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МЕТОДИЧНІ РЕКОМЕНДАЦІЇ

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«Ділова англійська мова»
для студентів 4 курсу
спеціальності «Туризм»

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П Е Р Е Д М О В А

Беззаперечним є твердження, що сучасний студент повинен уміти ефективно спілкуватися іноземною мовою у професійному середовищі і, звичайно, англійська мова має велике значення у сфері туризму. Для успішного конкурування туристичні компанії повинні пропонувати свої послуги різними мовами, зокрема, англійською. Володіння англійською мовою позначається не тільки на продуктивності роботи працівників, а й, безумовно, справляє певне враження на іноземних партнерів і клієнтів, що дає змогу сформувати позитивну репутацію для компанії.

Мета і завдання пропонованих методичних рекомендацій:

- розвивати навички ділової англійської мови;
- формувати активний словник професійної лексики;
- вдосконалювати загальні, соціальні та професійні навички спілкування.

Методичні рекомендації призначені для занять зі студентами 4 курсу факультету туризму та міжнародних комунікацій (спеціальність – «Туризм»). Матеріал складено відповідно до вимог робочої програми з ділової англійської мови як основної, за такими розділами: «Туристичний продукт», «Роль туроператорів», «Квитки. Бронювання. Страхування», «Екскурсія з гідом». До кожної теми подано комплекс вправ, спрямованих на поглиблення та перевірку знань, умінь і навичок студентів.

Інформація, подана в методичних рекомендаціях, сприятиме підвищенню лексико-фразеологічної компетентності студентів і прищеплюватиме інтерес до туризму як індустрії та як різновиду відпочинку. Видання розраховане як на роботу в аудиторії, так і на самостійне опрацювання завдань.

Для укладання матеріалу використано такі джерела:

1. Иващенко И.А. Заключение сделки! Культура делового общения на английском языке / под общ. редакцией Т.Н.Кондрашиной. – СПб.: КАРО, 2005. – 256 с.

2. Письменная О.А. Английский для международного туризма: Учебник. – К.: ООО «ИП Логос-М», 2006. – 384 с.

3. Harding K. Going International. English for Tourism. – Oxford: Oxford University Press, 2008. – 186 p.

4. www.academia.edu/1861406/Understanding_the_Tourism_Product

PART I

GENERAL NOTIONS OF TOURISM.

TOURIST PRODUCT

GENERAL NOTIONS OF A TOURIST PRODUCT

Tourist products satisfy the tourist needs and are the objects of the transactions between tourists and businesses. These products satisfy the primary and secondary tourist needs and are the objects of the transactions between tourists and businesses. Each product satisfies a need of its consumer through the benefit(s) it incorporates. The products are the means to achieve the targets of the marketing organization through their sale. Tourist needs can be grouped into two distinct categories:

- (1) primary tourist needs are those that urge a person to make a tourist trip in order to satisfy them;
- (2) secondary or derived tourist needs are those arising from the decision to make a tourist trip.

For instance, our need to find accommodation in Mytilene is a secondary one, as it has been derived from our decision to take part in the conference. Tourist products are the means to satisfy these primary and secondary needs, thanks to the benefits offered by their consumption. Both the needs and the products are objects of the transaction between tourists and businesses.

TOTAL AND SPECIFIC TOURIST PRODUCTS

The total tourist product comprises the combination of all the elements, which a tourist consumes during his/her trip. The specific products are components of the total tourist product and can be sold as individual offerings, such as accommodation, transport, attractions and other facilities for tourists. In other words, specific products are the offerings of the individual tourist enterprises.

TOURIST PRODUCTS: DIFFERENT APPROACHES

There are different approaches to tourist products:

(1) the tourist product should not be seen from the point of view of the individual producer (such as the hotelier or the transportation company) but from the point of view of the consumer, thus equating the tourist product with his/her total travel experience. The tourist product should be perceived as including all the elements that are part of a trip;

(2) these elements can be found at the destination(s) of the trip, the transit routes and the places of residence. In addition, the consumption of these elements takes place before, during and after the trip. For instance,

tourists spend part of their travel budget both at their home town (e.g. for buying a map before the trip and developing films after the trip) and in the route to their destination (e.g. for buying food or gasoline);

(3) a tourist product can only be determined in relation to a specific destination, a fact that makes each product unique. For instance, the geological tour of the Petrified Forest in Sigrid is a product unique to Lesbos; this particular experience and combination of elements cannot be found anywhere else;

