travel for professional ...
- 3. ... of stay
- 4. a ... visitor
- 5. to be ... on board
- 6. to carry out a ...
- 7. ... countries
- 8. popular ... destinations

Ex. 15. Fill in the correct preposition, then choose any five items and make sentences.

1. to be strongly associated ...
2. to carry ... a research
3. to spend a night ... board ship
4. to be employed ... companies

5. to distinguish ... 2 concepts
6. to exclude ... the classification system
7. ... least
8. to be attracted ... smth.

1. _____

2. _____

3. _____

4. _____

5. _____

Ex. 16. Find in the text the opposites to the following words in bold:

inbound tourists

high-wage countries

permanent home

carelessly

include in the classification system

continental countries

expensive

outside the usual environment

Ex. 17. Find in the text the synonyms to the following words in bold:

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

Ex. 18. Match the terms with their definitions. The first one has been done for you.

- | | |
|-----------------------------|--|
| 1. a tourist | a) a person residing in a country who travels within it outside his home for a period not exceeding 12 months |
| 2. an international visitor | b) a person whose stay in other country exceeds 24 hours and who travels for leisure, business, family or work assignments |
| 3. a traveller | c) a person on holiday visiting a different place away from his home |
| 4. an international tourist | d) a visitor whose stay does not exceed 24 hours |
| 5. excursionist | e) a person visiting another country for a period not exceeding 12 months |
| 6. a domestic visitor | f) a person travelling for a longer period than a tourist who wants to learn more about different culture |

Ex. 19. Find the equivalents to the following Ukrainian word combinations.

відвідувачі одного дня	
розрізняти два поняття „турист” та „екскурсант	
асоціюватися з	
постійно проживати в тій чи іншій країні	
представляти всі туристичні потік	
не перевищувати 12 місяців	
визначати мотив, причину для подорожі	
подорожувати з політичних причин	
тривалість перебування	
точно ідентифікувати та класифікувати подорожуючих	
перетинати кордон	
бути розміщеним (проживати) на борту корабля	
ділитися на 3 категорії	
відносно недорогий	

сприятливий клімат	
конкуруючі між собою місця, які люблять відвідувати туристи	
країни з низьким рівнем заробітної тижневої плати	
подорожі до святих місць	
отримувати медичний догляд	
проходити тренування в навчальному центрі	

Ex. 20. Answer the questions to the text.

1. What is the difference between “a traveller”, “a visitor” and “a tourist”?

2. How can a traveller be categorized?

3. How is a domestic visitor described?

4. What is the share of domestic tourism in the world tourism?

5. How is an international visitor described?

6. What factors differentiate international visitors from other international travellers?

7. What types of travellers are excluded from the category of “tourists”?

8. What visitor is classified as a tourist?

9. Who is a same-day visitor?

10. What visitors can be called international tourists?

11. What do you know about excursionist tourism?

12. What categories of travel motivation are there in international tourism?

13. Why is cost a major motivation factor in international tourism?

14. What are personal motives for international travellers?

Writing

Ex. 21. The information about people who are included in and excluded from tourism statistics of the WTO has been mixed up. Arrange it correctly under the proper headings. Compare your list with your partner.

- people arriving in a country for work with or without a contract (including service personnel and people accompanying them)
- foreign airline and ship crews on stop-over in a country
- people who emigrate
- people travelling for pleasure, for family reasons, for health etc. (including nationals who live permanently abroad)
- people who live or work on an international border including those who live in one country and work in another
- students and young people at boarding schools or colleges and those who travel or work temporarily during their holidays
- musicians or artists tour
- refugees
- nomads
- people travelling to attend meetings or for assignments (sports, scientific, management). Employees of large organizations on assignments abroad for less than one year
- visitors from cruise ships even if their stay is less than 24 hours

- people travelling for business (employees of commercial or industrial firms) who are travelling to install machinery or equipment abroad, etc.)
- diplomats, embassy staff, members of armed forces stationed abroad (including their service personnel and people accompanying them)
- transit passengers who cross the country in more or less than 24 hours
- transit passengers who do not leave the transit area in the airport or at the port.

<i>Visitors included in tourism statistics</i>	<i>Visitors excluded from tourism statistics</i>

Ex. 22. Translate from Ukrainian into English.

1. Згідно даних Всесвітньої туристичної організації (ВТО), туризм сьогодні найбільша індустрія у світі, тому що більш як 127 мільйонів людей працюють у ній.
2. ВТО класифікує подорожуючих на 4 групи: внутрішні відвідувачі (домашні), міжнародні відвідувачі, міжнародні туристи та екскурсанти.
3. Країна постійного проживання та мотив для подорожі – ці два фактори допомагають розрізнити поняття „відвідувачі” від поняття „подорожуючі”.
4. Деякі види подорожуючих не входять до статистики ВТО як ті, що подорожують: біженці, штат посольства, дипломати, робітники в прикордонній смузі, транзитні пасажири тощо.
5. Мотивацію подорожей у міжнародному туризмі можна поділити на 3 категорії: ціна, клімат та особисті причини.

6. Проведені дослідження підтверджують, що туристів з країн з високою заробітною платою приваблюють низькі ціни на туристичні послуги в країнах з низькою заробітною платою.
7. Особисті мотиви охоплюють наступні пункти: відпочинок, бізнес-подорож, навчання, релігія, оздоровлення, поїздка на конференції тощо.

Speaking Skills

Ex. 23. Read with your partner interviews at the airport and be ready to define the reasons for travelling of interviewees.

Interview 1

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

Woman: Right.

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

Woman: Yes, we're off to Corfu.

Interviewer: And what is the purpose of your visit?

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

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

Woman: Two weeks.

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

Woman: No, just the three of us.

Interviewer: How did you get to the airport?

Woman: On the train.

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

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

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

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

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

Woman: Thank you. We'll try!

Interview 2

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

Man: Certainly, dear. I've got plenty of time – my flight doesn't leave for another hour. I got here a bit early – didn't want to be late, you know.

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

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

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

Man: Well, I've got a return ticket to come back in a month's time, but if all goes well I might stay a bit longer. It's a bit of a risk, you know. I don't know what my sister is like any more – or her family. I've never seen her children and I've only met her husband once.

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

Man: My son gave me a lift.

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

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

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

Man: Thank you. So do I!

Interview 3

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

Woman: OK. Will it take long?

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

Woman: Frankfurt.

Interviewer: Are you travelling on business?

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

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

Woman: For just two days.

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

Woman: Yes, I am.

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

Woman: By taxi, from my hotel.

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

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

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

Woman: Here – thirty to thirty-nine.

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

A) What reasons for travelling have the interviewees got?

Interview 1 _____

Interview 2 _____

Interview 3 _____

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

	Passenger 1	Passenger 2	Passenger 3	You
Destination				
Purpose of visit				
Length of visit				
Size of party				
Transport to airport				
Occupation				
Age				

C) Imagine you are a passenger at the airport. Fill in the information about yourself and speak about your trip using the chart.

Talking Points

Ex. 24. Look through the text again and using the classifications and definitions from the text and:

A) discuss with your partner the trends in tourism in Ukraine:

1. What forms of tourism are best developed in Ukraine?
2. Is domestic tourism popular in Ukraine? If yes, give your grounds. If no, why not?
3. What are the main motives for travelling in Ukraine?
4. What categories of foreign visitors are most frequent in Ukraine?
5. Are there many commuters in Ukraine? Why (not)?
6. What do you know about excursionist tourism in Ukraine?
7. Where do Ukrainians prefer to spend their holidays? Why?
8. What other personal motives for travelling make Ukrainian people move around?
9. What are the latest trends in Ukrainian tourism?

B) give the summary of your discussion.

Ex. 25. Many factors affect the level of international tourism throughout the world. Discuss in class how each of the following can affect the volume of international tourism between one country and another, giving, where ver possible, actual examples.

- a) Terrorism, war and political unrest;
- b) A special occasion, celebration or anniversary;
- c) The differences in exchange rates of currencies between the countries of origin and destination;
- d) Industrial action;
- e) Natural and man-made disasters.

UNIT 2

PAST AND FUTURE OF TOURISM

Lead-in

- When did tourism begin?
- Who were the first tourists?
- Where did they travel?
- What means of transportation did they use?
- What are the most common means of transportation nowadays?
- What future does tourism expect?

Reading

Text 1.

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

toil and labour	трудитись, з труднощами рухатись вперед
religious pilgrimage	релігійне паломництво
means of transport	засоби транспорту
to crucially change smth	кардинально змінити щось
jet planes	реактивні літаки
available to smb	доступний для когось

Overview of the Past of Tourism

People started travelling long ago. The word “travel” has a French origin (*travail*), meaning “toil and labour”. Travel thus meant adventure, hardship, and risk, especially in ancient times. Ancient people travelled for various purposes, such as pleasure, trade, scientific exploration, and religious pilgrimage. So, first travellers were nomads and pilgrims, merchants and traders. They travelled along rivers, lakes and seas. The first travellers used simple means of travelling: boats and ferries on the water and camels in the desert.

The most famous travellers were explorers. Among them were Marco Polo from Venice in the 13th century, Afanasy Nikitin from Russia, Christopher Columbus and Vasco de Gama from Portugal in the 15th century, Magellan from Spain, Amerigo Vespucci from

Italy in the 16th century, James Cook from England in the 18th century and other adventurers from Spain, Italy, Portugal, France, England and Holland. They made journeys to Asia, Africa and America.

Travel grew and developed as long as means of transport kept on growing. With the 19th century the age of modern trains came. In the late 19th century the first motor-cars appeared.

The age of airplanes changed travel crucially. In the early 20th century jet planes emerged. They made air travel available to all people. Air travel is the fastest and the most convenient mode of travelling. No place in the world is more than 24 hours away by jet. Passengers eat, sleep, watch movies, listen to music on airplanes.

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

1. The word “travel” has a ... origin
 - A Italian
 - B Latin
 - C Greek
 - D French
2. Why did ancient people travel?
 - A For a few purposes such as pleasure and trade
 - B For some reasons such as scientific purposes and religious pilgrimage
 - C For various reasons such as pleasure, trade, scientific exploration and religious pilgrimage
 - D For one purpose religious pilgrimage
3. So the first travellers were ...
 - A nomads, pilgrims, traders, merchants
 - B sportsmen and traders
 - C pilgrims and traders
 - D nomads, pilgrims, traders and explorers
4. What made tourism grow and develop?
 - A explorations by the most famous travellers
 - B adventures and pleasure from travelling
 - C the growth of means of transport
 - D the appearance of airplanes
5. The travel in the early 20th century changed crucially because
 - A of the appearance of jet planes
 - B of the emerge of fast trains
 - C the motor-cars appeared
 - D the ferry and ships became more available.

Ex. 3. Find in the text answers to these questions.

1. When did people start travelling?

2. Who were the first travellers?

3. What means of travelling did they use?

4. Who were the most famous travellers?

5. What kind of journeys did they make?

6. Why did travel grow and develop?

7. What were the new means of travelling in the 19th century?

8. What kind of transportation emerged in the early 20th century?

9. What are the advantages of air travel?

Ex. 4. A) Read 4 predictions of the experts in the travel industry about the future of tourism.

1. As we know, people in western, industrialized countries generate most of the demand in the tourism industry. These people are now living longer and I believe this will affect the types of tourism people will want in the future. People will also probably take fewer long holidays, that is, a week or more, say, but instead short weekend breaks will become more popular because of changes in the way people work.

2. It seems clear that travel times and costs will continue to come down and people will want to travel to more distant and exotic destinations in future. But the biggest change is the trend for more and more people to buy their holidays on the internet. New technology will even allow people to go on 'virtual tours' on their computers to see a holiday before they book it.

3. With economic growth in countries like Russia, China, India, Indonesia and Thailand, there will be new tourists looking for holidays. What's more, we're likely to see more tourists traveling from eastern to western countries than in the past.
4. I think that the number of 'new tourists' will increase in future. What I mean is someone who doesn't want mass-market tourism and wants more adventurous holidays. The majority of tourists will continue to buy package holidays, visit popular destinations and make their holiday choices based on the price, but increasingly the customer will expect more choice in how their package holiday is put together.

B) Match each speaker to one of the following subjects.

1. a new type of tourist
2. changes in the type of holidays
3. technological changes
4. changes in developing nations

Ex. 5. Note the following words and word combinations from the experts' predictions. Train your memory and say whom they belong to.

distant and exotic destinations	віддалені та екзотичні місця, привабливі для туристів
to generate most of the demand in tourism industry	становлять, складають більшість попиту в туріндустрії
mass-market tourism	туризм для широкого загалу, для всіх споживачів
virtual tours	віртуальні тури, поїздки
economic growth	економічне зростання
the number of "new tourists"	чисельність „нових туристів”
short weekend breaks	короткі відпустки, які охоплюють вихідні дні

Ex. 6. A) Say if the following statements are true or false. Correct any false one.

1. There will be a need in more holidays for older tourists in future.
2. People will take longer holidays in future.
3. The cost of travel is predicted to increase.
4. The market for tourism will only increase in western countries.
5. The majority of people will not want mass-market holidays.

B) Match the words used by the 4 speakers with their opposites.

- | | |
|---------------|-----------------|
| 1. come down | a) long-term |
| 2. further | b) increase |
| 3. more | c) worse |
| 4. growth | d) nearer |
| 5. short-term | e) less / fewer |
| 6. better | f) reduction |

Vocabulary Practice

Ex. 7. Match the words to have correct phrases.

- | | |
|-------------------|---------------|
| 1. ancient | a) holy sites |
| 2. travelling for | b) Greeks |
| 3. travel to | c) times |
| 4. visit | d) pleasure |
| 5. medieval | e) get away |

Ex. 8. Cross out one odd term in each line.

1. pilgrim, nomad, explorer, adventurer, desert, trader, merchant;
2. motor-car, raft, boat, canoe, steamboat, mode, kayak;
3. meals, means, arts, overseas, races, waterways, sports, sales;
4. leisure centre, resort, spa, travel destination, health resort, society holiday centre;
5. grow, develop, tour, spring up, appear, emerge;
6. medieval, Renaissance, ancient, future, past, further.

Ex. 9. Look up in the dictionary the meanings of the words in bold and group them according to the titles in the chart (3 terms in each group).

pilgrim, inn, races, jet, adventurers, health resort, raft, caravansary, recreation, nomad, tavern, steamship boat

Means of traveling	Lodging	Travellers	Holiday making

Ex. 10. Choose from the list the proper term to the following definitions.

*a raft, a caravansary, a nomad, a spa, a merchant, a pilgrim,
a steamboat, an inn*

1. a person who travels to an important religious place, the so-called holy sites
2. a place where mineral water comes out of the ground and where people go to drink the water or to bathe in it
3. a place that provides accommodation, food and drinks for travellers
4. a passenger ship powered by steam
5. a large Eastern inn with a court in the middle
6. a flat boat made of logs tied together
7. a person who has no permanent place of residence
8. a person who travels buying and selling goods

Ex. 11. A) Decode the anagrams referring to the history of tourism.

1. Ever since a man first emerged from his cave-dwelling, it seems he felt the *egru* to travel.
2. The Olympic Games in 776 BC were the first international tourist *netev*.
3. *Erigusoli* travellers took advantage of the roads built by ancient Romans to visit holy sites.
4. In the 17th and 18th centuries travelling was an essential part of every young *belon* man's education.
5. The appearance of stagecoaches and coaching inns, then steamboats and railways *lylaer* opened up the tourist industry.

B) Match the decoded words with their synonyms.

1. gentlemen - _____
2. pilgrim - _____
3. impulse - _____
4. in fact - _____
5. happening - _____

Ex. 12. Fill in the gaps in the following sentences using the words in bold.

*explorers, jet planes, steamboats, spas, inland waterways,
mode, camels, railway*

1. The only means of travelling in the early 19th century were trains and _____.
2. Thomas Cook arranged the first trip by _____ in 1841.
3. When the first _____ appeared, they changed travel crucially.
4. In the first half of the 19th century steamboats carried passengers within _____.
5. Marco Polo, Christopher Columbus, James Cook were world-famous _____.
6. Well-to-do Europeans used to go to health resorts and _____ of Germany for recreation and treatment.
7. The first travellers used simple boats on the water and _____ in the desert.
8. Air travel is the fastest _____ of travelling.

Ex. 13. Choose the right definition.

1. **an inn**
 - A a place serving alcohol drinks
 - B the name of hotels which are members of a chain
 - C the name of all cheap hotels
 - D a place serving drinks and offering accommodation for travellers
2. **a mode**
 - A a method
 - B a type
 - C a fashion
 - D a model
3. **a raft**
 - A a small boat
 - B a ferry
 - C a flat boat
 - D an old steamer
4. **a resort**
 - A a place of residence
 - B a hotel at the seaside
 - C a pleasant occupation for spare time
 - D a popular place for recreation and treatment

5. **an overseas trip** **A** a tour abroad
 B a boating trip
 C a cruising tour
 D a round-the-world tour

Language Development

Text 2.

Ex. 14. Look through the active vocabulary before reading the text and try to memorize it.

to get away	поїхати відпочивати
cave-dwelling	печера як помешкання
to thank smb for	подякувати комусь за щось
the heyday of the Roman Empire	розквіт Римської імперії
shrine	каплиця, обитель
to catch the travel bug	підхопити „гарячку” (бажання)
	мандрувати
stagecoaches	поштові карети, диліжанси
enterprising men	заповзятливі люди
pleasure-seeker	любитель розваг, задоволень
the birth of mass-tourism	народження, виникнення масового туризму
	доступне, прийнятне розміщення
an affordable accommodation	скромний початок
humble beginning	ступати по слідах когось
to tread in the footprints of smb	

Ex. 15. Read the text. Choose the most suitable heading from the list (A-I) for each part (1-8) of the text. There is one extra heading which you don't need to use. There is an example at the beginning (0).

- | | |
|---|--|
| A The 17 th -18 th century Tourism | F The First Travellers |
| B Transport Developments | G Tourism in Ancient Times |
| C The Birth of Mass-Tourism | H The Birth of Modern Tourism Industry |
| D The Urge to Travel | I Reasons of Tourism Industry Development |
| E Tourism in Recent Decades | |

0

D

The Urge to Travel

I do it, you do it, even the ancient Greeks did it. Travelling for pleasure, travelling to experience new places and events, travelling to relax and get away from it all – in other words, tourism.

Even since man first emerged from his cave-dwelling, it seems he felt the urge to travel.

1

But tourism had to wait for the civilization of ancient Greece before it really got moving. The Olympic Games of 776 BC were the first international tourist event, with people travelling from many countries to watch and take part.

Of course, if you want to travel from A to B, a good road is always an advantage, and we have a lot to thank the Romans for here. During the heyday of the Roman Empire they built thousands of roads. Some of the first people to take advantage of these roads were religious travellers visiting cathedrals, shrines, or holy sites – the word “holiday”, after all, originally comes from “holy day”. Pilgrims like Geoffrey Chaucer would tell each other stories to entertain themselves on the road. Nowadays we have the in-flight movie – in medieval times they had the Canterbury Tales!

2

Gradually, more and more people caught the travel bug. At first it was the nobility who set out in the 17th and 18th centuries on their Grand Tours – an essential part of every young gentleman’s education. At the same time the upper classes were flocking to spa towns like Bath and Cheltenham. They also enjoyed the healthy pleasures of sea-bathing at Brighton and other resorts.

3

But it was developments in transport that really opened up the tourist industry. First there were stagecoaches and coaching inns. Then came steam, and suddenly the world was a smaller place. Steamboats crossed the English Channel, and railways stretched their iron webs across the civilized world. No sooner had the first railways been built in the 1830s than enterprising men like Thomas Cook in England began to exploit their potential by selling organized tours.

4

With excursions across continental Europe, the building of hotels and resorts to cater for the tastes of the pleasure-seekers, and the introduction of hotel vouchers and traveller's cheques, the tourist industry in its modern form was born. By the end of the 19th century the middle classes had joined the tourist classes, and mass tourism was a reality.

5

If the 19th century saw the birth of mass tourism, then the post-war years have witnessed its coming of age. Soon after the end of the Second World War, paid holidays became normal in Britain and many other countries.

6

People now had more disposable income to spend on leisure time, and travel and tourism were available to the many rather than the elite few. Holiday camps sprang up, offering the masses an affordable accommodation-and-entertainment package. Television sets were appearing in more and more homes, bringing the attractions of distant lands into people's living rooms. Package holidays abroad began to appear in the 1950s. But it wasn't until the introduction of the first commercial jet airliners that the idea of foreign holidays really took off.

7

In recent decades things have only got better for the tourist: faster and cheaper travel options, a wider range of suitable accommodation, more time and money to spend on their holidays. Tourism has come a long way from its distant, humble beginnings. So when you're next wandering along a sun-kissed foreign beach, sipping your cocktail, gazing at the sunset, and trying to forget your worldly cares, remember – you may be treading in the footprints of a 19th century adventurer, a gentleman on his Grand Tour, a pilgrim or a crusader, or even a Roman soldier or an ancient Greek!

Ex. 16. Fill in the correct word from the list below. Use the words only once.

*civilization, bug, tour, urge, flock, potential, advantage,
pleasure-seekers*

1. to feel the ... to travel
2. the ... of ancient Greece
3. to take ... of Roman-built roads
4. to catch the travel ...
5. to ... to spa town
6. to exploit one's ...
7. to cater for the tastes of ...
8. a gentleman on Grand ...

Ex. 17. Fill in the correct preposition, then choose any five items and make sentences.

1. ... other words
2. to emerge ... the cave-dwelling
3. to thank ancient Romans ... their roads
4. originally come ... the word "holy day"
5. to set out ... the education tour
6. to stretch iron webs ... the civilized world
7. to spend more disposable income ... pleasure
8. to tread ... footprints of a 19th century adventurer

1. _____

2. _____

3. _____

4. _____

5. _____

Ex. 18. Find in the text the opposites to the following words:

- *modern* Greeks
- to gaze at *the sunrise*
- *submissive* men
- to *remember* worldly cares

Ex. 19. Find in the text synonyms to the following words:

- *to appear*
- *to take up* travelling
- *upper_classes*
- to become *mature*

Ex. 20. Find in the text the equivalents to the following Ukrainian word combinations.

перша туристична подія	
розквіт Римської імперії	
богомольці	
насолоджуватися фільмом, який демонструють під час польоту	
важлива частина освіти юного джентльмена	
відкрити туріндустрію	
простягнути залізні щупальці по всьому цивілізованому світу	
реалізувати свій потенціал заповзятої людини	
стати свідком того, як масовий туризм стає зрілим	
дохід, прибуток, який можна витратити	
широкий вибір підходящих місць розміщення	
потягувати коктейль	
прогулюватися по залитому сонцем пляжу	

Ex. 21. Answer the questions to the text.

1. What are the reasons of people who want to travel?

2. When did tourism really get moving?

3. What was the first tourist event?

4. What was the advantage for religious people on their pilgrimage?

5. What did pilgrims visit?

6. What did pilgrims do to entertain themselves on the road?

7. Who was the first to catch the travel bug?

8. Traveling overseas was the essential part of every young gentleman's education in the 17th and the 18th centuries, wasn't it?

9. Why did the upper classes flock to spa towns?

10. What really opened up the tourist industry?

11. When was the modern tourist industry born?

12. How is tourism characterized in the post World War II years?

13. What did the masses begin to spend their disposable income on?

14. When did the first package tours abroad appear?

15. What changes in tourist industry have taken place in recent decades?

Writing

Ex. 22. List the key events in the history of tourism which are mentioned in the text for each of these periods. The first one has been done for you.

e. g.

- ancient Greece	<i>:In 776 BC people travelled to watch and take part in the Olympic Games</i>
- the Romans	
- early Christianity	
- the 17-18 th centuries	
- the 19 th century	
- post World War II	
- nowadays	

Ex. 23. Answer the clues to find the hidden word. The first one has been done for you as an example.

1. Tourism has come a long way from its distant, *humble* beginnings to its sustainability. (6 letters)
2. In the 19th century railways stretched their ... webs across the civilized world. (4 letters)
3. In the 17-18th centuries the upper classes were flocking to ... towns to have a rest and treatment. (3 letters)

4. With the introduction of hotel vouchers and ... cheques the tourist industry in its modern form was born. (10 letters and ')
5. With the introduction of jet airliners the idea of ... holidays really took off. (8 letters)
6. During the heyday of ... Empire they built thousands of roads which were an advantage to religious travellers. (5 letters)
7. The post war ... have witnessed the mass tourism coming of age. (5 letters).

1	H	U	M	B	L	E									
2															
3															
4															
5															
6															
7															

Ex. 24. Translate the following sentences from Ukrainian into English.

1. Коли люди почали мандрувати? – Вони відчули потяг до мандрівок ще з тих часів, коли людина вперше покинула своє житло-печеру.
2. Цивілізація Стародавньої Греції розпочала еру туризму. Люди мандрували до Олімпійського селища, щоб спостерігати і взяти участь у першій туристичній події – Олімпійських іграх.
3. Богомольці мандрували по святих місцях, користуючись дорогами, які збудували римляни.
4. У 17-18 століттях дворянство посилало своїх синів в освітні тури, так звані Гранд-тури. У той же час самі їздили на курорти з мінеральним водами для задоволення і лікування.
5. Поява поштових карет, постійних дворів, а пізніше поява пароплавів і залізниць насправді започаткували туріндустрію.
6. Введення готельних ваучерів та подорожніх чеків сприяли виникненню сучасної туріндустрії.
7. Коли виник масовий туризм? – У 19-му столітті, коли Томас Кук почав організовувати групові екскурсії. Коли масовий туризм став зрілим? – Після II-ї Світової війни.
8. Перші турпакети закордон почали з'являтися у 1950-х рр., а з введенням комерційних польотів на реактивних літаках вони стали дуже популярні.

9. Туризм пройшов довгий шлях від далекого скромного початку до свого успішного становлення як однієї із найбільших індустрій світу.

Speaking Skills

Ex. 25. Work with a partner. Read the answers and arrange words into questions. Read the dialogues about Thomas Cook and Freddie Laker and then act them out.

Dialogue 1

e. g.

1. - *When, Thomas Cook, the, did, organized, of, tourism, open, age.*
- *When did Thomas Cook open the age of organized tourism?*
- *In 1841 Thomas Cook from England opened the age of organized tourism.*

2. - *What, he, Englishmen, arrange, for, did?*
- _____
- He arranged the first trip for 570 Englishmen by railway. The excursion was so successful that Cook organized other similar events.

3. - *What, Cook, did, in, organize, trip, 1843? Was what it?*
- _____
- In 1843 Thomas Cook organized the first group tour by train. This time he provided tourists with meals and tickets for the races. So it was the first package tour.

4. - *What, he, arrangements, other, did, make, for people?*
- _____
- Later on Thomas Cook made arrangements for organized visits to the First International Industrial Exhibition. The Exhibition opened in London in 1851. The tourists came from different parts of England.

5. - *When, he, regular, start, did, trips, tourist, overseas, for?*
- _____
- All those were domestic tours. However, Thomas Cook decided not to stick to domestic tourism within his country only. Four years later, in 1855 he arranged the first overseas trip. It was a tour to the Exhibition in Paris. After that regular tourist trips started to other countries of Europe.

6. - *What, he, set up, did?*

- _____
- Thomas Cook continued expanding his travel business. In 1866 he arranged the first trip of two groups of Englishmen to the USA. Soon Thomas Cook set up the first travel agency.

7. - *Who, travel, owns, agency, now, and, tour operator, ThomasCook Company?*

- _____
- Thomas Cook Company is still very active on the travel market. It is both a tour operator and a travel agency. But now two German companies own it.

Dialogue 2

e. g.

1. - *Who, passenger, air, was, travel, of, pioneer, the?*

- *Who was the pioneer of passenger air travel?*
- *Freddie Laker was one of the pioneers of modern passenger air travel. He was born in England in 1922.*

2. - *Was, he, what?*

- _____
- In the Second World War he was an aircraft engineer and also learnt to fly.

3. - *in, did, what, Laker, do 1948?*

- _____
- After the war, in 1948, he bought and chartered planes to deliver food to people of Berlin while the city was blockaded by the Russians.

4. - *How, did, business, he, activity, his, 1950-s, the, use, in?*

- _____
- In the 1950-s his business activity increased. He was one of those businessmen who expanded air travel rapidly due to development of aircraft technology.

5. - *What, in, he, did, do, 1955?*

- _____
- In 1955, for example, he set up an air service carrying passengers and cars across the Channel between England and France.

6. - *When, and, why, the, real, growth, did, in, travel, charter, air, happen?*

- _____
- It was in the 1960s and 1970s that the real growth in charter air travel happened, as more and more people wanted to go on package holidays.

7. - *What, he, did, run, found, and, company?*

- _____
- Laker founded and ran his first company ‘Laker Airways’ from 1966 to 1982. His main achievement was to set up companies independent of big state corporations and cheap flights for great number of people.

Ex. 26. Write down the data received from the dialogues and speak about the two famous men.

	Thomas Cook	Freddie Laker
- Job or role in tourism		
- Achievements / events with dates		
- General contribution to tourism		
- Any other important information		
- Additional information from Internet resources		

Ex. 27. A) Read the text about UN WTO and write 10 questions to it. Work with your partner and answer the questions.

The World Tourist Organization

Tourism is global nowadays. Tourist boom started in the 1960s. In 1963 the United Nations conference on international travel and tourism took place in Rome.

The General Assembly of the UN proclaimed 1967 as the Year of International Tourism. In 1975 the United Nations established the World Tourist Organization (WTO). It emerged on the basis of the International Union of Official Tourist Organizations.

The WTO is the international intergovernmental organization. Actually, it is a worldwide group of government travel organizations. It involves 156 countries and 6 associate members and over 450 affiliate members representing the private sector, educational institutions, tourism associations and local tourism authorities.

As the leading international organization in the field of tourism, UN WTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide. It deals with promoting tourism throughout the world and assists countries in the development of their national tourism.

The supreme body of the WTO is the General Assembly. It holds its sessions every two years. The last one was held on 24 August, 2013 in Victoria Falls, Zimbabwe. The General Assembly elects the General Secretary for the period of four years. Nowadays the General Secretary is Taleb Rifai.

The World Tourist Organization cooperates with the United Nations and many government and non-government organizations. The headquarters of the WTO is in Madrid, Spain. The official languages of the UN WTO are the same as in the UN: English, French, Russian, Spanish and Arabic.

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

B) Translate the following words and say in what context they are used in the text.

- tourist boom	
- the UN conference	
- associate members	
- affiliate members	
- on the basis of	
- intergovernmental organization	
- driver of economic growth	
- promote tourism	
- sustainability	
- the supreme body of the WTO	
- to hold the session	
- to elect the General Secretary	
- to cooperate with the UN	

Ex. 28. In pair practise the following sentences:

1. I thought *the first travellers were Marco Polo and Christopher Columbus*, to name a few.

the first means of transport were boats and rafts
the first means of accommodation were inns and taverns
tourist companies are travel agencies and tour operators
people in tourism are travel agents and tour operators
free-lancers are guides and interpreters
tourist manuals are folders and brochures

2. Do you know what *the earliest means of transport* were like?

the earliest means of accommodation
the earliest means of hospitality
the first travellers
the first inns
the first taverns
the first steamships

3. It goes without saying that *the first means of transport were boats, kayaks, canoes and rafts*.

the first means of accommodation were inns and taverns
the first travellers were nomads and traders
the trains outdid ferries and ships

people were more flexible when they travelled by car
travelling by motor-cars did not depend on the weather
planes beat all other means of transportation

4. I believe they were pretty *cheap*, weren't they?

inexpensive
expensive
flexible
widespread
popular
famous

5. The first *railways* emerged as early as *in the Middle Ages*.

inns	in the Middle Ages
taverns	in the Middle Ages
means of transportation	20,000 years ago
ships	5,000 years ago
motor-cars	in the 19 th century
planes	in the early 20 th century

6. As far as I know, *motor-cars appeared right in the 19th century*, didn't they?

tourism and travel developed with the development of transport
the first travellers used to journey on rivers and lakes
the first travellers used camels for travelling on land
the first travellers used teams of dogs and horses for travelling
travelling by car became widespread between cities and towns
the first travellers used to stay in inns and taverns

7. You are pretty well *informed*.

prepared
read
trained
educated
tutored
advised on

8. There is nothing like *speed*, is there?

comfort
convenience
flexibility

safety
companionship
freedom

9. Do you think I am that *backward*?

poorly informed
badly trained
badly educated
smart
knowledgeable
well informed

10. Your information was *very broadening*!

thought-provoking
captivating
comprehensive
enjoyable
helpful
essential

Ex. 29. A) Read the dialogue with your partner, find the sentences and phrases from Ex.28 and translate them.

- S₁** – You know, being a student at the Institute of Tourism, I have learnt much about the history of tourism in the world. It's so exciting.
- S₂** – Oh, I don't think there is much new to learn about. Every literate person knows that the first travellers were. Marco Polo, Christopher Columbus, Afanasiy Nikitin, to name a few.
- S₁** – Those are the world famous travellers, but they made their journeys later. The first ones were nomads, pilgrims and traders. They used to journey on rivers, lakes, channels and seas. And – the first means of transport were boats, kayaks, canoes and rafts. Apart from water modes of transportation teams of dogs and horses as well as camels were used for travelling on land.
- S₂** – Later on trains and cars came into being, I believe.
- S₁** – Don't rush the events. First ferries and steamships appeared. And only then railways came into being but they were not the railways in our modern sense.
- S₂** – The trains outdid ferries and ships, I'm sure. I believe they were pretty

- cheap, weren't they?
- S₁ – Not from the very beginning, really.
- S₂ – How come?
- S₁ – The first railways emerged as early as in the Middle Ages ...
- S₂ – Fancy that!
- S₁ – They became rather inexpensive when they widely spread in the 19th century.
- S₂ – As far as I remember, right in the 19th century motor-cars appeared, didn't they?
- S₁ – You're pretty well informed. In the late 19th century motor-cars came into being. Right from the beginning they gained popularity.
- S₂ – Oh, I understand the reason. Travelling by motor-cars didn't depend on the weather conditions.
- S₁ – Quite so! Besides, people were more flexible when they travelled by car.
- S₂ – There is no doubt. But as for me, planes beat all other means of transportation.
- S₁ – Definitely so! There's nothing like speed, comfort and convenience, is there? But it was already in the 20th century from your information.
- S₂ – Certainly! Do you think I am that backward not to know when airplanes came into being? By the way, do you know how it all started in Ukraine?
- S₁ – Sure. I've passed the exam in History of Tourism in Ukraine and have got an excellent mark. But I'm afraid I have talked your head off already. So I'd recommend you to read the book by Fedorchenko V. K. and Diorova T. A. "The History of Tourism in Ukraine".
- S₂ – Your information was really very broadening. Thanks a lot for your advice.

B) Dramatize the dialogue.

Additional Text

The Outset of Tourism in Ukraine

The origin of travels in Ukraine can be traced back to the times of the first ancient Rus state called “Ruska Zemlia” (X-XI centuries). Written literary works mention that Rus of X-XIth centuries had broad and mutual relations with different countries: Byzantine, Poland, Hungary, France, Germany, Scandinavian countries. But even before that time, in VI-X centuries when Byzantine emperors fought with Kyiv pre-Christian princes the Rusins travelled by boats on the Dnipro and along the Black Sea Coast to Tsarhorod (Constantinopol).

The first European traveller in Ukraine was Bruno from Querfurt (Germany) who visited Volodymyr the Great in Kyiv and wrote a letter about it to the emperor Heinrich II in approximately 1008. Titmar, the Bishop of Merserburg (X-XI centuries) mentioned in his chronicle that Kyiv was a big city, a capital with more than 400 churches and 8 markets and a lot of inhabitants. During Tatar-Mongol invasion Ukraine was not a much visited country as it, surely, wasn’t appealing to travellers. And it was only in XV-XVI centuries when the country became more and more visited, mainly by those who travelled from the Western and Southern Europe to the East, they were mostly Italians.

An interesting visit was made by Erik Liasota, a messenger of the German Emperor Rudolph II to Cossacks into Zaporizhia Sich in 1594. All those French, German, Italian, English, Dutch people who first stepped on Ukrainian land at the Cossacks times usually described Ukraine with excitement and sympathy.

A German traveller, Ulrick von Verdum, travelled through Ukraine not once in the XVII century and described his impressions about Volyn and Podillia in his 508-page “Diary”. All in all, he paid 4 separate visits to Ukraine.

Not only foreigners came to Ukraine. Ukrainians, as well, travelled to West Europe and Middle East searching for new trading contacts or to conquer neighbour territories.

The Princess Olha may be called the first Ukrainian woman-traveller. She toured around the whole territory of Kyiv Rus and paid a visit to the Byzantine emperor in Constantinopol.

But the main reason for travelling in ancient times was religion. St Antoni from Chernihiv territory, the founder of Kyiv-Pechery Monastery is regarded to be the first pilgrim-traveller in Ukraine. He went to Greece to Aphon mountain as a pilgrim. And for the second time he went there to protest against Boris and Hlib’s murder by Prince Sviatopolk.

Other famous pilgrims who travelled to the east holy places in XI-XII centuries, were Hegumen Varlaam from Dmytriy Monastery in Kiev, Hegumen Niphont (Volynskiy), Hegumen Yephrem from Kyiv-Pechery Monastery.