(4) the tourist product should be distinguished from the destination. The destination is not the product. On the contrary, a destination usually offers several products to its visitors, with each distinct travel experience constituting a tourist product. For instance, the island of Lesbos allows for a cosmopolitan beach vacation in Molyvos; a serene beach vacation in a secluded village; a geological tour; a tour of the historic sites; small or medium-sized conferences; culinary experiences related to the local beverages, sardines, olives and olive oil; and the list goes on;

(5) the tourist product should be distinguished from the inclusive tours or package tours. An inclusive tour is not a total tourist product but a specific tourist product as discussed above, even though it is a composite one. An inclusive tour is essentially a selected combination of individual elements of the total tourist product, marketed under a particular product or brand label, and sold at an inclusive price;

(6) the tourist product is a composite product consisting of several components. It is also labelled as a “package”, an “amalgam” or a “bundle” of tangible and intangible components. These components complement each other, i.e. they are functionally interdependent as each one provides only a part of the total sum of benefits sought by tourists;

(7) each component of a tourist product is produced independently by the respective enterprise and it provides only a limited benefit or no benefit at all to its consumer if it is not combined with the other components of the tourist product;

(8) from the consumer’s point of view, the tourist product amounts to his/her travel experience, including everything experienced and consumed as part of the trip. The product is an experience that is achieved through the combination of a diverse array of products and services;

(9) the purpose of a tourist trip is to engage in certain activities that satisfy the primary tourist needs. For instance, the primary need to relax can be satisfied by bathing in the sea and basking in the sun. The tourist product provides all the means needed to engage in the desired activity, i.e. a safe beach, warm seawater and sunshine. Actually, the concept of

the tourist product cannot be fully understood without determining the particular activities that a tourist wants to engage in;

(10) the tourist product is carrier of benefits, as is the case with every product form. It constitutes the means to satisfy both primary and secondary tourist needs. Tourist products consist, on the one hand, of the attractions that allow tourists to engage in the desired activities and, on the other hand, of the elements facilitating the tourist's transition to the destination and the social reproduction during his/her stay;

(11) normally, it is the producers of goods and services who decide which benefits to incorporate in their products. In the case of the tourist product, this holds true only for some of its elements. The benefits of several components are not the result of a management decision, but of natural, cultural and historic processes. A good example for this is the climate and the beaches of Lesbos;

(12) consumers perceive tourist products in a subjective way. The perception depends on each tourist's socio-economic and psychodemographic variables as well as on his/her previous travel experiences, motivation, conceptions, expectations, etc.;

(13) it is very unlikely that two tourists will have exactly the same travel experience. On the one hand, it is the subjective perception of each trip as mentioned above. On the other hand, there is a huge number of goods, services and facilities, from which each tourist makes his/her own combination. Even when some important items are sold together in packages determined by the tourism producers or intermediaries, each individual trip will still largely consist of a consumer selection of products, which will be necessarily unique. Thus, each tourist experiences his/her own unique tourist product;

(14) the tourist product, i.e. the travel experience and the various elements – goods, services and facilities – used and consumed by a tourist as part of his/her trip, has a total price. This price is not settled in one payment; on the contrary, it takes several transactions to obtain all elements of the product, even in the case of an all-inclusive package tour;

(15) some of the tourist product's components are not produced specifically for the tourist market, with the respective businesses serving other markets, as well. It is the consumption phase – and not the production phase – that makes some elements part of the tourist product. For instance, most of the restaurants of Mytilene have tourists among their customers, but their clientèle is predominantly the local population. The same holds true for the grocery shops, the pharmacies, the bus lines and many other local businesses. The very same good, service or facility can

be a tourist one or not depending not on the way it is produced or provided, but on who will consume or use it.

Thus, the tourist product is defined as ***the total bundle of functionally interdependent tangible and intangible elements that enables the tourist, on the one hand, to engage in a specific activity at one or at several consecutive destinations and, on the other hand, to facilitate the transition to the destination(s) and the social reproduction during the trip.*** As a carrier of benefits, the tourist product satisfies both the primary and secondary tourist needs.

THE COMPONENTS OF TOURIST PRODUCTS

Tourist products consist of numerous components due to their complex nature. There are several approaches to the components of tourist products. These components come in various forms:

- integral products that can be sold independently on the market (such as hotel accommodation, air transport, admission to visitor attractions etc.);
- “free” or “public” goods, such as the climate and the scenery, that can be used or consumed by tourists free of charge;
- complementary (additional) services that cannot be sold independently on the market, such as the services provided by a tourist information office or by a tour leader.

Therefore, components of the tourist product are those integral products, “free and public goods” and complementary services that perform a specific functional role in the framework of the total product and that are part of the product because of their functional characteristics. Components are the prerequisite for the total product, so that the latter can provide the expected benefits to the consumers. The functional characteristics have been incorporated into the components either by their respective producers following a conscious managerial decision (in the case of integral products and complementary services), or by the nature and culture of the destination (in the case of the “free and public goods”). Components complement each other, i.e. they are functionally interdependent as each one provides only a part of the total sum of benefits sought by tourists.

There are different criteria used to group the numerous components into separate categories:

(1) **purpose of creation.** Components created for a purpose not related to tourism are classified as primary tourist supply (such as natural attractions and historic sites); components created especially for satisfying tourist needs are classified as secondary tourist supply (such as hotels and theme parks);

- (2) **origin.** Man-made elements vs. natural elements;
- (3) **tangibility.** Tangible elements such as hotels and restaurant vs. intangible elements such as the history and the climate of the destination;
- (4) **variability.** Invariable elements such as the climate and the scenery of the destination vs. variable elements such as the infrastructure and the transport services of the destination;
- (5) **time of consumption.** Components are classified according to the phase of the trip during which they are consumed: (a) planning or anticipation, (b) travel to the destination, (c) destination activities, (d) travel back home, (e) recollection;
- (6) **functional role.** Components attracting tourists to the destination are classified as primary tourist supply or as attractions (the primary causal elements); components facilitating the travel and stay at the destination are classified as secondary tourist supply or as amenities or as facilitators.

The comparative analysis of these approaches has revealed several methodological problems in their application and has indicated that the most suitable classification criterion from a marketing point of view is the functional role of the components. This criterion can be used to understand why an element is a component of the tourist product and to classify components in distinct categories.

PRIMARY AND SECONDARY TOURIST SUPPLY

The primary tourist supply includes all the attractions that draw the tourists to a destination. The benefits offered by the attractions satisfy the primary tourist needs, i.e. those needs that urge a person to make a tourist trip in order to satisfy them. Firstly, this is the means and conditions for engaging in the main activity of the trip at the destination or inside the mode of transportation (as in the case of cruise ships and luxury overnight trains): natural conditions, natural and cultural heritage, people, socio-economic conditions of the destination, artistic creation, events, facilities, equipment, goods and service related to the main activity. Secondly, we distinguish qualitative aspects defining how the tourist wants to engage in the main activity and to live the total travel experience, e.g. familiar or exotic destination; short or long distance between the place of residence and the destination; luxurious or traditional ambience, the particular character of the destination; hospitable attitude of the local population; good weather; protected natural environment, secure environment, etc.

Secondary tourist supply includes all the amenities needed by a tourist to visit a destination and to consume its attractions. It also includes souvenirs and gifts of all kind. The benefits offered by the amenities satisfy the secondary or derived tourist needs, i.e. those needs arising from the

decision to make a tourist trip. Firstly, it is represented by the modes of transportation and other components of the transportation systems: transition from the place of residence to the destination and back as well as within the destination. Secondly, this is the means for the tourist's social reproduction during the trip: elements performing household functions as well as allowing the tourist to engage in leisure activities, to communicate with other places, to socialise and to stay informed. This category includes accommodation, food and beverage outlets and/or shops selling food, public restrooms (outside the accommodation), cleaners, hairdressers, telecommunication services, postal services, sports and other leisure facilities, cultural events, retail outlets (for recreational shopping), etc. Thirdly, there are several aspects regarding the preparation and execution of the travel arrangements about making the trip easier, safer and more expensive, to prevent or to heal injuries and sickness, to enter a foreign country, to finance the travel expenses, to make prior payments, etc. This category includes all means of tourist information (travel guidebooks, maps, national tourist organisations, travel-related websites, local tourist offices, etc.); telecommunications; services provided by tour operators, travel agencies, escorts, translators, certified travel guides and porters; vaccines, sun protection, medicine and healthcare services; passports and visas; travel insurance; credit cards and other financial services; as well as numerous goods, such as suitcases, clothes, photo cameras and films, etc. Fourthly, we deal with practical aspects of engaging in the main activity of the trip. These aspects do not constitute attractions but merely support the tourist in engaging in the activity (e.g. sale or rental of sports equipment, lessons by sports instructors, sports apparel, etc.). Fifthly, we should mention souvenirs and gifts, usually bearing sentimental and symbolic values for the tourists. They allow tourists to remember and relive their experiences, thus prolonging the pleasure of the trip. They are also used for sharing the travel experience and for strengthening the ties with other people (both at the place of origin and at the destination). Souvenirs and gifts include a vast range of goods – such as typical products of the destination or the place of origin – as well as items found or made by the tourist or received as a gift. Note that the same component might have two or even more functional roles. For instance, a famous hotel may be an attraction in itself and not just a substitute for the tourist's household. In addition, the very same component can have a different functional role for different people as shown in the following example: Theatre buffs may come to Greece just for attending a performance of ancient drama, whereas people visiting Greece for another purpose – let's say for