Undoubtedly, Ukrainian Cossack Yakiv Malyk, a brave traveller, should be mentioned as well. In the mid XVI century he travelled to India, became Hudzharat's councillor and there constructed a fortress in Renaissance style.

Due to different motives: pilgrimage, desire to get good knowledge and education in the XVII-XIX centuries, Ukrainian famous travellers Vasyl Hryhorovich-Barskyi, Hrihoriy Skovoroda, Mykola Miklukho-Maklai made a great contribution to the development of tourism in Ukraine.

Ukrainians contributed into geographical study of the Earth. For instance, one of the leaders of the first Russian round-the-world expedition on ships "Nadia" and "Neva" was Y. F. Lysianskyi (1773-1837) from Nizhin in Chernihiv area; M. M. Przhevalskyi (1839-1888) who headed 5 expeditions into Central Asia, etc.

So, in result of all those and travels expeditions of native and foreign travellers, much information in geography and history of Ukraine and other countries was collected. And it gave solid grounds to develop tourism in the second half of the XIXth century in Ukraine.

Ex. 30. Using the given prompts make up the story to continue speaking on the outset of tourism in Ukraine:

- 1876 – first Ukrainian students traveled to the Crimea;
- 1880 – the first club of nature lovers in Yalta;
- 1930-s - new clubs of active tourism appeared:
 - "Sokil" – hiking, biking;
 - "Play" – excursions in Lviv, trips to the Carpathians;
- 1962 – established the Central Body of Tourism in the USSR;
- 1969 – adopted the Law of Establishing Tourism in the USSR;
- 27.09.1980 – the Day of Tourism in Ukraine;
- 2000 – 11 million visitors to Ukraine;
- 1.01.2003 – adopted the new Law on Tourism in Ukraine.

Talking Points

Ex. 31. Make similar reports about the contributions of other pioneers of tourism (Marco Polo, Afanasiy Nikitin, Christopher Columbus, Vasco da Gama, Magellan, Amerigo Vespucci).

Ex. 32. Recall the predictions about the future of tourism. What is your prediction? What do you think of the tourism future?

UNIT 3

CAREERS IN TOURISM

Lead-in

- What sector of the travel industry most appeals to you?
- What is your idea of a good job? Put the following ideas in order of importance. Discuss your choices with your partner.

- | | |
|---|--|
| <input type="checkbox"/> a chance to travel | <input type="checkbox"/> friendly colleagues |
| <input type="checkbox"/> teamwork | <input type="checkbox"/> a good salary |
| <input type="checkbox"/> flexible working hours | <input type="checkbox"/> long holidays |
| <input type="checkbox"/> job stability | <input type="checkbox"/> opportunity to meet people |
| <input type="checkbox"/> responsibility for other staff | <input type="checkbox"/> benefits (commission, cheap holidays) |

Reading

Text 1.

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

service industry	індустрія обслуговування
labour-intensive industry	промисловість, яка охоплює роботою велику кількість людей
to estimate	оцінювати
the range of jobs	асортимент, (ряд) професій
skilled employee	досвідчений робітник
to solve a problem	вирішувати завдання
background	освіта, кваліфікація
facilities for training	засоби (послуги, обладнання) для навчання (тренування, підвищення кваліфікації)
to be eager to do smth	палко прагнути робити щось

Jobs in Tourism

Like most service industries, tourism is labour-intensive; that is, it employs a high proportion of people. The World Tourism Council estimated that at the end of the XX century the tourism industry was the world's largest employer. At that moment travel and tourism employed one of 15 workers worldwide. Nowadays this industry creates one of every 11 jobs in the world.

Thousands of people take a package holiday abroad, travel within their own countries, attend international conferences, go on business, etc. All these travellers require an army of people to service their needs.

There are jobs in tourism for young and old, male and female, school leavers and university graduates, people of all nationalities. The range of jobs is very wide, from **unskilled**, like a dish washer in a restaurant, to **semi-skilled**, like a waiter or a chambermaid, to **skilled**, like a travel agent or a tour operator.

The ability to solve practical problems knows no limits of age, nationality, sex or background. It is one of the few industries where sex discrimination is minimal. Many heads of companies are women particularly in conference organizing.

Everyone involved with the travel industry agrees that personality is more important in this sector than in most others, and in many cases even more important than qualifications and experience.

Knowledge of a foreign language is becoming more valued. Anyone who can demonstrate an ability to interpret the culture of foreign countries will have an advantage. For certain jobs a background in history, architecture or other professional qualifications is more useful than general tourism training.

A majority of the jobs in the tourist industry have one common feature: contact with the public. Anyone who has chosen a career in tourism should enjoy working with people.

There are many facilities for training in the tourist industry. Many hotel companies, airlines have training programmes and courses for those who is eager to work in tourism. No matter what aspect of the industry a person may work in, the final result of the effort should be a satisfied customer who remembers his trip and his holiday with pleasure.

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

1. Tourism as one of the service industries employs a lot of people, so it is ...
 - A the world's largest employee
 - B labour-intensive
 - C labour effective
 - D labour efficient

2. What is the range of jobs in tourism?
 - A from the unskilled, the semi-skilled to the high skilled
 - B from the unskilled to the semi-skilled
 - C from the semi-skilled to the high-skilled
 - D from the unskilled to the high-skilled
3. Everyone in tourism agrees that ... is more important in this sector than in most others.
 - A qualification
 - B experience
 - C special education
 - D personality
4. What is common to a majority of jobs in the tourism industry?
 - A career
 - B training
 - C contact with people
 - D knowledge of a foreign language
5. The final result of the tourism employee's effort should be ...
 - A a complaining customer
 - B a satisfied customer
 - C a pleasant customer
 - D a smiling customer

Ex. 3. Find in the text answers to these questions.

1. Why is tourism labour-intensive?

2. What is the range of jobs in tourism?

3. What personal qualities are very important for those working in the tourism industry?

4. What qualifications are needed for some jobs in tourism?

5. What is common feature of a majority of the jobs in the tourism industry?

6. What result must each person working in tourism seek for?

Ex. 4. Read the passages about six people talking about their jobs. Match the people to their job titles.

- a. Product Manager
- b. Trainee Hotel Manager
- c. Conference Coordinator
- d. Travel Consultant
- e. Cabin Attendant
- f. Business Travel Consultant

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

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

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

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

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

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

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

5. I have to deal with the public and take their bookings for flights, hotels, tours, car hire and that sort of things. It's quite hard work and the basic salary isn't brilliant, but I get a performance-related bonus and commission so I don't do too badly. I'm doing a training course at the moment because I'd like to specialize in incentive travel. In fact, I have an interview next week.

6. What I have to do is to plan ahead so that in two or three years' time we have another destination or resort to offer in the catalogue. This means that I have to visit and travel around the region, contract with hoteliers and service providers and so on. Obviously, I have to deal with a lot of money matters and negotiate terms and conditions. At the moment we're thinking of opening up a resort in Albania.

Ex. 5. Note the following words and word combinations from the passages below. Train your memory and say whom they belong to.

to combine the job with social life	поєднувати роботу з особистим (світським) життям
to go through a bad patch	компанія переживає важкі часи
to learn accountancy and financial management	вивчати бухгалтерську справу та фінансовий менеджмент
to negotiate terms and conditions	обговорювати терміни та умови контракту
a performance-related bonus	премія, яка залежить від якості виконаної роботи
a checklist of points	список справ для самоконтролю; контрольний список того, що потрібно виконати

Ex. 6. Answer the questions to the passages in pair.

- A
1. How long has the business travel consultant been working for the travel agency?
 2. What is her main job task?
 3. Why is this market highly competitive?
 4. Why do they have to cut their own profit margins?

- B 1. What kind of training programme is there for hotel managers?
 2. What is he doing at the moment?
 3. What job does he hope to get in future?
- C 1. What are the main job duties of a cabin attendant?
 2. What qualities does she need for her job?
 3. What are the disadvantages of the job?
 4. What does she enjoy about her job?
- D 1. What is the conference coordinator responsible for?
 2. How does she manage to arrange everything?
- E 1. What does the job of a travel consultant involve?
 2. What kind of job is that? Is it well-paid?
 3. What does he want to specialize in?
- F 1. What does the job of a product manager involve?
 2. What kind of matters does he deal with?
 3. What are his plans at the moment?

Ex. 7. Sum up the duties of the mentioned employees (Product Manager, Trainee Hotel Manager, Conference Coordinator, Travel Consultant, Cabin Attendant, Business Travel Consultant) by answering the questions.

- *What does ... have to do?*
- *What things might you enjoy about the work?*
- *What things would you not enjoy about it?*
-

Use the phrases:

He or she has to ...

It would be interesting to ...

It would be awful to have to ...

Something I wouldn't enjoy is ...

Another thing he or she has to do is ...

Vocabulary Practice

Ex. 8. Study the examples to know how to use the word “skill” and its derivatives.

<ul style="list-style-type: none">▪ managementcommunicationcomputer / ITtelephoneorganizationalpeople	}	skills
<ul style="list-style-type: none">▪ be skilled at + verb + -ing <i>E. g. she’s skilled at supervising staff</i>▪ <i>skilled, unskilled, semi-skilled, highly-skilled</i> A highly-skilled chef can earn a lot of money. Being a porter is a relatively unskilled job.		

Success in business depends on **skilful** (UK) / **skillful** (US) management.

Complete the sentences with words from the vocabulary box above.

1. Dealing with difficult members of the public requires good *communication skills*.
2. Designing a good computer reservations system demands up-to-date _____.
3. She’s done a large number of relatively _____ jobs. She’s been a chambermaid, a cleaner and a waitress.
4. He has to co-ordinate the work of several departments so he’s _____ at organizing schedules.
5. If you work in a call centre, it’s essential to have excellent _____.
6. Conference interpreting is a _____ occupation.
7. The problem was solved by her _____ handling of a difficult situation.
8. Reading and writing _____ are essential when working in a brochure production department.
9. I admire his _____ at dealing with difficult members of the public.
10. Managing the finances of a large hotel is a _____ job.
11. Many hotel managers began their careers in _____ positions such as receptionist or housekeeper.

Ex. 9. A) Look up in the dictionary the meanings of the words in the box and match the qualities with these definitions. The first one has been done for you.

<i>articulate</i>	<i>considerate</i>	<i>accurate</i>
<i>numerate</i>	<i>computer-literate</i>	<i>energetic</i>
<i>enthusiastic</i>	<i>optimistic</i>	
<i>diplomatic</i>	<i>dynamic</i>	

e.g. a person who is ...
 a *computer-literate* person is able to use information technology.

1.thinks of other people's feelings.
2.is discreet and tactful in delicate situations.
3.shows a lot of enthusiasm and energy.
4.is good with figures.
5.can speak fluently.
6.is precise, pays attention to detail.
7.feels confident about the future.

B) Make 5 qualities you think are most important for anybody working in tourism. Mark the qualities you think you have, make a list of your good points.

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

Ex. 10. Using the suffix *-able*, describe someone who:

- you can count on
- is friendly and likes mixing in society
- can start work at once
- corresponds to the job profile

Ex. 11. A) Decode the anagram adjectives to find words used to describe personality, and write them in the table below.

1. Mr. Thomas has a reputation for being very *ricesen*. However, people don't always appreciate hearing the truth.
2. If you could be a little more *cultunap* in the future, our meetings could start on time for a change.
3. She's extremely *blareeli*. I wouldn't hesitate to give her more responsibility.
4. A good host should always be *utocusero* and serve his guests first.
5. I'm not terribly *articlap*, I'm afraid. I can't even fix a plug when it goes wrong.
6. You have to be *lebelfix* in this job because half of the year we work shifts.
7. I'm really *suiteachtins* about my new job. There are great opportunities for me.
8. People who are *usitomabi* will get promotion more easily.
9. To get the work done in time you'll need to be very *nicefitfe*.
10. She is very *nitfecnod* that she's able to get the work done in time without any problems.

B) Now write out the corresponding noun form for each adjective.

Adjective	Noun

C) Give your own examples. Use the dictionary if necessary.

Ex. 12. A) Complete the table of nouns and adjectives. The first one has been done for you. Use a dictionary if you need to.

	Noun	Adjective
1.	enthusiasm	<i>enthusiastic</i>
2.	_____	experienced
3.	friend	_____
4.	_____	able
5.	relevance	_____
6.	permanence	_____
7.	_____	responsible
8.	availability	_____
9.	_____	aware
10.	suitability	_____

B) Fill in the gaps in the following sentences using either the noun or the adjective in each pair in the table. The sentences are not in the same order as the table.

e.g.: She'd be marvelous at organizing children's activities because she's got lots of enthusiasm.

- I'm rather shy and reserved, so I don't think a job in Reception would be _____ for me.
- Please send us a letter and a CV giving details of your qualifications and _____ experience.
- I'm surprised that she has decided to leave. I wasn't _____ that she wasn't happy here.
- If you want to work in Front Office, you have to develop the _____ to do three things at the same time.
- She is always happy, smiling, and _____, so everyone likes her.
- I have several years' _____ of working in a large hotel.
- The Head Housekeeper is _____ for making sure that the rooms are kept in good condition.
- Could you phone Mr. Peters and ask him when he would be _____ for the interview?

9. I worked there on a three-month contract but I did well and at the end they offered me a _____ job.

Ex. 13. Study the words with meaning of remuneration.

Remuneration (n) – винагородження, оплата, заробітна плата, компенсація; (formal) – the pay you give someone for something they have done for you

A) Match the words in the box with the definitions.

a. salary	d. commission	g. tip
b. bonus	e. overtime	h. perks
c. wages	f. fee	

1. The extra things, such as luncheon vouchers or free medical insurance, over and above the basic pay.
2. A small sum of money given to reward the service of people like waiters or taxi drivers.
3. Money paid every month, but referred to as annual earnings paid of professional and managerial staff.
4. Money paid to a professional person, e. g. a doctor or lawyer for advice given.
5. Money paid to a manual worker, usually calculated hourly and paid weekly.
6. Money added to pay, usually as a reward for good work.
7. Money that is paid for extra hours of work.
8. Money earned as a proportion of the goods or services sold by an individual.

B) Fill in the gaps with a word from the box.

1. She left school without any qualifications then got a factory job, but the _____ weren't very good.
2. The basic remuneration isn't high but she earns 15% _____ on every tour she sells.
3. The salary is not exceptional but the _____ include the use of a car and subsidized accommodation.
4. The consultants charged as a _____ of £2,000 for an hour's work.
5. The starting _____ is £35,000 per annum rising to £40,000 after two years.

6. We gave the guide a good _____ because she made the visit so interesting.
7. The company paid each employee a £250 Christmas _____ as profits had never been so high.
8. If they work on a Sunday, they get _____ which is double their usual rate of pay.

Language Development

Text 2.

Ex. 14. Look through the active vocabulary before reading the text and try to memorize it.

to develop a tour	розробляти поїздку, турне
tour package	комплексна туристична поїздка; турпакет
to sell at wholesale	продавати гуртом
at retail	вроздріб
to report to	звітувати комусь
to supervise the staff	наглядати, контролювати персонал, штат
to be in charge of	бути відповідальним за
to make arrangements	розробити заходи
distinctive job	особлива робота
to involve guests in the fun and games	втягувати гостей у розваги
to publicize the tourist industry	рекламувати туріндустрію
a free-lancer	робітник, що працює за наймом
outlet, venue	місце
a warden	хранитель (музею тощо)
a purser	начальник господарської служби

Ex. 15. Read the text. Choose the most suitable headings from the list (A-I) for each part (1-8) of the text. There is one extra heading which you don't need to use. There is an example at the beginning (0).

- | | |
|-----------------------------|------------------------------------|
| A Travel Agent | F Tour Operator |
| B Restaurant Manager | G Tourist Information Clerk |
| C Animator | H Tour Guide and Conductor |
| D Tourism Manager | I Chef |
| E Other Tourism Jobs | J Travel Writer |

0

F **Tour Operator**

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

To develop a tour package the tour operator works with transportation companies, hotels, restaurants, museums, etc.

The tour operator usually advertises tours in mass media or in brochures.

The tour operator sells tour packages to travel agents at wholesale or at retail and pays commission to them. Sometimes he sells tour packages direct to the public. Tour operators organize tours, so they are the main producers in the tourist industry.

1

The travel agent (or the consultant in the USA) works in a travel company. He sells tour operator's packages to customers and gets a commission from him. The commission is usually from 5 to 10 percent of the tour cost.

The travel agent also sells separate services. They are flights, hotel rooms, sightseeing tours, car rentals, travel insurances and so on. The travel agent works directly with the public. Travel agents are the main sellers in the tourist industry.

2

The tourism manager works in a tourism company. He supervises all kinds of tourist operations and the company staff. He reports to the general manager.

He plans tourist business: operations, new products (services), profit.

The tourism manager is responsible for development and promotion of new tour packages, advertising and sales. He also decides on prices and discounts. He controls the results.

The tourism manager hires employees. He selects them and provides their training.

3

Perhaps the most difficult job in the tourism industry belongs to the tour guide and the conductor.

The guide is in charge of local sightseeing and the conductor accompanies a group throughout its travel and makes all the arrangements for the group.

The sightseeing guide must be familiar with the points of interest that he is showing to the visitors. He shows tourists round a city, a sight, or a museum. And he has to deal

with any problems that occur during the tour or an excursion, such as bad weather, sudden illness, an accident, etc. A sightseeing guide needs two qualities above all – an outgoing personality and language skills.

The conductor needs the same qualities. He also needs to know all the regulations when going from one country to another. The aspects of travel are different: handling the luggage of the group, making sure that travellers get good accommodation, food and entertainment they have paid for.

4

Another distinctive job in tourism is the social director or animator. Many resort hotels and cruise ships employ a person who is in charge of the activities to entertain and amuse the customers.

The animator not only has to organize these activities, he must also involve the guests in the fun and games.

In addition to animator, resorts employ people to supervise activities in which the resort specializes – golf and tennis pros, or swimming, skiing and diving instructors.

5

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

6

The person who gives information and advises to tourists, keeps in touch with local hoteliers, accommodation outlets and leisure venues, reads and understands almanacs, timetables and directories.

7

Receptionist is a person, employed to receive guests, tourists, etc at a hotel.

Reservation clerk is a person who takes telephone and mail bookings, writes letters of confirmation, describes hotel facilities (in different languages), deals with chance guests, completes booking procedures, informs other departments of bookings.

Warden is a person who looks after a museum.

Porter helps hotel guests with their suitcases and bags.

Flight Attendant is a person providing services on a plane.

Purser keeps the ship accounts and looks after passengers' rooms and general comfort.

Hotelier is a hotel-keeper.