attending a conference – may see this performance just as a way to spend the evening.

CONCLUSIONS

Understanding the tourist product is a prerequisite for the effective marketing of a destination or a tourist business. It is also a useful tool for every social scientist analysing the phenomenon of tourism. Unfortunately, the discussion carried out during the last decades has not resulted in a broader agreement among scientists concerning the meaning of the tourist product and its components. Many incompatible approaches cover only some of the aspects related to the product.

(From: www.academia.edu/1861406/Understanding_the_Tourism_Product)

VOCABULARY

to urge [ə:dʒ] – спонукати

to comprise [kəm'praɪz] – охоплювати

destination [ˌdestɪ'neɪʃn] – місце призначення

petrified [ˈpetrɪfaɪd] – скам'янілий

beach [bi:tʃ] – пляж

serene [sɪ'ri:n] – спокійний, тихий, безтурботний

(in)tangible [(ɪn'tændʒɪbl)] – (не)матеріальний, матеріально

(не)відчутний

array [ə'reɪ] – набір, велика кількість

to incorporate [ɪn'kɔ:pəreɪt] – поєднувати

clientéle [ˌkli:ã:(n)'teɪl] (syn. clientage [ˈklaɪəntɪdʒ]) – клієнтура

prerequisite [pri'rekwɪzɪt] – передумова

anticipation [æn'tɪsɪ'peɪʃn] – очікування

amenities [ə'mi:nɪtɪz, ə'menɪtɪz] – вигоди

escort [ˈeskɔ:t] – супровід; [ɪ'skɔ:t] – супроводжувати

(in)compatible [(ɪn)kəm'pætəbl] – (не)сумісний

QUESTIONS AND TASKS

1. What is tourist product?
2. What is the difference between total and specific tourist products?
3. What approaches to tourist products do you know? Name a few of them.
4. What components and categories of tourist products do you know?
5. Describe briefly primary and secondary tourist supply.
6. Describe a certain tourist product (from your own practice or find some information in the Internet or anywhere else) and make up a report.
7. What ways of giving information about tourist products do you know? Describe a certain tourist information centre; describe the way of giving information about tourist products via Internet.

THE GEOGRAPHY OF TOURISM

Tourism is a world industry, but different parts of the world offer different attractions for the tourist. Analyse different regions of the world:

- Northern and Western Europe;
- Central and Eastern Europe;
- Southern Europe (e.g. Turkey, Greece);
- Mediterranean;
- Russia;
- Middle East;
- Indian subcontinent;
- Far East;
- China and Japan;
- Australia and Oceania;
- Africa;
- North America;
- Central and South America.

What tourist attractions do the mentioned regions offer? Why do tourists visit these areas? Analyse them from the following viewpoints:

- landscape;
- climate;
- history;
- culture and religion;
- sport/leisure activities;
- typical entertainments;
- other aspects.

REASONS FOR TRAVELLING

Find some information in the Internet or anywhere else about different reasons for travelling. What are the most typical reasons for travelling? Find statistical information about travel and tourism (or show similar information from your own experience).

TOURIST ATTRACTIONS.

KEY EVENTS IN THE DEVELOPMENT OF TOURISM

Analyse the tourist attractions (Table 1) available in the following countries (A) and match them with the corresponding epochs (B):

Table 1

A	B
Britain	
China	
Egypt	
France	
Greece	
Italy	
Peru	
Russia	
Spain	
USA	

B. List of epochs:

- ancient civilizations – Egyptian, Minoan, and Assyrian;
- Chinese civilization;
- Ancient Greece;
- Ancient Rome;
- Byzantium and Islam – the Holy Roman Empire and Christianity;
- the Middle Ages – Renaissance and Reformation;
- the Enlightenment and the French Revolution;
- Imperialism and the Industrial Revolution;
- the early twentieth century;
- the post-war world.