Chambermaid is a woman who cleans hotel bedrooms.

Ex. 16. Fill in the correct word from the list below. Use the words only once.

separate, supervise, luggage, package, local, flight, comfort, travel

1. to develop a tour ...
2. ... services
3. handle the ... of the group
4. ... guide-books
5. to look after passenger's rooms and ...
6. ... sightseeing
7. to ... tourist operations and the staff
8. ... attendant

Ex. 17. Fill in the correct preposition, then choose any five items and make sentences.

- | | |
|------------------------------------|---------------------------------------|
| 1. to pay commission ... smb | 5. to decide ... prices and discounts |
| 2. promotion ... new tour packages | 6. to be ... charge ... smth/smb |
| 3. to be responsible ... smth | 7. ... addition ... |
| 4. familiar ... smth | 8. to keep ... touch ... smb |

1. _____

2. _____

3. _____

4. _____

5. _____

Ex. 18. Find in the text the opposites to the following words:

- *at retail*
- *to fire* employees
- to work *part-time*
- *buyer*
- relatively *many* travel writers

Ex. 19. Find in the text the synonyms to the following words:

- *to publicize* the industry
- leisure *place*
- *to choose* the employees
- *smart* personality
- *to meet* guests at the hotel

Ex. 20. Find the equivalents to the following Ukrainian word combinations.

продавати турпакети безпосередньо громадянам	
звітувати перед генеральним менеджером	
супроводжувати групу впродовж усієї подорожі	
основні виробники в туріндустрії	
отримувати комісійні від клієнтів	
оглядові тури по визначним місцям	
оренда, прокат автомобіля	
відповідати за рекламу і продаж	
знати (бути ознайомленим) про визначні місця	
показувати туристам місто, людей тощо	
правила виїзду з однієї країни в іншу	
розважати і забавляти гостей	
професіональні фахівці з гри у теніс	
відносно	

описувати засоби, зручності готелю у брошурах, путівниках, довідниках	
рекламувати тури в засобах масової інформації	
вирішувати щодо цін і знижок	
огляд місцевих визначних місць	
працівники за наймом	
відповідати за щось	
підтримувати зв'язки з...	
правила виїзду з однієї країни до іншої	

Ex. 21. Answer the questions to the text.

1. Where does a tour operator work?

2. What are his duties?

3. What do tour packages include?

4. How does a tour operator advertise and sell tours?

5. Where does a travel agent work?

6. What does he/she do?

7. How high is a travel agent's commission?

8. Where does a tourism manager work?

9. What does he/she supervise?

10. What's the difference between a tour guide and a conductor?

11. What qualities do a tour guide and a conductor need? Why?

12. What does the job of a social director involve? Why is it important?

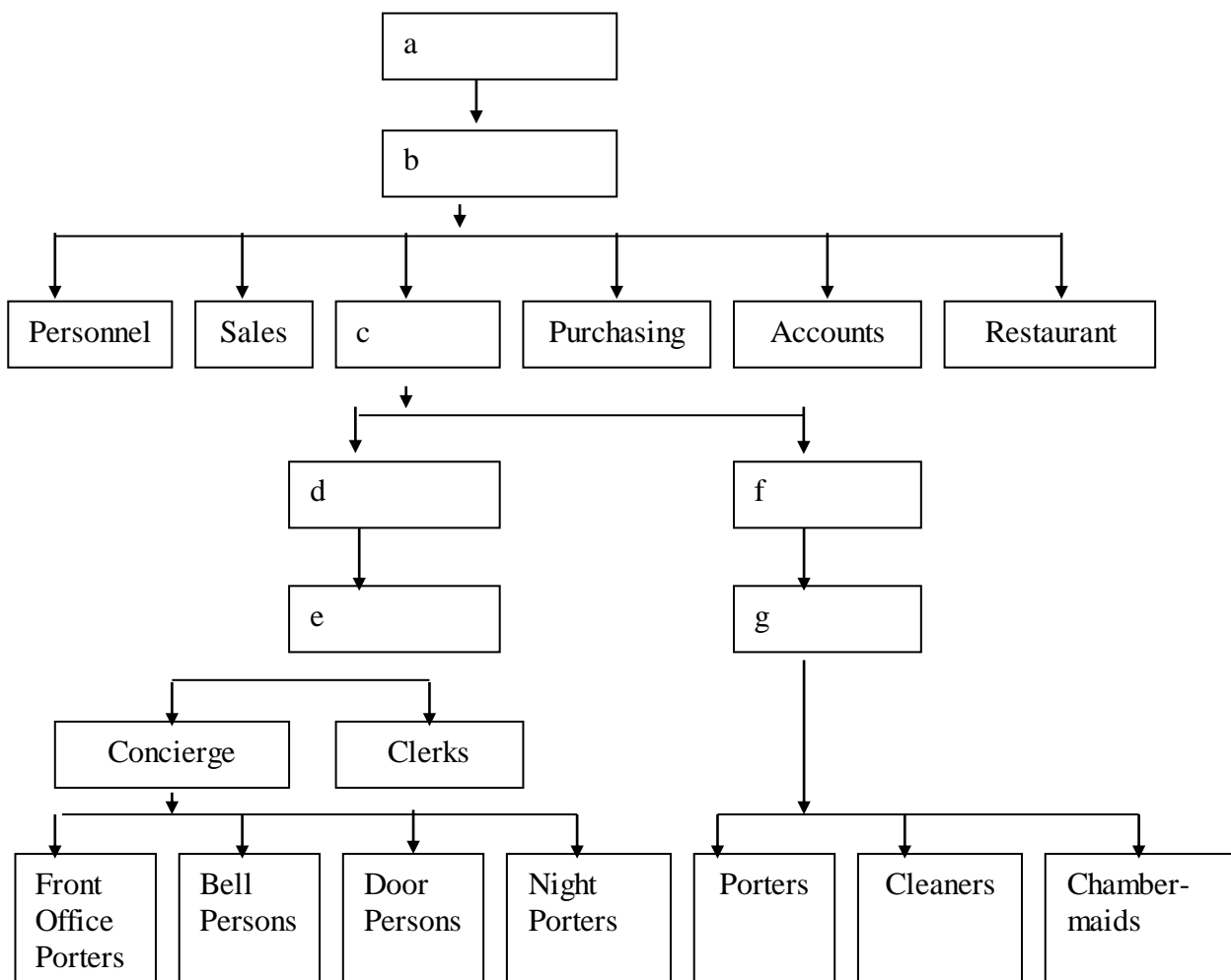
13. Who writes about travel?

14. Why is their role very important in tourism?

15. What kind of work does a tourism information clerk do?

Ex. 22. A) There is a simplified staff tree of a medium-sized hotel. Can you suggest the names of the missing jobs?

B) Read the text about the structure of a medium-sized hotel and the jobs in it. Write the names of the missing jobs in the table.



Writing

Ex. 23. The names of jobs and the ways they are organized are different in different hotels. Here are some common names of the jobs. Group them into the proper columns.

General Manager, Switchboard operator / telephonist, reservationist, Front Office Manager, Maintenance man, Chambermaid / room maid, elevator operator / lift boy, housekeeper, concierge, night porter / night clerk / night auditor, bell person / bell hop / bell boy, cashier, key clerk / room clerk, receptionist, sauna attendant, storekeeper, doorman

<i>Skilled</i>	<i>Semi-skilled</i>	<i>Unskilled</i>

Ex. 24. Complete the sentences below with the expressions from the list.

looks after
duties include

responsible for
makes sure

in charge of
makes sure

1. The Switchboard Operator _____ telephone calls. She is _____ directing calls to the correct department.
2. The Assistant Manager is _____ the different departments of the hotel. He _____ that the departments work efficiently.
3. The Maintenance Engineer _____ hotel equipment. His _____ repairing machines used in the hotel.
4. The Food and Beverage Manager is _____ the restaurants and bars. He is _____ organizing the service and preparation of food, and for recruiting staff.

5. The Reservations Clerk _____ room reservations. His _____ recording reservations and informing other departments.
6. The Head Housekeeper is _____ the Housekeeping Department. She _____ that the Floor Maids and Room Maids do their work properly.

Ex. 25. Answer the clues to find the hidden word. The first one has been done for you as an example.

1. I work in the _____ Department – we are responsible for ordering and buying everything that the other departments need and for keeping control of stocks (*10 letters*).
2. Some large hotels have a _____ Officer who hires new employees, conducts interviews, and generally looks after the staff (*9 letters*).
3. There's no problem if you come back after midnight – the night _____ will let you in. (*8*)
4. In the _____ Department, we are responsible for paying bills and salaries, and for the financial side of the hotel. (*8*)
5. There's a vacancy for a _____ at the Medici Hotel – the job involves cleaning the guests' rooms, making the beds, and making sure that everything looks right. (*11*)
6. As a _____, you will be expected to look after guests' special requests, and you'll have to make theatre bookings, organize tours, travel arrangements, and so on. (*9*)
7. I work in the _____ Office, so I deal directly with the guests, and for this kind of job you need to have good social skills. (*5*)
8. The General _____ has overall responsibility for the running of the hotel. (*7*)
9. The restaurant is looking for an experienced _____ with good pastry skills who can produce imaginative cuisine. (*4*)
10. I'm a _____, so part of my job is to welcome the guests and give them their room keys; you need to have a friendly, outgoing personality for this kind of work. (*12*)
11. Peter is the head of the _____ Department, so contact him if you notice anything that needs repairing. (*11*)
12. The _____ is in charge of the cleaners and chambermaids, and is responsible for making sure that the rooms look as they should. (*11*)

Speaking Skills

Ex. 27. A) Imagine that you're at the Front office desk. Some guests come to you with the problems below. You promise to get help from a member of staff. Which member of staff will you contact? Choose from the people in this list:

the Maintenance Engineer

the Housekeeper

the Lift Attendant

the Bellhop

the Cashier

the Valet

the Switchboard Operator

the Parking Attendant

e.g. - A guest would like to check out. She is in a hurry to catch a train.

- In this case I'll contact the Cashier.

1. A guest has knocked over a jug of milk in her room. She should like someone to come and clean up.
2. A guest has some heavy luggage in his room. He would like someone to carry it for him.
3. A guest has an important meeting this afternoon. He would like someone to press his suit for him.
4. A guest would like to take the list to his room. He cannot see very well and needs help.
5. A guest wants to make a telephone call to the US, but she is not sure how to do it.
6. A guest notices that the air conditioning in her room doesn't work. She would like someone to come and repair it.
7. A guest's car is parked in the hotel car park. He would like someone to drive his car to the front entrance.

B) Work with a partner. Have a conversation about the above situations. Here is an example:

S₁ – Can I check out, please? I'm in a hurry to catch a train.

S₂ –

<i>Certainly</i>	<i>madam</i>	<i>I'll</i>	<i>contact</i>	<i>the Cashier right away.</i>
	<i>sir</i>		<i>get</i>	

Ex. 28. Work with a partner. Imagine you're doing a hotel job (any hotel job you know about). Ask and answer questions like this.

<i>S₁</i>	What do you do? What's your job? What department do you work in?	<i>S₂</i>	I look after ... I work in ... I make sure that ... I'm in charge of ... I'm responsible for ... ing ... My duties include ... ing ...
----------------------	--	----------------------	---

Talking Points

Ex. 29. Talk to other students about any hotel you know. Draw the scheme of the hotel and tell them how the hotel is organized. Think of questions like these:

- How many departments are there? What are they called?
- Who is in charge of the departments?
- What do the staff in departments do? What are their duties?

Ex. 30. Tell your groupmates what career you are going to choose in tourism. Give your grounds.

UNIT 4

APPLYING FOR A JOB

Lead-in

- How do you find out about job vacancies?
- Have you ever applied for a job? What did you have to do?
- Do you know what CV (curriculum vitae) means?

Reading

Text 1.

Ex. 1. Look through the Active Vocabulary before reading the text and try to memorize it.

a big gap	велика прірва
to write on spec	писати на удачу, з розрахунком на везіння
to offer a post	пропонувати посаду
straight out	прямо, безпосередньо
to put smb in one's shoes	поставити себе на чиесь місце
a potential asset	потенційний робітник як цінне надбання для компанії
a cover (covering) letter	супроводжувальний лист, який додається до резюме
ruthlessly	безжалісно
to get rid of smth	позбавитися чогось

The "Write" Way to Find a Job

Answering advertisement is one way of finding a job. But there is a big gap between the number of vacancies filled and those advertised. So writing on spec to employers can often be a good idea.

The object is to get the employer to see you – no more, because the best you can hope for from such an approach is an interview. Asking straight out for a job is fatal because it invites a "yes" or "no" response. As no one will offer a post to an unknown quantity the answer will always be negative.

There are a number of golden rules:

- Try to research the name (spelt correctly!) of a specific person to write to.
- Put yourself in the employer's shoes. Think of what you have to offer.
- Try to keep your CV brief – one page is enough; perfect prose isn't expected – note form is acceptable.
- Gear your CV to the job and organization. No two CVs should be exactly alike.
- If you've been in work, explain your duties and how your work has evolved.
- Demonstrate on paper that you are a potential asset.
- List your outside interests and skills. Don't forget your language abilities.
- Participation in sports can show your capacity for team work.

If your cover letter is in English, it should be checked by a native speaker. You should state at the beginning why you are writing and then try to keep the reader interested. You must establish that you would like an interview. Edit ruthlessly. Go over your letter as many times as necessary. Search out and get rid of all unnecessary words and sentences.

Ex. 2. According to the text chose the correct item.

1. is one way of finding a job.
 - A answering the phone calls
 - B answering the newspaper, magazines, internet advertisements
 - C writing applications
 - D answering the employer's questions
2. What can a person hope for writing on spec?
 - A for a good post
 - B for a big salary
 - C for a recommendation
 - D for an interview
3. As no employer will offer a post to an unknown quantity, he will invite a candidate for...
 - A an experiment
 - B training
 - C a post
 - D an interview
4. Why is it important to list candidate's outside interests and skills?
 - A Because they show candidate's talents and capacities.
 - B Because the employer is interested in candidate's private life.
 - C Because the employer wants to check through all information in the CV.
 - D Because the candidate wants to make his potential employer interested.

5. You should state ... why you are writing and then try to keep the reader interested.
- A in the end of your CV
 - B in the middle of your CV
 - D at the beginning of your CV
 - C in the PS (post scriptum).

Ex. 3. Find in the text answers to these questions.

1. Why can it be a good idea to write on spec when you are looking for a job?

2. What is the object of writing on spec?

3. Why shouldn't you ask your potential employer straight out about a job?

4. What golden rules should you keep to?

5. How can a candidate keep the reader of this CV interested?

Ex. 4. Work in pair. Discuss with your partner the following questions. Then read how a Human Resources Manager is talking about CVs and compare your ideas.

- 1. What makes a good CV?
- 2. How long should it be?
- 3. What should it contain?

There's lots of advice on CVs and lot of it differs so it's hard to say exactly what the perfect CV is. I'd say a good CV should cover no more than two sides of A4 paper and be divided into clear headings. The first section should include personal details: name,

address, telephone number, email and things. Some employers like to see a photo, too. You can always phone the company and find out.

Next comes education and qualifications starting with the most recent things. The third section deals with work experience – again starting with the most recent job. I think it's important here to be brief so use bullet points and action verbs. You don't need to use complete sentences as long as it's very clear what you've done.

Following this is the section on professional skills. Show the employer your abilities, including your ability to use IT and foreign languages.

Finally, detail your interests. An employer likes to know what kind of person you are and things like team sports, for example, show this.

Perhaps the most important thing is to show how you meet the criteria in the job advertisement. Make it easy for the employer to ask you to an interview.

Presentation is also important. Good quality paper and a clear typeface make a difference. And once you've written your CV check your grammar and spelling carefully. Then put it in a good quality large envelope so you don't have to fold it.

Ex. 5. Say if these statements are true or false. Correct any false statements.

1. A CV should be no longer than two pages.
2. You should always include a photograph.
3. You put the most recent experience first.
4. You should write in full sentences.
5. An employer is not interested in your hobbies and interests.
6. You should adapt your CV to the job description.
7. You should use good quality stationery.
8. You should make sure there are no grammar and spelling mistakes.

Ex. 6. Here is an example of the CV. Look at it and say if it follows the advice given by a Human Resource Manager in Ex. 4. If there are any mistakes, correct them and edit the given CV.

Personal details

Michel Blanc

5 rue de la Libération

76000 Rouen, France

e-mail: michel_blanc@yahoo.fr

25 years old

French

Education and qualifications

Baccalauréat (Equivalent of British 'A' levels, specializing in economic subjects.)

BTS Tourisme (Two years' vocational training in Leisure and Tourism.)

Work Experience

Internship at the Ibis Hotel (Southampton) 62 bedrooms, three conference rooms.

Supervised the operation of the night shift, dealt with questions and complaints, implemented routine checks of the hotel, collected and compiled the daily business figures and entered statistics into a database to produce the daily reports.

Le Parc (Rouen) Assistant Manager of a three-star hotel. (45 rooms, 26.000 covers p.a.). Responsible for customer care and, staff supervision, sales promotion (accommodation, seminars, banquets) and accounting.

Professional Skills

Project management, sales, customer care and public relations, budgeting and forecasting.

Computer skills: MS Office, specialist management software (HOTIX, LOGHOREST, CALLSTAR)

Languages: English, Spanish, some German

Interests: sailing, skiing, scuba diving

Name and address of referee

Mr. Clark, Oasis Hotel, 26 Wharf Street, Southampton

Note: 26,000 covers p.a. means that the hotel has the capacity to provide that many meals a year.

Vocabulary Practice

Ex. 7. A) Read Michel Blanc's CV again and answer these questions

1. How does he describe his qualifications in English?
2. In what sector of the tourism industry has he worked?
3. What experience has he had?

B) Pay attention to the so-called "action" verbs Michel used to describe his experience. Such verbs attract attention and demonstrate that he is an "action" person. Give examples of them from his CV.

C) Here are some more verbs. Complete them with different job items.

achieve	_____	introduce	_____
co-ordinate	_____	manage	_____
create	_____	organise	_____
develop	_____	plan	_____
direct	_____	research	_____
establish	_____	set up	_____
implement	_____	supervise	_____

Ex. 8. Study the questions forms. These are typical questions asked at the interview.

- **Yes / No questions**

All these questions use an auxiliary as the first word in the questions and require a positive (Yes) or negative (No) answer:

- | | |
|------------------------------------|---|
| <i>Can you drive?</i> | <i>Are you available straightaway?</i> |
| <i>Did you pass the exams?</i> | <i>Do you have any previous experience?</i> |
| <i>Have you read our brochure?</i> | <i>Will you be free during the summer?</i> |

- **How / Wh- questions**

We use these words when we want more information than a simple Yes or No. The question word is placed before the auxiliary verb.