Look at this list of important developments affecting travel and tourism. Put them in chronological order and fill in Table 2. What effect did they have on the development of tourism?

- a) the invention of television;
- b) the invention of steam engines and railways;
- c) the invention of the motor car;
- d) the introduction of computer technology;
- e) the introduction of holidays with pay;
- f) the invention of the jet engine;
- g) the building of roads (Romans);
- h) the building of great pyramids, temples, and cathedrals;
- i) the introduction of traveller's cheques;
- j) the development of the stagecoach and horses transport system;
- k) the Second World War;
- l) an increased standard of living and a rise in disposable incomes.

Table 2

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

Here are some of the possible effects of these key events. Match them with the correct event:

- air travel became quicker and cheaper;
- faster booking and reservations systems;
- tourists didn't need to carry cash (therefore safer to travel).

In groups, discuss what you think were the most important events in the development of tourism. Try to think of some more of your own.

(From: Harding K. Going International 2008, p. 17-18)

WORKING IN TOURISM

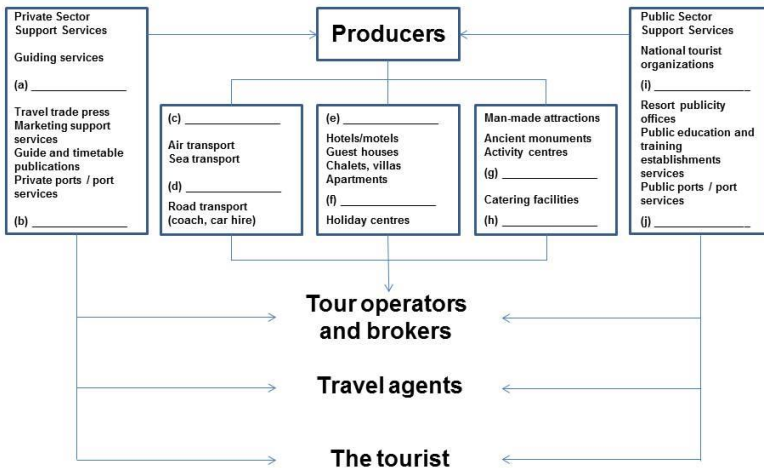
Analyse the diagram given below and fill in with the following words and phrases:

accommodation, camping and caravan sites, carriers, private education and training establishments, rail transport, regional tourist organizations, stately homes, theme parks, travel insurance and finance services, visa and passport offices.

Discuss the following questions:

1. What are the different sectors of the tourism industry? Make a list.
2. Is tourism an 'industry'?
3. In what ways is tourism a 'product'?
4. How is this 'product' distributed to the consumer?

Think of a real example of each of the sectors in the place you are studying or for your own country. For example, for air transport, write down the name of an airport and an airline. When you have finished, choose a different country.



JOBS IN TOURISM

Look at this list of jobs related to tourism, and decide which sector of the tourism industry they belong to. Use the above-mentioned diagram to help you and make a list for each sector:

- baggage handler;
- curator;
- warden;
- guard;
- marketing consultant;
- purser;
- air traffic controller;
- entertainment officer;
- concierge;
- tour manager.

Analyse who would carry out the following activities:

- direct a plane at take-off and landing;
- keep the ship's accounts and look after passengers' rooms and general comfort;
- deal with people arriving at a hotel;

- d) give information and make arrangements at a hotel concerning local attractions and events;
- e) look after a museum;
- f) fly a plane;
- g) look after the passengers on a plane;
- h) take suitcases and bags on and off planes;
- i) help hotel guests with their suitcases and bags;
- j) give advice on how to promote a region or sector of tourism;
- k) check suitcases and bags for illegal items on arrival in a country;
- l) help arrange concerts, dances, and other social events on board a ship;
- m) look after a game park;
- n) be in charge of arrangements for a group of tourists travelling together;
- o) clean rooms in a hotel;
- p) look after the passengers on a train.

(From: Harding K. Going International, 2008, p. 23-24)

HOLIDAY TYPES

Discuss the following questions:

1. How many holidays have you had in your life? Make a list.
2. Which ones did you enjoy most/least? Why?
3. Put them into categories. Think of as many different types of holiday as possible.

Analyse the list of the types of holiday (Table 3a, left column) and match them with the appropriate phrases (right column). Fill in Table 3b putting the correct letter under the corresponding number. What do people do on these types of holiday? Who goes on them? Is there a 'typical tourist' for each one?