- What do you do in your free time?*
- Where would you like to work?*
- What time would I have to start?*
- What kind of job are you looking for?*
- Who is in charge of staff training?*
- When can you let me know?*

Which part of the course did you like?
Why do you want to work for us?
Whose bag is it?
How did you find out about the job?
How long have you studied English?
How soon will you let me know?
How much time do I spend abroad?
How many day holiday are there?

Complete these questions with the correct question word. Then match the questions to the answers below.

1. _____ was your last job? _____
2. _____ languages can you speak? _____
3. _____ language do speak the best? _____
4. _____ job are you looking for? _____
5. _____ did you stay in Mexico? _____
6. _____ did you choose to study tourism? _____
7. _____ will I be able to start? _____
8. _____ responsibility is it to supervise staff? _____

<i>I was a receptionist</i>	<i>Spanish, French and a little Arabic</i>
<i>I'm most fluent in Spanish</i>	<i>I'd like to work for an airline</i>
<i>Just a week</i>	<i>I like meeting people</i>
<i>As soon as possible</i>	<i>Mrs Young's</i>

Ex. 9. Isabella is looking for a new job. Complete the questions the interviewer asks her with an appropriate question word. Then match the questions with her answers on the right.

1. _____ is your full name?	a) I'd like to have a post with more responsibility.
2. _____ did you choose to study tourism?	b) I can start at the beginning of the next month.
3. _____ college did you go to?	c) I wanted to combine work and travel.
4. _____ kind of job are you looking for?	d) My full name's Isabella Lock.

5. _____ languages can you speak?	e) I'm fluent in Spanish and Italian.
6. _____ did you find out about the job?	f) I did a course at Westminster College.
7. _____ would you be willing to start?	g) I saw the advert in the Travel Trade Gazette.

Ex. 10. Use the prompts to complete Isabella's questions.

1. *people / the company / employ*

How many people does the company employ?

We have three hundred full-time staff.

2. *you / travel abroad*

_____? Three or four times a year.

3. *I / working with*

_____? You will start in a small team.

4. *starting salary*

_____? It's very competitive.

5. *let me know*

_____? We'll be in touch by next week.

Ex. 11. Study the words to use in answering personal questions.

advertise

enclose

marital status

advertisement

enquire

married

applicant

experience

notice (n)

application form

high-class

part-time

copy

interview

previous

education

invite

surname

employer

mainly

vacancy

Extra words

personal details

single

married

widow

CV (curriculum vitae)

biodata

marital status

letter abbreviations

s.a.e. (stamped addressed envelope)

re: (regarding)

a.s.a.p. (as soon as possible)

i.e. (that is)

e.g. (for example)

p.s. (postscriptum)

training
 maiden's name
 widower

Complete the crossword which has job application words.

1		2				3					4		X
	X		X	X	X		X	X	X	X		X	X
	X		X	X	X		X	X	X	X		X	X
	X	5							X	X		X	X
X	X		X	X	X		X	X	X	X	X	X	X
6	X	7		X	8								
9			X	X	X		X	X	X	X	X	X	X
	X	X	10							11			X
	X	X	X	X	X		X	X	X		X	X	X
	X	X	X	X	X	X	12					X	X

Across →	Down ↓
1. You know how to answer an _____(13).	1. Abbreviation for “as soon as possible” _____(4).
5. I live at this _____(7).	2. Hotel Bristol has a _____(7) for a part-time cashier..
7. I enclose a copy of my _____(2).	3. You are invited for _____(9) on 5, June.
8. I am _____(9) from the beginning of July.	4. Give your full _____(4).
9. Another word for salary (3).	6. I am going to _____(5) for the job at the Golden Fork
10. He has a lot of _____(10). He has worked in six hotels.	11. We are _____(3) sending application forms for this job.
12. Date of _____(5).	

Ex. 12. A) Read the job interview and fill in the form below with the information from the dialogue.

Interview: Good morning. Please come in and sit down.

Martine: Thank you.

I: I'd like to take down a few personal details first. What's your name?

M: Miss Nouveau. Martine Nouveau.

I: And your address?

M: 51 rue du Faubourg St. Antoine, 75011 Paris.

I: Are you on the telephone?

M: Yes. My home number is 48-37-25-06.

I: Your date of birth, please.

M: August 22nd 1967.

I: And you're not married, are you?

M: That's right.

I: Now, you're applying for the job of receptionist at one of our hotels in the city centre.

M: Yes.

I: What qualifications do you have?

M: I've done the BEP course and I did one years of BTS.

I: Do you speak any foreign languages?

M: Some English. I've studied for four years. And a little German.

I: I see. What experience do you have in hotel work?

M: As a student I worked for two summers in the kitchens of the Constanta, and since I left college 18 months ago I've been in a small hotel in the 60-s Roi du Soleil – mainly in reception and also helping in the dining-room.

I: Have you had any others job?

M: Just some part-time shop work.

I: And when are you available from?

M: I have to give one week's notice.

I: Well, Miss Nouveau, thank you for coming along, I'll let you know as soon as possible if we can offer you a job. We finish interviewing in a few days, so ...

GRAND EUROPOLITAN HOTELS
Personnel Department
INTERVIEW RECORD CARD

Surname: _____

First name: _____

Address: _____

Date of birth: _____

Marital status: _____

Job applied for: _____

Qualifications : _____

Experience: _____

Previous employers: _____

Available from: _____

Expressions to learn

- Dear Sir / Madam ...
- Yours faithfully ...
- Dear Mr / Mrs / Miss / Ms ...
- Yours sincerely ...
- I would like to enquire ...
- With reference to ...
- Would you please send me ...
- I enclose an s.a.e. (stamped addressed envelope)....

B) Use the information in the interview and the language in the Expressions to complete the letter below.

Dear Sir / ①_____

Re: vacancy for receptionist

②_____ to apply for the job of receptionist which you advertised in this month's "Hotel Employ".

③_____ send me an application form.

④ I _____ an s.a.e.

Yours ⑤_____,

Martine Nouveau

Dear Miss Nouveua

Re: vacancy for ⑦_____ .

_____ ⑧ for your letter. We are not sending ⑨_____ for this job.

You are invited for interview at the above ⑩_____ on Friday April 3 1994. Interviews will be between 9 am and 11.30 am.

⑪_____ sincere.

Jeanne Deveau

Personnel Department

Language Development

Text 2.

Ex. 13. Look though the Active Vocabulary before reading the text and try to memorize it.

job-seekers

to have a good command of
a letter of application for a job

an indication of

людина , яка шукає роботу

мати гарні знання з

лист-заява про прийом на роботу,
супроводжувальний лист, який

додається до резюме

(syn. cover / covering letter)

показник

vital information	(життєво) важлива інформація
to seem suspicious	здаватися підозрілим
to go through an interview	пройти інтерв'ю, співбесіду
to guarantee success	гарантувати успіх
well-groomed and neat	доглянутий та охайний
in a chaotic way	хаотично
to succeed in the interview	успішно пройти співбесіду

Ex. 14. Read the text. Choose the most suitable headings from the list for each part (1-7) of the text. There is one extra heading which you don't need to use. There is an example at the beginning (0).

- | | |
|-----------------------------|---------------------------------|
| A Suggestions | E CV Contents |
| B Good Impression | F How to Behave |
| C Don't's | G Job-seekers |
| D Application Letter | H What is the Interview? |
| | I Importance of CV |

0	G Job-seekers
----------	----------------------

Finding a job is becoming more and more difficult nowadays. Apart from a college or university degree, job-seekers must also have various skills such as a good command of at least one foreign language, a driving license or the ability to operate the computer. What is more, they must be creative, determined and prepared to work hard. If they are lucky enough to find an interesting offer, they have to send a letter of applications for a job and CV (*Amer. resume*).

1	
----------	--

Don't forget that. When applying for a job you are in competition with a number of other candidates. So the CV is important – interviewers will decide if to see you or not on the strength of what you have written.

Don't just think it as a list of facts; it should sum up your personal, educational and career history, as well as being an indication of your strengths and weaknesses.

2

Here are a few suggestions:

- Always type your CV. Use a good typewriter or word-processor. If CV is hand-written, it goes into the wastepaper basket.
- Use a good quality paper. Don't give the impression this is just another photocopy.
- Never send CV without a cover letter explaining which vacancy you're applying for.
- Don't fax a CV unless you're asked to. It's a confidential document.

3

Write a list of important headings. These should include your name, date of birth, your address (and your e-mail address, if you have one), phone number (at work and at home), your work record and so on.

Start with your most recent job and work backwards.

4

Don't leave out any vital information. If you spend a year or two traveling, say so. Years that are unaccounted for will seem suspicious.

Don't include any negative information, such as exam failures or lost jobs. Be positive about yourself, but don't lie or you will undermine yourself from the start.

Don't ask for your CV to be returned; many companies keep CVs on file for future reference.

5

If you are accepted, you have to go through an interview. The interview is a kind of formal meeting at which candidates are asked various questions to see if they are suitable for a particular job. This meeting is very important because it is a first direct contact with the prospective employer. Therefore, interviewees must be aware of certain rules which can often guarantee success.

6

Above all, you have to remember that the first 30 seconds are decisive, therefore you should be well-dressed to create a good impression. Only well-groomed and neat people can gain the respect of the interviewer.

However, proper clothes are not everything. Gestures, natural behaviour, the tone of voice, eye-contact and the way in which the interviewers carry on conversation are equally important.

7

Although the interview arouses understandable nervousness, applicants should try to hide it and answer the interviewer's questions firmly, clearly and fully. They cannot speak in a chaotic way, stammer or lie. They should also show that they are genuinely interested in the job and be prepared for the interview with both the information and questions about the company and the position they are applying for. In addition, they should convey enthusiasm for work. However, the most important thing that they should keep in mind is to smile and think positively. With a little luck, they will certainly succeed in the interview.

Ex. 15. Fill in the correct word from the list below. Use the words only once.

direct, negative, recent, way, enthusiasm, guarantee, list, positive

1. to speak in the chaotic ...
2. rules that ... success
3. a ... of facts
4. to start with the most ... job
5. the first ... contact with the prospective employer
6. not to include any ... information
7. to be ... about yourself
8. to convey ... for work

Ex. 16. Fill in the correct preposition, then choose any five items and make sentences.

- | | |
|---|----------------------------------|
| 1. to apply ... a job | 5. to be ... competition ... |
| 2. a good command ... a foreign language | 6. suitable ... a particular job |
| 3. not to leave ... vital information | 7. to carry ... conversation |
| 4. to keep CV ... file ... future reference | 8. ... addition ... |

1. _____

2. _____

3. _____

4. _____

5. _____

Ex. 17. Find the opposites to the following words.

- *hand-written CV*
- *failure*
- an indication of *strengths*
- *interviewer*

Ex. 18. Find the synonyms to the following words.

- *candidate*
- *curriculum vitae*
- to remember *the most important thing*
- *to cause nervousness*
- *an application letter*

Ex. 19. Find the equivalents to the following Ukrainian word combinations.

мати різні вміння та навички	
сильні та слабкі сторони	
резюме, написане вручну	
конфіденційний документ	
для майбутніх звертань	
підірвати собі репутацію з самого початку	
бути ознайомленим з правилами	
перші 30 вирішальних секунд	
викликати зрозумілу нервозність	
продемонструвати справжню зацікавленість до роботи	

відповідати на запитання впевнено, чітко і повно	
запинатися	
крім цього (на додаток до)	
однак	
позитивно думати	
відповісти на запитання твердо, чітко і повно	
продемонструвати ентузіазм до роботи	
якщо пощастить	
поталанити на співбесіді	

Ex. 20. Answer the questions to the text.

1. Why is finding a job becoming more and more difficult nowadays?

2. What skills must job-seekers have?

3. What qualities must job-seekers have?

4. Why is the CV so important for interviewees?

5. What suggestions can you give to have a good CV?

6. What should your CV contain?

7. Why shouldn't applicants leave out any vital information?

8. Why shouldn't applicants include any negative information?

9. Why shouldn't applicants ask to the company to return the CV?

10. What is the interview?

11. What helps to create a good impression in the first 30 seconds?

12. What else is equally important to create a good impression on the interviewer?

13. How should applicants answer the interviewer's questions?

14. What questions at the interview should applicants be prepared for?

15. What is the most important thing for applicants to remember?

Speaking Skills

Ex. 21. A short cover letter (a letter of application) should always accompany your CV. These documents are very important because they are the first impression you give. Group the following advice into 2 categories: "Dos" and "Don'ts".

- Type your letter of application
- Use interesting coloured paper
- Write at least two pages
- Repeat what is already on your CV
- Point out professional skills that you have acquired
- Emphasize how you believe you meet the employer's needs
- Tell the employer that you will call in to discuss your application

Ex. 22. Use these phrases to complete Michel Blanc's cover letter below.

I am confident

I am available

please find enclosed

I am writing with reference to

I look forward to hearing

I have experience of

Michel Blanc
5 rue de la Libération
76000 Rouen, France
michel_blanc@yahoo.fr

6th August

The Human Resources Office
Global Tours
80 Campbell Street

Dear Sir or Madam

_____ ¹ the position of Night Auditor as advertised in *The Guardian* of 11 January.

_____ ² a copy of my CV outlining my background and qualifications for your consideration. As an Assistant Manager of a three-star hotel _____ ³ managing staff and dealing with guest.

I also have practical experience of increasing room occupancy and producing financial statistics. If given the opportunity _____ ⁴ that I could make a valuable contribution to the running of the hotel.

_____ ⁵ for interview at a time and place of your convenience. I can be reached at the above postal and e-mail address or on 0033 1 5543 7574. I appreciate your time and consideration and _____ ⁶ from you soon.

Yours faithfully,

Michel Blanc

Michel Blanc

Enclosures: CV and Photograph

Ex. 23. Cindy Taylor wants to apply for the advertised post of hotel receptionist. Put the extracts from her cover letter in the correct order to have an application letter.

Hotel Receptionist

Excellent entry level vacancy for outgoing personality at this three-star hotel. The person appointed will be the first point of contact for visitors, clients and suppliers. Good phone and computer skills are a must. In this full-time position you will be part of a friendly and dynamic team, responsible for handling all front the desk operations.

Reply to Mrs. Willis, Manager, The Manor Park Hotel, Stony Stratford, Buckinghamshire.

- a) I have a very pleasant, outgoing personality and am used to dealing with people of all ages and levels
- b) I look forward to hearing from you
- c) I would like to apply for the position of hotel receptionist, as advertised in the Hotel & Catering Reporter on 12 May
- d) Re: Hotel receptionist vacancy
- e) Miss Taylor
- f) Dear Mrs. Willis
- g) Enc. CV
- h) I am twenty-four years old and am about to finish a course in hotel administration. Earlier this year I worked for three months as a trainee in a small family-run hotel. Your vacancy is of particular interest to me as my duties involved taking phone calls, making bookings and providing guests with a warm welcome, which I feel is important for this kind of post.
- i) I enclose a copy of my current CV for your information. Please contact me should you require any further details
- j) Yours sincerely

Ex. 24. A) Read the job advertisement, then complete the cover letter using the following words:

delegates, house, interested, command, apply, get, suitable, coordinator, advertised, had, available, experience, past, chain

CONFERENCE CO-ORDINATOR

We have an interesting opportunity for an enthusiastic person to handle conference requirements as leader of a friendly team based at our prestigious Boston hotel. Applicants will need to have international conference experience and the ability to liaise at all levels.

Working conditions, salary, and benefits are excellent.

Interested applicants with relevant experience should write with their CV to:

**Christine Lloyd, Group Personnel Manager,
The International Exchange Hotel,
Diamond Road, Boston, MA 02107, USA**

36 rue du Bouloi,

33100 Bordeaux

France

14 September 200__

Christine Lloyd
The International Exchange Hotel
Diamond Road
Boston
MA 02107, USA

Dear Christine Lloyd

I am writing to ¹_____ for the post of Conference Co-ordinator as ²_____ in this month's edition of "Caterer and Hotelkeeper" magazine. I am particularly ³_____ in this job as I wish to work in America in order to improve my English and ⁴_____ further ⁵_____ of hotel work.

I feel I would be ⁶_____ for the job as I have the relevant experience and training. For the ⁷_____ two years, I have been working as Assistant ⁸_____ for a large international ⁹_____ of hotels. Recently, I have ¹⁰_____ to co-ordinate a large-scale international conference with over 400 ¹¹_____ from thirteen countries. I also have three years' valuable Front-of-¹²_____ Management experience and French Diploma in Hotel Management.

As well as speaking French, I have a good ¹³_____ of English and I speak some Spanish and German. I shall be ¹⁴_____ for interview from the middle of August.

I enclose my résumé.

Yours sincerely,

Marie-Victoire Dechet

Marie-Victoire Dechet

Enc. CV

B) Answer the questions.

1. Who is applying for a job?
2. What post is she applying for?
3. What skills has she got?
4. Do you think she will be offered this post? Give your grounds.

Ex. 25. Read the statements about CVs and cover letters. On the basis of your knowledge, experience and teaching materials, decide if you agree or disagree with the following. Give your grounds.

1. A curriculum vita is more acceptable if it is hand-written.
2. A cover letter should be hand-written.
3. The longer a CV is the better.
4. You should always include a photograph.
5. A CV should list experience in chronological order.
6. It's best to explain foreign qualifications and give an approximate equivalent in the country to which you are applying.
7. There is no point in mentioning outside activities, hobbies, etc.
8. Each CV should be customized for the job you are applying for.
9. Perfect prose isn't expected; note form is perfectly acceptable.
10. Use space constructively; don't mention failures or irrelevant experience.
11. Don't include your previous salary or salary expectations, unless requested.
12. You can lie in a CV: they'll never find out anyway.
13. Any gaps in the dates should be explained.
14. It's best not to send the CV by fax unless requested to do so.
15. Always make a follow-up phone call a few days after sending off your CV.

Ex. 26. Work in pairs. Find out the following information from your partner.

date birth

countries visited

place of birth

professional skills

work experience

hobbies

languages

ambitions

Ex. 25. Work in pairs. Student A is an applicant for the vacancy in Global Tours (Ex. 27) and student B is an interviewer. Follow the given procedure and play out the interview.

- read the candidate's CV and cover letter before the interview
- welcome the candidate and put him / her at ease
- start with some small talk about a subject of interest to you both
- give the candidate some brief information about Global Tours
- ask the candidate questions about recent experience and qualifications
- find out about the candidate's strengths / weaknesses / motivations
- allow opportunities for the candidate to ask you questions
- thank the candidate and say when you will contact him / her

Typical interview question can help you

Can you tell me about yourself?

What are your strong / weak points?

Why do you want to work in the travel industry?

Do you have any previous work experience?

What do you see yourself doing five years from now?

What kind of salary are you looking for?

When would you be willing to start?

Writing

Ex. 26. Write your CV and show it to your partner (teacher). Ask him / her to evaluate it using the following check points.

- Does it look good?
- Does it list experience starting from the present?
- Is it too long / too short?
- Is the contact information clear?
- Does it provide a good basis for an interview?

Ex. 27. You have read an advertisement about the vacancy in Global Tours and decided to apply for it. Write the cover letter which can be enclosed to already written CV.

DO YOU WANT TO WORK FOR A MAJOR PLAYER IN THE TRAVEL INDUSTRY?

GLOBAL TOURS is currently seeking to recruit a number of recently qualified and / or experienced travel professionals to work in a variety of locations. Vacancies in reservations, sales, hotel and catering and holiday villages.

Candidates should speak English and possess excellent interpersonal skills. Motivating salary for the right people.

Information on GLOBAL TOURS

Following its acquisition of Worldwide Destinations plc GT has become the market leader in long-haul travel. It owns the five largest travel agency chains and enjoys guaranteed racking. With a turnover of more than €75mln, it employs 15,000 people worldwide and for an average of 500,000 holidaymakers every day.

Ex. 28. Translate the following sentences from Ukrainian into English.

1. Один із способів знайти роботу – це по рекламі; можна спробувати написати на удачу безпосередньо роботодавцям.
2. Якщо ви хочете мати бездоганне резюме, притримуйтесь „золотих правил”.
3. Ваше резюме повинно бути стислим, краще на одну сторінку.
4. Резюме повинно містити особисті дані кандидата, дані про його освіту, роботу, про його хобі чи інтереси, про якості та вміння.
5. Резюме та супроводжувальний лист до нього – ось 2 основні документи, що подаються потенційному роботодавцеві.
6. Супроводжувальний лист та резюме є важливим для кандидата на отримання посади, тому що вони складають перше враження про нього.
7. Не слід висилати лише резюме без супроводжувального листа, в якому міститься пояснення про вакансію, на яку ви претендуєте.
8. Співбесіда чи інтерв'ю – це формальна зустріч роботодавця зі своїм потенційним робітником.
9. Щоб створити гарне враження на роботодавця, кандидат на посаду повинен відповідати на запитання впевнено, чітко і повно.
10. Коли ви посміхаєтесь і налаштовані позитивно, то трішки везіння – і ви успішно пройдете співбесіду.

Talking Points

Ex. 29. You have already applied for a job several times. At last you've got the vacancy at Global Tours.

- Share your experience how to write a proper CV.
- Give other students recommendations how to succeed in the interview.

Ex. 30. Speak about the differences in:

- writing CV abroad and in your country;
- the way of applying for a job;
- the way the interview goes through.

SELF-STUDY SECTION

UNIT 1

Text 1.

Active Vocabulary

adventure tourism	пригодницький туризм
hitch-hiking	туризм автостопом
special interest tourism	спеціалізований туризм
gambling	азартні ігри
fascinating surroundings	чарівне оточення
disabled people	люди з фізичними вадами
to keep physically fit	підтримувати фізичну форму
to attend a convention	брати участь у конгресі
convention tourism	конгресний туризм
incentive tourism	заохочувальний туризм
to cover expenses	покривати витрати
familiarization tourism	ознайомлювальний туризм

Types of Tourism

There are many types of tourism nowadays. They depend on the purposes of travellers. They are **international** and **domestic tourism**, **inbound** and **outbound**, **recreational** and **business**, etc. Tourism is not only pleasure. The more purposes travellers may have, the more types of tourism there will be. The various purposes of travel are holidays, business, health, study, sports and many others. So, there are such types of tourism as cultural and educational, ecological and **adventure**, **hiking** and **hitch-hiking**, **pilgrimage** and **special-interest tourism**, **health** and **sports**, **holiday** and **resort tourism** and others.

What is a **special-interest tourism**? As a matter of fact, there are a great deal of special-interest holidays popular with tourists connected with their hobbies, for example, cookery and bird-watching, gambling and painting, motor racing and horse riding, botany and survival. It may be an adventure holiday somewhere on an uninhabited island or there may be fascinating tours where travellers will watch exotic birds and plants in natural surroundings.

Some of the new types that will continue developing in future are **third-age** and **fourth-age tourism**. The third-age tourism concerns retired people. The fourth-age tourism involves disable people.

What is **leisure tourism**? It is also called **pleasure or holiday tourism** when a person goes on holiday and does not travel on business. Thus, the purpose of tourism in this case is recreation. So this kind of travellers go to sea resorts or holiday camps, stay at resort hotels. They enjoy organized entertainment and sport. A resort hotel usually offers tours and visits to different tourist attractions: local sights, amusement or theme parks.

Sports tourism is a type of active holiday. The purpose of a sporting tour is to exercise and to keep physically fit. At the same time travellers enjoy natural surroundings, fresh air and clean water. Within sports tourism there is water tourism, mountain tourism and mountaineering, skiing, etc.

Business tourism is a travel for business purposes. Businessmen and government officials travel on different missions. They often travel to attend a convention. Convention tourism is a part of business tourism. It involves taking part in a conference or a seminar. Business travellers often travel to attend an international exhibition or a trade fair. There are tourist companies that provide business services: they collect information on markets and trade partners, arrange negotiations, propose secretarial services and so on.

Incentive tourism means that a business company offers holiday tours to its employees and covers all travel expenses. On the one hand, the company does it as a reward to a person for his successful work. On the other hand, the company does it as an incentive for the future. The company hopes that the employee will work even better in future and bring profit to the company. Incentive tourism emerged in the 1960s in the USA. Later on it spread in Europe.

Familiarization tourism (FAM) means that a business company sends its staff on educational tours to its branches or other business companies in other cities or countries. The main purpose of travel clerks on a FAM tour is to get necessary knowledge from personal experience. If a travel agency sends its travel clerks on FAM tours, the clerks will get familiar with local facilities, hotels, restaurants, and attractions. They will study a tour operator`s or a local travel agency`s practice. When the clerks return home, they will know what to offer and what to explain to their customers about the destination. FAM tourism is very popular and will become even more popular in future (*Internet resources*).

Ex. 1. Translate and transcribe the following words:

- | | |
|---------------|------------------|
| - outbound | - amusement |
| - various | - theme |
| - pilgrimage | - purpose |
| - health | - mountaineering |
| - survival | - convention |
| - uninhabited | - negotiation |

- fascinating
- retired
- disabled
- entertainment
- employee
- incentive
- agency
- familiarization

Ex. 2. Give Ukrainian equivalents to the following:

- the various purposes of travel	
- as a matter of fact	
- to be popular with tourists	
- horse-riding	
- uninhabited island	
- third-age (fourth-age) tourism	
- to involve disabled people	
- to travel on a FAM tour	
- to enjoy organized entertainment	
- local sights	
- to exercise	
- government officials	
- trade fair	
- to arrange negotiations	
- to bring profit to the company	

Ex. 3. Mark the following statements as True or False.

1. The more purposes travelers may have, the more types of tourism there will be.
2. Special-interest tourism is actually connected with tourist`s job.
3. New types of tourism just third-age and fourth-age tourism will continue developing in the distant future.
4. On recreation tour tourists go to sea resorts or holiday camps, stay at resort hotels.
5. The purpose of a sporting tour is to go in for water, mountain kinds of sports.
6. There are special tourist companies that provide business services.

Ex. 4. Answer the questions to the text.

1. What do the types of tourism depend on?
-

2. What purposes of travel can you mention?

3. What is a special-interest tourism?

4. What do you know about pleasure or holiday tourism?

5. Sports tourism is a type of active holiday, isn't it?

6. What services are provided by tourist companies for their business clients?

7. When and where did incentive tourism emerge?

8. What is FAM tourism?

9. Why is FAM tourism becoming so popular?

Ex. 5. Write questions to the answers.

1. _____

There are many types of tourism, nowadays such as cultural, educational, ecological, adventure, business, etc.

2. _____

The third-age tourism concerns retired people and the fourth-age tourism involves disabled people.

3. _____

Leisure tourism is also called pleasure or holiday tourism.

4. _____

The purpose of a sporting tour is to exercise and to keep physically fit.

5. _____

Businessmen and governmental officials travel on different missions, e. g., to attend a convention, to visit an international exhibition or trade fair.

6. _____

The company hopes that the employee will work even better in future and bring profit to the company after his incentive tour.

7. _____

When the clerks return home after their FAM tour they know what to offer and what to explain to their customers about the destination.

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

<i>inhabited</i> island	
<i>inbound</i> tourism	
<i>business</i> tourism	
<i>a penalty</i> to the employee	
not to <i>cover</i> expenses	
<i>healthy</i> people	

Ex. 7. Fill in the correct prepositions and make sentences of your own.

1) to send the staff ... FAM tour

5) to travel ... different missions

2) ... the same time

6) the purpose ... tourism

- 3) a great deal ... special interest holidays 7) to collect information ... trade partners
4) to get familiar ... new destinations 8) as a matter ... fact

1. _____

2. _____

3. _____

4. _____

5. _____

Ex. 8. Give definitions to the following terms. Do it as in the example:

E. g. Special-interest tourism is a type of tourism which involves journeys for people who share the same hobby.

Leisure tourism is a type of tourism which involves ... _____

Sports tourism is a type of tourism which ... _____

Incentive tourism is a type of tourism ... _____

Convention tourism is ... _____

Third-age tourism ... _____

Fourth-age tourism ... _____

Familiarization tourism ... _____

Ex. 9. Find the English equivalents to the following word combinations:

різноманітні туристичні атракції

взяти участь у роботі конференції чи семінару	
підготувати переговори	
службовець, працівник, який працює за наймом	
приносити користь, прибуток	
автоперегони	
відвідувати міжнародні виставки та ярмарки	
запропонувати послуги секретаря	
залежати від мети подорожі	
розваги, веселощі	
з одного боку, з іншого боку	
тур на виживання	
люди з фізичними вадами	
велика кількість спеціалізованих турів	

Ex. 10. Translate the sentences from Ukrainian into English.

1. Існує багато видів туризму і всі вони залежать від мети подорожі
2. Велика кількість спеціалізованих турів продовжує виникати і сьогодні, наприклад, спостереження за китами, автоперегони, азартні ігри тощо.
3. Туризм третього покоління створено для пенсіонерів, а туризм четвертого покоління буде охоплювати людей з фізичними вадами.

4. Люди, які їдуть на море чи у табори відпочинку чи ті, які зупиняються у курортних готелях, отримують насолоду від свого відпочинку, організованого дозвілля чи спорту.
5. Існують спеціальні туристичні компанії, які пропонують своїм бізнес-клієнтам секретарські послуги, збирають інформацію про ринки та підготовлюють переговори.
6. Заохочувальний тур – це нагорода службовцю за його сумлінну працю від компанії.
7. Головною метою ознайомлювального туру є отримання службовцем необхідних знань про нові туристичні напрямки, краєвиди, визначні місця, а також про розміщення у готелях у тій чи іншій місцевості.

Extra Activity

Carry out a mini-survey to find out what kind of visitors travel to your area. Draw up a questionnaire and use it to interview approximately 50 visitors in the streets of your town or at a local attraction. For example, you could find out:

- the visitor`s place of origin
- to length of their visit
- the purpose of their visit
- the type of accommodation used (if any)
- the type of transport used
- whether this is their first or subsequent visit

Remember to plan your survey well in advance: make sure that the questions you intend to ask can be clearly understood and easily answered. Test them on your friends first to make sure of this.

Remember also, that often people do not like to be stopped to answer survey questionnaires, so be polite and friendly and try to keep the number of questions to the minimum.

When you have completed your survey, combine the results of the whole class and represent the findings of the survey in the forms of graphs or charts.

UNIT 2

Text 1.

Active Vocabulary

to gain a reputation	отримати репутацію
fashionable resorts	модні, популярні курорти
to pay a visit	нанести візит
a train ride	поїздка потягом
to pioneer the skiing holiday	вперше впровадити відпочинок на лижах
paid annual holiday	оплачувана щорічна відпустка
the advent of photography	поява фотографування
to change the world beyond recognition	змінити світ до невпізнання
to take advantage of cheap-day excursion	скористатися дешевою екскурсією

The Origins of Mass Tourism

In the late eighteenth century, sea water gained a reputation for its medicinal properties and as a result many British coastal fishing villages were transformed into fashionable resorts. Brighton and Weymouth both became popular with genteel holidaymakers after George III paid them a visit to try and cure the fits of madness from which he suffered. The earliest organization of anything that we would recognize today as tourism started in the mid-nineteenth century. Thomas Cook is historically credited with organizing the first ever tourist excursion in 1841 when he sold tickets for a train ride from Leicester to Loughborough. Methodist missionary Henry Lunn pioneered the skiing holiday just a few years later.

It was the Industrial Revolution that really began to open up tourism to the working classes. As a result of the widespread social and technological reforms a new middle class grew up, whose increased prosperity meant that they could afford to travel. The Bank Holiday Act of Parliament in 1871, creating four annual public holidays and the Factory Act of 1901, which gave the first ever paid annual holiday of six days, provided the necessary legislation to give the working British public leisure time at no financial loss.

The new railways provided cheap travel to seaside resorts. Public holidays would see a mass exodus from the large cities of Manchester, Liverpool and Leeds to the coast, for people to be entertained at fun-fairs and shows catering to the tastes of the working man.

People were also becoming aware of a world outside their own direct experience. Soldiers travelling to foreign countries saw opportunities and wanted to return in

peacetime. The colonial areas brought India, Australia, Africa and other parts of the world into the spotlight of the European colonial powers. The advent of photography provided visual evidence of the existence of the exotic and began to stir interest among the more adventurous to see sights for themselves. The Taj Mahal, the Pyramids and the Sphinx and the Statue of Liberty are all examples of famous tourist attractions which we travel to see in real life because we've seen pictures of them.

In only century the holiday has changed beyond recognition. In 1890 a typical family holiday would be a day trip to the nearest seaside town. Armed with bucket and spade and a picnic, the family would take advantage of the cheap-one-day excursions offered by the private companies who ran the new railway network. The 2000s family, however, is likely to take a two-week package tour to the Mediterranean, where the whole holiday will be paid for before leaving home and one can enjoy the guaranteed sunshine.

(“The Good Tourist”, Wood K. and House S.,1992).

Ex. 1. Translate and transcribe the following words:

- | | |
|-----------------|---------------|
| - property | - annual |
| - genteel | - legislation |
| - cure | - leisure |
| - methodist | - financial |
| - pioneer | - exodus |
| - widespread | - foreign |
| - technological | - visual |
| - increase | - guaranteed |

Ex. 2. Give Ukrainian equivalents to the following word combinations:

in the late 18 th century	
medicinal properties	
genteel holidaymakers	
to suffer from the fits of madness	
to be historically credited with smth	
to sell tickets for a train ride	
widespread social and technological reforms	
to provide necessary legislation	
to cater to the tastes of the working man	
in peacetime	
visual evidence	

to stir interest	
bucket and spade	
to enjoy the guaranteed sunshine	

Ex. 3. Mark the following statements as True or False.

1. Many British coastal fishing villages were transformed into fashionable resorts.
2. Tourism started in the mid-eighteenth century.
3. Thomas Cook pioneered the first skiing holidays.
4. It was the Industrial Revolution that really opened up tourism to the working people.
5. The Bank Holiday Act of Parliament in 1871 and the Factory Act of 1901 provided the necessary legislation for paid annual holidays for the British working public.
6. The advent of cinema stirred the interest among the people to see exotic sights for themselves.
7. In 1890 a family was likely to take a day trip to the nearest seaside town.
8. In 2000s a typical family holiday is a two-week package tour to the Mediterranean.

Ex. 4. Answer the questions to the text.

1. Why were many British coastal fishing villages transformed into fashionable resorts?

2. Who made sea water resorts popular with genteel holidaymakers?

3. Who organized the first train ride in the history of tourism?

4. How did the Industrial Revolution contribute to the development of tourism?

5. What documents provided necessary legislation to give the working public holidays at no financial loss?

6. What opportunities did soldiers see in foreign countries?

7. How did photography influence the development of tourism?

8. Why do families in 2000s prefer package tours to the Mediterranean?

Ex. 5. Write questions to the answers.

1. _____

Yes, he did. George III made coastal towns and villages very popular with genteel holidaymakers.

2. _____

Thomas Cook organized the first train ride.

3. _____

The Industrial but not agricultural Revolution began to open up tourism to working classes.

4. _____

The first annual holiday of six days was given in 1901.

5. _____

No, it didn't. The new railways provided cheap travel to seaside resorts.

6. _____

The Taj-Mahal, the Pyramids, the Sphinx and the State of Liberty are all examples of famous tourist attractions.

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

to <i>buy</i> tickets for a train ride	
<i>decreased</i> prosperity	
<i>expensive</i> travel	
visual evidence of the existence of <i>the ordinary</i>	
to <i>depress</i> the interest	
<i>without</i> a bucket and spade	
<i>public</i> companies	
to enjoy the guaranteed <i>darkness</i>	

Ex. 7. Fill in the correct preposition and make sentence of your own.

1. to transform villages ... fashionable resorts
2. to give leisure time ... no financial loss
3. to become popular ... genteel holidaymakers
4. a mass exodus ... large cities ... the coast
5. the fits ... madness
6. to cater ... the tastes ... the working man
7. ... the mid-nineteenth century
8. to see exotic sights ... themselves

1.

2.

3.

4.

5.

Ex. 8. Write down the data from the text in the form of bullet-points.

e. g.

<i>George III</i>	<ul style="list-style-type: none"> • <i>suffered from the fits of madness</i> • <i>cured them by sea water</i> • <i>made holidays on the sea coast popular</i>
Thomas Cook	<ul style="list-style-type: none"> • organized ... • sold
Henry Lunn	<ul style="list-style-type: none"> • •
Industrial Revolution	<ul style="list-style-type: none"> • •
Bank Holiday Act of Parliament of 1871	<ul style="list-style-type: none"> • •
Factory of Act of 1901	<ul style="list-style-type: none"> • •
railways	<ul style="list-style-type: none"> • •
soldiers	<ul style="list-style-type: none"> • •
photography	<ul style="list-style-type: none"> • •
typical family holiday in 1890	<ul style="list-style-type: none"> •
2000s family	<ul style="list-style-type: none"> •

Ex. 9. Find the English equivalents to the following word combinations:

набути репутації, стати відомим через медичні властивості	
перетворити рибальські села на модні курорти	
організувати першу туристичну екскурсію	

відкрити туризм для робочого класу	
збільшити процвітання, багатство сім'ї	
створити щорічні громадські свята	
надати відпустку без фінансових втрат	
проводити весело час на ярмарках і шоу	
побачити відомі туристичні принади (атракції) в реальному житті	
озброєні відром і лопатою	
заплатити за весь відпочинок ще до від'їзду із дому	

Ex. 10. Translate the sentences from Ukrainian into English.

1. Георг III їздив на узбережжя лікувати свою хворобу морською водою. Такі подорожі стали дуже популярні серед знаті, тому багато рибальських поселень перетворилися на модні курорти.
2. Томас Кук – засновник масового туризму, тому що він вперше організував масову поїздку потягом для 570 британців.
3. Промислова революція сприяла соціальним і технологічним реформам. В результаті виник середній клас. Він міг дозволити собі подорожувати. А офіційні документи 1871 та 1901 років створили необхідну законодавчу базу для отримання щорічних оплачуваних відпусток терміном 6 днів.
4. Нові залізниці забезпечили дешеві подорожі на морські курорти.
5. Поява фотографії заохочувала людей до подорожі. Люди хотіли побачити в реальному житті, а не на картинці знамениті туристичні принади.
6. Давайте порівняємо типовий сімейний відпочинок у різні роки. У 1890 році британські сім'ї надавали перевагу відпочинку у найближчому містечку на узбережжі. Це була дешева екскурсія, пікнік тощо. У 2000-х сім'ї обирають двотижневий відпочинок на Середземному морі, де вони можуть насолодитись сонцем без усіляких сумнівів.

Ex. 11. A) Read the bullet points in the following summary which the main events of the 19th and 20th centuries which marked and contributed to the rise of tourism in Britain.

1830	The first passenger train service begins, between Manchester and Liverpool.	1937	Billy Butlin opens Britain's first holiday camp – at Skegness.
1837	The railway companies build the first large hotels at the railway stations.	1939	200 holiday camps around the coast of Britain provide holidays for 30 000 people a week in the summer.
1840	The first steamship is built for leisure cruises by Cunard.		There are 2 million cars on the roads of Britain.
1841	Thomas Cook opens the first travel agency.	from 1950	Cheaper air transport becomes available, with the growth of commercial airline companies.
1871	The Bank Holiday Act of Parliament creates four public holidays a year.	1955	The number of overseas visitors of Britain exceeds 1 million.
1879	Thomas Cook organizes the first package tours to Europe and the USA.	1957	Due to cheaper air fares, transatlantic air travel exceeds sea travel for the first time.
1889-1899	The Savoy, Claridges and Carlton hotels are opened in London, for European visitors and wealthy British people.	1963	The number of overseas visitors to Britain exceeds 2 million.
1901	Parliament passes the Factory Act, giving women and young people at least 6 days' paid holiday a year.	1970	6 million British people take holidays overseas.
1903	The first major hotel company – Trust Houses – opens a chain of hotels throughout Britain.		The number of overseas visitors to Britain exceeds 6 million.
1910	The first school opens, to train chefs for hotels and restaurants in London's West End.	1983	77% of British workers have four or five weeks' holiday a year.
1914	There are 130 000 cars on the roads of Britain.	1987	The number of overseas visitors to Britain exceeds 15 million.
1930	The number of British people crossing the English Channel for holidays on the continent exceeds 1.5 million.	1990	Overseas residents make a record 18 million visits to Britain.

B) Compile a similar summary about major developments in tourism in Ukraine.

Extra Activity

Text 2.

Active Vocabulary

to attend a meeting	відвідувати збори, заняття
non-profit	не комерційний
to launch a newsletter	почати випускати інформаційний лист
challenge	виклик
to set off from ...	вирушити у подорож з
throughout the travels	під час подорожей
to escort parties of tourists	супроводжувати групи туристів
seasonal visits	сезонні відвідування
rickshaw	рікша

Around the world in 222 days

The history of modern tourism began on 5 July 1841 when a train carrying 500 factory workers travelled from Leicester to Loughborough twelve miles away to attend a meeting about the dangers of alcohol.

This modern excursion was organized by Thomas Cook a young man with neither money nor formal education. His motive was not profit but social reform. Cook believed that the social problems of Britain were caused by widespread alcoholism. Travel he believed would broaden the mind and distract people from drinking.

The success of Cook's first excursion led to others and the success of the business was phenomenal. In 1851 Cook launched his own monthly newsletter. Cook's Exhibition Herald and Excursion Advertiser, the world's first travel magazine; by 1872, the newsletter was selling 100.000 copies a month and its founder was treated as a hero of the modern industrial age.

When Thomas Cook reached the age of sixty-three there was still one challenge ahead of him: to travel round the globe. The idea of travelling "to Egypt via China" seemed impossible to most Victorians. Cook knew otherwise. In 1869 two things happened that would make an overland journey possible: the opening of the Suez Canal and the completion of a railroad net work that linked the continent of America from coast to coast.

He set off from Liverpool on the steamship Oceanic, bound for New York. Throughout his travels his traditional views affected most of what he saw, including the American railroad system. Although impressed by its open carriages sleeping cars on-board toilets and efficient baggage handling he was shocked that men and women were not required to sleep in separate carriages.

Japan delighted him. It was a land of “great beauty and rich fertility” where the hotels served “the best roast beef we have tasted since we left England”. Cook and his party toured the city of Yokohama in a caravan of rickshaws. “We created quite a sensation” he wrote.

Cook’s love of Japan was equaled only by his hatred of China. Shanghai the next port of call offered “narrow and filthy streets” which were full of “pestering and festering beggars”. After twenty-four hours there Cook has seen enough.

He travelled to Singapore and as he set off across the Bay of Bengal. Cook was full of confidence feeling that he understood “this business of pleasure”. But nothing he had seen in Shanghai could have prepared him for the culture shock of India.

“At the holy city of Benares we were conducted through centres of filth and obscenity”, he wrote. From the deck of a boat on the Ganges he saw the people washing dead bodies, before burning them on funeral piles beside the river. He found these scenes “revolting in the extreme”.

By the time Cook left Bombay for Egypt, he was showing signs of tiredness. On 15 February 1873, while crossing the Red Sea, he wrote to The Times that he would not travel round the world again. “After thirty-two years of travelling, with the view of making travelling easy cheap and safe for others. I ought to rest.” In Cairo, he fell seriously ill for the first time.

Cook arrived home in England after 222 days abroad. Although he never attempted another world tour, he continued to escort parties of tourists to continental Europe throughout the 1870s, and did not cease his seasonal visits to Egypt until the late 1880s. He died in July 1892 at the age of eighty-three.

Ex. 1. Translate and transcribe the following words:

widespread	fertility
phenomenal	equal
view	pleasure
efficient	obscenity
carriage	tiredness

Ex. 2. Give Ukrainian equivalents to the following word combinations:

- a meeting about the dangers of alcohol	
- to be caused by smth	
- to broaden the mind	
- to distract people from drinking	

- to be treated as a hero	
- to travel round the globe	
- to attempt another tour	
- to know otherwise	
- on the steamship	
- efficient baggage handling	
- to create a sensation	
- love was equaled by hatred	
- filthy streets	
- revolting scenes in the extreme	

Ex. 3. Mark the following statements as True or False.

1. The history of modern mass tourism began on 5 July 1841.
2. Thomas Cook organized the popular excursion for factory workers to distract them from alcohol drinking.
3. Thomas Cook`s motive to organize this excursion wasn`t profit, but social reform.
4. When he was 63, there was still one challenge ahead of Thomas Cook for travel to Egypt via China.
5. Cook wasn`t impressed that men and women in America were not required to sleep in separate carriages.
6. China delighted him, because it was a land of great beauty and rich fertility.
7. Cook continued to escort parties of tourists to continental Europe throughout 1880s.
8. Cook was making travelling easy, cheap and safe for others for about thirty-two years of travelling.

Ex. 4. Make questions to the text out of the given words and then answer them.

1. did, the, when, modern, begin, tourism, of, history?

2. many, on, workers, sis, Cook, factory, how, take; a, railway ride?

3. Why, phenomenal, was, of, Cook`s, the, business, success?

4. challenge, what, ahead, was, there, Cook, still, of?

5. What, contribution, Cook, did, bring, history, into, tourism, of, the?

Ex. 5. Write questions to the answers.

1. _____

The history of modern tourism began on 5 July 1841.

2. _____

Yes, it is. The success of Cook's first excursion led to other successes.

3. _____

Two things in 1869 made an overland journey possible for Cook.

4. _____

Thomas Cook was not only impressed but also greatly shocked in his travel throughout America.

5. _____

His travel round the globe took him 222 days.

6. _____

Until the late 1880s Thomas Cook did not cease his seasonal visits to Egypt.

Ex. 6. A) Find in the text the synonyms to the following words:

<i>an overseas journey</i>	
<i>to start publishing</i>	
<i>a newsbulletin</i>	
<i>travelling to Egypt through China</i>	
<i>groups of tourists</i>	
<i>to accompany tourists</i>	
<i>to stop seasonal visits</i>	

B) Find in the text the opposites to the following words:

<i>to attract attention to smth</i>	
<i>starting a railroad network</i>	
<i>original views</i>	
<i>wide and clean streets</i>	

Ex. 7. Fill in the correct preposition and make sentences of your own.

- | | |
|---|---|
| 1. the dangers ... alcohol | 2. to seem impossible ... most Victorians |
| 3. neither money ... formal education | 4. travel ... the view ... making travelling easy |
| 5. to be treated ... a hero ... the modern industrial age | 6. to prepare smb ... the couture shock of India |
| 7. one challenge him | 8. ... the late 1880s |

1. _____

2. _____

3. _____

4. _____

5. _____

Ex.8. Find the English equivalents to the following word combinations:

потяг, що перевозить 500 заводських робітників	
відвідувати заняття про небезпеку алкоголізму	
молодий чоловік без грошей і без необхідної освіти	
розширювати кругозір	
феноменальний успіх у справах	
об'їхати навколо планети	
завершення будівництва мережі залізниць	
був вражений і шокований	
їхати по лісу у групі рікш	
любов врівноважує ненависть	
бути сповненим впевненості	

з палуби човна	
проявляти ознаки втоми	
серйозно захворіти	
супроводжувати групи туристів до континентальної Європи	
не переставати здійснювати сезонні подорожі	

Ех. 9. Translate the sentences from Ukrainian into English.

1. Томас Кук, молодий чоловік без грошей і освіти, організував першу екскурсію потягом для 500 заводських робітників. Він хотів розширити їх кругозір і відволікти від пияцтва.
2. Після успіху першої екскурсії Кук розпочав публікацію щомісячного інформаційного листка, потім першого у світі журналу про подорожі. Його успіх у справах був феноменальним. До Кука ставилися як до героя сучасного промислового віку.
3. У 63 роки Кук мав мрію: об'їхати навколо світу. Його мрія стала можливою завдяки відкриттю Суецького каналу і завершенню будівництва мережі залізничних доріг в Америці.
4. Під час своєї подорожі він був вражений і шокований багатьма речами в Америці, Японії, Китаї, Індії. Японія схвилювала Кука, а Китай він незлюбив через вузькі і брудні вулиці і через жебраків.
5. Під кінець своєї подорожі упродовж 222 днів, Кук проявляв ознаки втоми і вирішив більше ніколи не вирушати у кругосвітню подорож. Він серйозно захворів і більше ніколи не подорожував навколо світу. Але до своєї смерті він супроводжував групи туристів до континентальної Європи, а також час від часу до Єгипту.

UNIT 3

Text 1.

Active Vocabulary

to be regarded	вважатися
to deal with customers	мати справу зі споживачами
promotion prospects	перспективи росту кар'єри
relatively quick	відносно швидкий
to diversify	вводити різноманітність, урізноманітнити
unsocial hours	непопулярні дні, години для роботи (наприклад, у вихідні, по вечорах тощо)
to seek (sought, sought)	шукати
flexibility	гнучкість
willingness	бажання

The Nature of Employment

The travel and tourism industry is regarded as a people industry and there are a vast number of jobs that involve dealing with customers in person, such as waiters, resort representatives and air cabin crew to name but a few. There are many more jobs at a basic or operative level than there are in management.

The travel and tourism industry offers good promotion prospects and many people progress from basic jobs to supervisory and higher management positions.

Operative Level	Supervisory Level	Management Level
Travel agency sales consultant	Senior sales consultant	Travel agency manager
Waiter / waitress	Head waiter / waitress	Restaurant manager
Hotel receptionist	Front of house manager	Hotel manager
Holiday resort representative (rep)	Senior resort representative	Resort manager

For some people, promotion from operative to supervisory and management levels can be relatively quick, although competition for jobs at all levels is often intense. For example, thousands of people apply to airline companies every year for cabin crew positions, but only a small proportion is accepted.

Another feature of work in the travel and tourism industry is the potential for changing career paths. For example, if you work for an employer who owns a range of

facilities, such as hotels, pubs, restaurants and leisure facilities, it may be possible to move from one to another. Even if this is not the case, there are numerous opportunities to diversify into different areas.

Finally, many jobs in the industry involve working unsocial hours, such as holiday periods, evenings and weekends. This may be a significant barrier for some people entering the industry as they may not be available to work unsocial hours on a regular basis.

Personal and technical skills

The personal and technical skills and qualities required by employers vary from job to job. However, many of the personal skills required by employers are common right across the industry. The list below gives an indication of the personal skills most commonly sought after by travel and tourism employers:

- good communication skills
- good customer service skills
- common sense
- good listener
- literacy and numeracy skills
- outgoing personality
- sense of humour
- enthusiasm
- flexibility
- stamina and good health
- organizational skills
- ability to work well in a team
- smart appearance
- ability to think quickly
- willingness to work unsocial hours
- politeness (*Internet resources*).

Ex. 1. Translate and transcribe the following words:

- | | |
|---------------|-------------|
| - resort | - although |
| - crew | - leisure |
| - operative | - numerous |
| - supervisory | - diversify |
| - feature | - hour |
| - relatively | - available |

- require
- enthusiasm

- technical
- appearance

Ex. 2. Give Ukrainian equivalents to the following:

- resort representative	
- a vast number of jobs	
- at a basic level	
- higher management position	
- the potential for changing career paths	
- leisure facilities	
- to work on a regular basis	
- technical skills	
- skills sought after by employers	
- common sense	
- stamina	
- to work in a team	
- smart appearance	
- willingness to work unsocial hours	

Ex. 3. Mark the following statements as True or False.

1. The travel tourism industry is regarded as a people industry.
2. There are a vast number of jobs that involve dealing with customers in public.
3. There are many less jobs at a basic or operative level in tourism than there are in management.
4. The tourism industry offers good promotion prospects from basic jobs to supervisory and higher management positions.
5. The competition for jobs in tourism industry at all levels isn't intense.
6. Working unsocial hours may be a good attraction to people in tourism industry.

Ex. 4. Answer the questions to the text.

1. What kind of industry is tourism regarded to be? Why?

2. What does the travel tourism industry offer to its employees?

3. The career growth in tourism industry can be relatively quick, can't it?

4. Why is the competition for jobs often intense?

5. What features of work in tourism industry attract people?

6. What features may be a significant barrier for people in tourism?

7. What personal and technical skills are common in most tourism jobs?

Ex. 5. Write questions to the answers.

1. _____

Tourism industry is regarded as a people industry because there are a vast number of jobs dealing directly with customers.

2. _____

People working in tourism progress from basic jobs to supervisory and higher management positions.

3. _____

Yes, it is. Tourism industry is the potential for changing career paths.

4. _____

Working unsocial hours means to work during holiday periods, evenings, weekends.

5. _____

The personal and technical skills and qualities required by employers vary from job to job.

6. _____

No, they are not. Many personal skills are common right across the industry.

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

- <i>to regress</i> from management position to basic job	
- <i>social</i> hours	
- <i>a few</i> opportunities	
- to work <i>by fits</i>	
- the list <i>above</i>	
- <i>peculiar</i> features	
- <i>untidy</i> appearance	
- ability to work well <i>in person</i>	

Ex. 7. Fill in the correct preposition and make sentences of your own.

1. to deal ... customers ... person

5. to diversify ... different areas

2. jobs ... basic level

6. a range ... facilities

3. apply ... company ... job

7. a significant barrier ... people

4. the potential ... changing career paths

8. to work unsocial hours ... a regular
basis

1. _____

2. _____

3. _____

4. _____

5. _____

**Ex. 8. Match the skills and qualities needed in tourism industry to their definitions.
The first one has been done for you as an example.**

- | | |
|--------------------------|---|
| 1. communication skills | a) strong feeling of interest and enjoyment about smth and willingness to be involved in it |
| 2. flexibility | b) physical or mental strength that lets you continue doing smth for a long time without getting tired |
| 3. smart appearance | c) the ability or tendency to think that things are funny or funny things you say that show you have this ability |
| 4. organizational skills | d) the ability to change or be changed easily to suit a different situation |
| 5. stamina | e) the way people express themselves so that other people will understand |
| 6. outgoing personality | f) the way a neat person in tidy attractive clothes looks to other people |
| 7. sense of humour | g) the character when a person likes to meet and talk to new people |
| 8. enthusiasm | h) ability to plan and arrange something so that it is successful and effective |

Ex. 9. Find the English equivalents to the following word combinations:

- мати справу безпосередньо зі споживачами	
- пропонувати гарні можливості для росту кар'єри	
- посади контролюючої ланки	
- велика конкуренція за місце роботи	
- численні можливості	
- постійно працювати у непопулярні часи	
- різнитися від однієї роботи до іншої	
- у всій індустрії	
- навички гарного обслуговування	

споживачів	
- отримувати насолоду від роботи з людьми	
- здібність добре працювати у команді	
- приємна, охайна зовнішність	

Ex. 10. A) Study the following list of comments from people working in the industry who were asked, “What are the most important personal qualities, skills and knowledge requirements for your job?”

1. “I must understand how to motivate people and this means finding exactly the right approach for each individual. The most important skills are the ability to communicate (sometimes in foreign languages), teach others and inspire confidence. I have to be physically fit as the job is very demanding.”
2. “I need business acumen and flair to develop new ideas and increase use of the facility. It is important to be able to handle people, both employees and customers. Good communication skills are important with staff and customers. Numeracy and information technology skills are needed in order to cope with the financial and management information aspects of the job. Finally, there is a high level of responsibility as I am accountable for the day-to-day running of the facility and for the health and safety of visitors and staff.”
3. “I have to be confident and outgoing whilst at work. It is important to get on well with people and deal tactfully and diplomatically with dissatisfied customers. I am very much in the public eye, so smart appearance and good social skills are vital. Also important are organizational ability, business skills, competence in financial matters and knowledge of a range of related practical skills such as cookery, food and beverage service and housekeeping. At peak times the work is hectic and the ability to work under pressure is vital.”
4. “Good customer service, communication and IT skills are essential for my job. I deal with customers face to face and I need to suggest the most appropriate products to meet their needs. It is very useful if I have specific knowledge about a destination or resort. Attention to detail is very important when making a booking.”

5. “Good customer service and communication skills are essential, combined with bags of enthusiasm. Many people regard the job as glamorous, but in reality its very demanding because of the unsocial hours and frequent stopovers away from home.”
6. “Many people think the work is glamorous, but it is frequently very demanding with long unsocial hours. The main requirement is the ability to communicate well with all types of people and deal effectively with customer complaints. It is very important to have a confident, outgoing personality and to get on with customers. Languages are also very useful.”

The comments on knowledge and skills came from:

- a hotel manager
- a holiday resort representative
- a travel sales consultant
- a tour guide
- a ski-ing instructor
- an air cabin crew member.

Match each description with the job role.

B) In small groups, discuss what knowledge and skills are common to all of these jobs. Record the main requirements in a table like the one below.

	Job role	Knowledge / skills required
1.		
2.		
3.		
4.		
5.		
6.		

Ex. 11. Translate the sentences from Ukrainian into English.

1. Індустрію подорожей вважають людською галуззю, тому що робота в ній вимагає безпосереднього спілкування зі споживачами.
2. У туристичній галузі є більше робіт на базовому рівні і менше на керуючому рівні.
3. Люди, які працюють у туризмі, мають гарні перспективи для кар'єрного росту: від початкового рівня до управлінського, наприклад: консультант з продаж може зробити кар'єру менеджера турагенції; адміністратор з прийому гостей має шанси стати менеджером готелю.
4. Туристична галузь пропонує чисельні можливості зміни однієї кар'єри на іншу, залишаючись працювати у сфері туризму.
5. Перешкодою для вибору роботи в туризмі може бути постійна зайнятість у непопулярні години.
6. Роботодавці туристичної галузі шукають персонал, який володіє певними технічними навичками та має певні особисті якості.
7. Службовці у туристичній галузі повинні мати гарні навички зі спілкування, обслуговування споживачів, гарні організаційні навички.
8. Приємна, охайна зовнішність, ентузіазм, бажання спілкуватися, ввічливість – якості, які необхідні для робітників у всій індустрії туризму.
9. Найбільш важливі навички роботи в туризмі – це здатність спілкуватися, інколи іноземною мовою. Працівник туризму повинен уміти ладнати з людьми.
10. Працівник туризму повинен мати ділову хватку та здатність розвивати нові ідеї, управляти людьми як персоналом, так і клієнтами. Навички роботи з цифрами та інформаційними технологіями необхідні, щоб справитися із фінансовою стороною роботи в туризмі.
11. Багато людей вважають роботу в туризмі гламурною, але вона є дуже вимогливою, особливо через несоціальні години праці і часті ночівлі не вдома.

Extra Activity

Text 2.

Active Vocabulary

the top thing

найважливіша річ

employee

службовець, робітник

different challenges

різні кардинальні зміни, виклик повсякденності

to be stuck in a routine job
diverse group of customers
the ... age group
career path
advancement potential
to expand knowledge
to think on your feet

застрягнути у рутинній роботі
групи різних споживачів
вікова категорія
можливість зробити кар'єру
можливість кар'єрного росту
розширити, поглибити знання
придумувати нові ідеї, приймати рішення
дуже швидко

A Career in Tourism

Here are the top 10 things employees like about their jobs. We asked people in the industry what they liked about their jobs. New employees, managers, people with very different kinds of tourism jobs all chose many of the same positives about their jobs:

1. **The variety.** Person after person said how much they enjoyed the variety in their jobs. Every day is different. "I rarely have a boring day" a lot of them said. "There is never a dull moment," others agreed. Tourism offers many different challenges. Most employees were grateful not to be stuck in a routine, predictable job.
2. **Dealing with people.** Tourism employees enjoyed the opportunity to meet and deal with people from all over the world. Many felt good when they knew they had helped or entertained this diverse group of customers.
3. **Working with other tourism employees.** Employees praised their fellow employees. People in tourism, they said, tend to be dynamic, interesting and upbeat. Many people liked the fact that tourism had a lot of younger employees. 50 per cent of the employees in the tourism industry fall within the 15 to 24 age group.
4. **The opportunities.** Because the industry is growing, employees said, there are so many different types of jobs and opportunities in the tourism industry. It is possible, they said, to get experience in many different kinds of tourism. There are lots of career paths available. There are so many opportunities to learn new skills.
5. **Advancement potential.** Employees were also enthusiastic about the opportunities for relatively quick advancement in tourism. If you work hard, they said, you can move up to the next level faster than you could in many other industries.
6. **Developing global skills.** Another positive was the fact that your tourism skills are transferable all around the world. Once you have experience, employees said, you can work in many different parts of the world.
7. **Easy to get started.** Many tourism employees were grateful at the ease of getting an entry-level job in tourism. "You don't need post-secondary school education. It is desirable, however to get tourism training and education if you want to build a career in tourism," many said, "to get started in the industry."

8. **Training opportunities.** At the same time, employees were pleased that there were many tourism training and educational programs available to expand their knowledge about the industry. Many of these can be pursued part-time while you are working.
9. **Tips!** Many tourism employees were happy to supplement their income with tips. They enjoyed being able to influence their tip amount by providing good service.
10. **Creativity.** A great variety of tourism jobs, they said, allow you to think on your feet and be creative.

Ex. 1. Translate and transcribe the following words:

- | | |
|-------------|----------------|
| - employee | - experience |
| - variety | - enthusiastic |
| - rarely | - transferable |
| - challenge | - desirable |
| - diverse | - knowledge |
| - routine | - pursue |

Ex. 2. Give Ukrainian equivalents to the following word combinations:

- to choose the same positive about the job	
- person after person	
- to be grateful	
- fellow employee	
- to get experience in smth	
- to be available	
- to fall within the ... age group	
- workforce	
- quick advancement	
- at the ease	
- to pursue part-time job	
- to supplement the income with trips	

Ex. 3. Mark the following statements as True or False.

1. People with different kinds of tourism jobs choose different positives about their jobs.

2. Most employees were grateful to be stuck in a routine job.
3. Many tourism employees felt good when they entertained the diverse group of customers.
4. People in tourism tend to be dynamic, interesting and upbeat.
5. There are a few career paths available to people in tourism.
6. Tourism skills are transferable all around the world.
7. To work in tourism at basic level you need get tourism training and education.

Ex. 4. Make questions to the text out of the given words and then answer them.

1. what, the, things, employees, are, job, top, tourism, ten, about, like?

2. did, people, why, job, their, in, variety, enjoy?

3. employees, praise, how, their, did, employees, fellow?

4. why, of, possible, experience, get, is, in, it, different tourism, kinds, many, to?

5. what, expand, helps, to, about, knowledge their, industry, the?

Ex. 5. Write questions to the answers.

1. _____

People with different tourism jobs all choose the same positives about their jobs.

2. _____

No, they were not. Most employees were grateful not to be stuck in a routine job.

3. _____

Tourism employees enjoyed the opportunity to meet and deal with people from all over the world.

4. _____

50% of the tourism employees fall within the 15 to 24 age group.

5. _____
There are a lot of opportunities to learn new skills.

6. _____
If you want to build a career in tourism you need get tourism training and education.

7. _____
The tip amount the people get depends on providing good service.

Ex. 6. A) Find in the text the synonyms to the following words:

- a boring day	
- every day job	
- the chance to meet with people from all over the world	
- the basic job level	
- choose the same good things about the job	
- the sum of additional money	
- the various groups of customers	

B) Find in the text the opposites to the following words:

- different positives about the job	
- in particular	
- to pursue full-time job	
- expenses	

Ex. 7. Fill in the correct preposition and make sentences of your own.

1. to like smth ... the job
2. ... a whole
3. many ... the same positives
4. to get experience ... many different kinds ... tourism
5. to be stuck ... a routine, predictable job
6. ... the same time

7. to fall ... the 15 ... 24 age group

8. to think ... feet

9.

1. _____

2. _____

3. _____

4. _____

5. _____

Ex. 8. Find the English equivalents to the following word combinations:

- найкращі пункти у роботі	
- обирати ті ж самі позитивні риси у роботі	
- пропонувати різні кардинальні зміни	
- хвалити своїх колег	
- динамічні, цікаві і непереможні	
- в цілому	
- набиратися досвіду у багатьох видах туризму	
відносно швидкий ріст кар'єри	
- з легкістю отримати у туризмі роботу початкового рівня	
- зробити кар'єру у туризмі	
- отримати освіту у туризмі, водночас працюючи	
- сума чайових	
- надавати гарний сервіс	
- велике різноманіття робіт у туризмі	

Ex. 9. Translate the sentences from Ukrainian into English.

1. Люди, які працюють у туризмі, відмічають 10 основних пунктів як позитивні риси своєї роботи.
2. Люди, які люблять кардинальні зміни, отримують насолоду від роботи у туризмі, тому що їх робота – не рутинна, непередбачувана.
3. Багато працівників почуваються дуже добре, коли працюють з групами різних споживачів.
4. Існує тенденція, що працівники у туризмі – це динамічні, цікаві і непереможні люди.
5. Майже 50% працівників туризму належать до вікової групи між 15 та 24 роками.
6. Якщо працівник працює з ентузіазмом, він може відносно швидко зробити кар'єру у туризмі і перейти на наступний рівень швидше, ніж у будь-якій іншій галузі.
7. Для цього бажано отримати спеціальну підготовку або освіту.
8. Але ви легко можете отримати роботу на початковому рівні лише з середньою освітою.
9. Ще одна позитивна риса роботи у туризмі – це можливість отримувати чайові.
10. Сума ваших чайових залежить від того, як гарно ви обслуговуєте клієнта.

UNIT 4

Text 1.

Active Vocabulary

to assess smb	оцінювати когось
to create a good impression	створити гарне враження
concise	точний
to be willing to learn	бажати вчитися
to exaggerate	перебільшувати
at the close of the interview	наприкінці співбесіди
from a different angle	під іншим кутом
to sell oneself	„продати” себе, подати себе, представити у найкращому вигляді
keenness to work	зацікавленість, бажання працювати

You are informed that your resume has been accepted and you are invited for an interview with the representatives of the company staff. The panel want to ask you some questions in order to address you. You should keep some negotiating tips in mind.

HOW TO CREATE A GOOD IMPRESSION AT YOUR FIRST INTERVIEW

The interview

The interview is designed to find out more about you and to see if you are suitable for a job. The interviewer will do this by asking you questions. The way you answer will show what kind of person you are and if your education, skills and experience match what they're looking for.

Do

Make a real effort to answer every question the interviewer asks. Be clear and concise. Never answer 'Yes' or 'No' or shrug the shoulders.

Admit it if you do not know something about the more technical aspects of the job. Stress that you are willing to learn.

Show some enthusiasm when the job is explained you. Concentrate on what the interviewer is saying, and if he or she asks if you have any questions, have at least one ready to show that you're interested and have done your homework.

Sell yourself. This doesn't mean exaggerating (you'll just get caught out) or making your experience or interests seem unimportant (if you sell yourself short, no one will employ

you).

Ask questions at the close of the interview. For instance, about the pay, hours, holidays, or if there is a training programme.

Here are three pieces of advice for you:

1. If you can't agree, try approaching the problem from a different angle.
2. Don't get emotional. Be objective.
3. Prepare carefully beforehand.

Don't

- forget to shake hands with the interviewer.
- smoke or sit down until you are invited to.
- give the interviewer a hard time by giggling, yawning, rambling on unnecessarily or appearing cocky or argumentative.
- ever stress poor aspects of yourself, like your problem of getting up in the morning.

Always show your best side: especially your keenness to work and your sense of responsibility.

Ex. 1. Translate and transcribe the following words:

- representative
- negotiating
- design
- experience
- interviewer
- concise
- assess
- technical
- enthusiasm
- exaggerate
- approach
- giggle
- argumentative
- keenness

Ex. 2. Give Ukrainian equivalents to the following word combinations:

- to accept a resume	
- to invite smb for an interview	
- a representative of the company staff	
- to keep some tips in mind	
- to find a suitable job	
- education, skills and experience	
- to make a real effort	

- to shrug the shoulders	
- to make one's interests seem unimportant	
- at the close of the interview	
- for instance	
- to shake hands with smb	
- to give smb a hard time	
- sense of responsibility	

Ex. 3. Mark the following statements as True or False.

1. At the interview the representatives of the company staff ask the interviewee some questions in order to assess him / her.
2. The interview is designed to find out more about your private life.
3. The way you answer at the interview will show your education, skills and experience.
4. If you sell yourself short, no one will employ you.
5. You should always ask the interviewer questions at the beginning of the interview.
6. You should appear cocky or argumentative.

Ex. 4. Answer the questions to the text.

1. What happens when your CV has been accepted?

2. Why do the panel ask the interviewee questions?

3. How should the interviewee answer the panel's questions?

4. What should the interviewee do if he doesn't know something about technical aspects of the job?

5. How do you understand the phrase "sell yourself"?

6. When is it better for the interviewee to ask the panel questions?

7. What three main advice can be given to any interviewee?

8. What things shouldn't the interviewee do at his interview?

9. How shouldn't the interviewee behave?

10. What should the interviewee show at the interview?

Ex. 5. Write questions to the answers.

1. _____

The aim of the interview is to define if the interviewee is suitable for the job he is applying for.

2. _____

The interviewee should try to answer every question the interviewer asks.

3. _____

Yes, he / she should. He / she should admit that he/she doesn't know something about the technical aspects of the job.

4. _____

To show enthusiasm at the interview means to ask the interviewer some questions.

5. _____

There are three main recommendations for the interviewee how to behave at the interview.

6. _____

No, he / she shouldn't. He / she should show his / her best side and never stress poor aspects.

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

- to <i>reject</i> the resume	
- to <i>forget</i> some negotiating tips	
- <i>interviewer</i>	

- to <i>buy oneself long</i>	
- to <i>dismiss</i> smb	
- <i>at the beginning</i> of the interview	
- <i>poor aspects</i> of oneself	
- to appear <i>shy and modest</i>	

Ex. 7. Fill in the correct preposition and make sentences of your own.

- | | |
|--|------------------------------------|
| 1) to be invited ... an interview | 5) to get caught ... |
| 2) to keep some tips ... mind | 6) ... the close ... the interview |
| 3) to find ... information about the interviewee | 7) ... a different angle |
| 4) to concentrate ... smth | 8) keenness ... work |

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

Ex. 8. Arrange the following pieces of advice how to behave at the interview into 2 groups Dos and Dont's.

Answer every question the interviewer asks, get emotional, be objective, prepare carefully beforehand, show enthusiasm, shake hands with the interviewer, shrug your shoulders, be clear and concise, stress that you are willing to learn, exaggerate your skills and experience, giggle, show your keenness to work, appear cocky, ramble, sit down without being invited to, stress your sense of responsibility, ask questions at the beginning of the interview, give the interviewer a hard time, approach the problem from a different angle.

Dos	Dont's

Ex. 9. Find the English equivalent to the following word combinations:

- прийняти резюме	
- оцінити кандидата на посаду	
- освіта, вміння, досвід	
- те, як ви відповідаєте	
- спробувати, зробити зусилля	
- знизувати плечима	
- точний і чіткий	
- бажання вчитися	
- зосередитись на чомусь	
- перебільшувати	
- в кінці співбесіди	
- підійти до проблеми під іншим кутом зору	
- ставити когось у складне становище	
- зацікавленість роботою і почуття відповідальності	

Ex. 10. Translate sentences from Ukrainian into English:

1. Кандидату на посаду слід знати, як створити гарне враження на першому інтерв'ю (співбесіді).
2. Коли ваше резюме прийнято, вас запрошують на співбесіду із представником (представниками) компанії.

3. Представники компанії, яка хоче найняти вас, задають різні запитання, щоб оцінити ваші знання, вміння і досвід.
4. Співбесіда – це зустріч кандидата на посаду та потенційного роботодавця для того, щоб з'ясувати, чи кандидат підходить на цю посаду.
5. Існують певні правила, як слід і як не слід поводитися на співбесіді при прийомі на роботу.
6. Одне із основних правил – показати себе з найкращого боку, але без перебільшення ваших знань, вмінь та досвіду.
7. У жодному разі не поведіться нахабно і не сперечайтесь. Не будьте занадто емоційним.

Extra Activity

Ex.11. In Unit 4 you've got acquainted with the rules how to write CV (resume). Now you know that when applying for a job, you should send your CV and a cover letter to your potential employer.

A) Now read the text about writing cover letters and use the advice to complete the sentences below.

When writing cover letters you need to use a standard format. Remember that the address of the person you are writing to always appears on the left-hand side of the page and your own address in the top right-hand corner. Put the date under your address.

Always make sure you start and end your cover letter correctly. If you are writing to Mrs. Linda Carr, then you should start the letter "Dear Mrs. Carr" and finish it with "Yours sincerely". Note that 'sincerely' has a small 's', not a capital letter.

If the advertisement asks you to send application to Melanie Thompson, how would you begin your letter? "Dear Melanie?" "Dear Melanie Thompson?" "Dear Mrs. Thompson?" is not really appropriate as she might not be married. It is probably safe to put "Dear Melanie Thompson".

If the advertisement just says "reply to J. Brown" how would you address the letter? "Dear Sir" or "Dear Mr. Brown"? You should ring the company and find out J. Brown's full name and whether this person is a man or a woman.

Remember that letter etiquette costs you nothing, but it can really pay dividends and you may be the only person who has made the effort to find out. This could help to make you different from all the other applicants and being noticed is important if you are going to get invited for interview.

If the advertisement just states: “Write to the Human Resources Department” or “Reply to Atlas Travel” it may not be possible for you to find out who will be dealing with your reply. In these cases you will have to start your letter “Dear Sir / Madam” and finish the letter with “Yours faithfully” with a small ‘f’.

1. The address of the person the letter is addressed to appear_____.
2. If you begin a letter with “Dear Mrs. Healey” you should end with_____.
3. You should write your own address
_____.
4. If an advertisement says “Reply to Vikki West” you should _____.
5. If an advertisement says “Reply to R. Simpson” you should_____.
6. If an advertisement says “Please send CV+cover letter to Marketing Director, Austravel” you should begin your letter with _____ , and end with
_____.

B) Look through the list of 10 Golden Rules for your cover letter.

1. Write clearly.
2. Keep your letter short and to the point.
3. State what a job you are applying for.
4. Make the information you give relevant to the job, and firm, so read the advertisement carefully first.
5. Use plain writing paper and ink, not pencil or type your letter if you cannot do it neatly.
6. Draft out what you want to say in rough first.
7. Give all the information you are asked for.
8. Check your spelling and punctuation.
9. State when you are available for interview.
10. Print your name clearly under your signature.

C) Compile your own 10 Golden Rules for the cover letter. Use the information given in item A.