Table 3a

1) adventure	a) 'Sun, sea, and sand – and all you pack is your suitcase'
2) camping	b) 'A floating five-star hotel'
3) cruise	c) 'Route maps provided'
4) driving/touring	d) 'Escape the crowds – go where the mood takes you'
5) farm stay	e) 'A unique game-viewing experience'
6) fly-drive	f) 'Tents available for hire'

7) independent/backpacking	g) 'Discover a world of excitement'
8) package/beach	h) 'Your car will be waiting at the airport'
9) safari/wildlife	i) 'Each suite has basic cooking facilities and a fridge'
10) self-catering	j) 'Breath-taking views from the snow-capped Himalayas'
11) skiing	k) 'Sun glistening on the white Alpine slopes'
12) trekking	l) 'Experience the working life of the countryside'

Table 3b

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

BOOKING A HOLIDAY

Play the role of a travel agent, on the one hand, and a customer, on the other hand (Table 4). Then change the roles and repeat the role-play, using the second set of holiday types you are given.

Table 4

A. Travel Agents	B. Customers
You will be given a list of the holiday types you specialize in. think about the details of the holidays you are offering. Customers will come to you with particular holiday requests. Try to sell them a holiday that suits their needs, but is also one of the holidays you specialize in.	You will be given one or two holiday types in which you are interested. Try to find a travel agent who can provide you with the same holiday or a similar one. Visit as many travel agents as possible so that you can be sure you have got the best holiday for you.
Feedback How many holidays did you sell with a definite reservation? How many did you put on a 24-hour hold?	Feedback Did you find the holiday you wanted? How helpful did you find the travel agent?

(From: Harding K. Going International 2008, p. 33)

BUSINESS TRAVELLING

Discuss the following questions:

1. From the travel agent's point of view, what differences are there between a business traveller and an ordinary tourist?
2. What does a business traveller look for when arranging a trip?
3. When arranging a flight and a hotel, which of these things are the most important for a business traveller (Table 5)?

Table 5

flight	hotel
a choice of flight times	express reservation
a choice of airlines	corporate discount rate
express check-in	express check-in/check-out
automatic upgrade	access to fax
good food with free champagne	Wi-Fi in the room
lots of leg-room	mini-bar
reclining seats	close to the airport
air miles incentive scheme	free newspaper
immediate car hire pick-up on arrival	room for business meetings
limousine service from the airport to the hotel	sports centre

(From: Harding K. Going International 2008, p. 34)

Describe a certain hotel from the following points of view:

- a) general description;
- b) location;
- c) hotel facilities;
- d) room facilities;
- e) business facilities;
- f) conference rooms (if available);
- g) other elements (if available).

VISAS

Answer the following questions:

1. Have you ever travelled to a country where you needed a visa? How did you apply for it?
2. Why do some countries require visas?
3. Have you ever been to the United States or another English-speaking country? Did you need a visa?

Describe Ukraine from the viewpoint of visa and/or non-visa regime concerning other countries.

Describe another country from the viewpoint of visa and/or non-visa regime concerning Ukraine or another country.

TOURISM IN DIFFERENT REGIONS

TOURISM IN NEPAL AND SPAIN

Analyse the following texts about holiday tourism in Nepal and Spain. Which words and phrases would you expect to appear in each text?

Bazaar, beaches, cottage, elephant, farmhouse, jeep, jungle lodge, pony-trekking, snow-capped, white-water rafting.

I. ADVENTURE NEPAL

20 DAYS

8-DAY WALK IN THE ANNAPURNA FOOTHILLS

WHITE-WATER RAFTING

CHITWAN JUNGLE WILDLIFE

This action-packed trip will take you walking in the foothills of the snow-capped Annapurnas, rafting on the turbulent Trisuli river, and elephant-riding in the jungles of Chitwan reserve.

Kathmandu & Pokhara

After our arrival in Kathmandu, we will be introduced to some of the city's ancient Buddhist and Hindu temples and shrines. There is also time to wander in its fascinating bazaars before we fly to Pokhara.

Annapurna Foothills Trek

We cross Phewa Tal by boat, and are met by our Sherpa porters to begin our walk in the magnificent Annapurnas. Our route takes us off the tourist path, through lush forests and small villages. We'll visit the charming settlement of Gandrung and ascend Panchase Peak at 2,509 m (7,400 ft) for superb views of Annapurna II and the sacred 'fishtail peak', Machapuchhare.

Rafting & Chitwan Jungle

Returning to Pokhara, we drive south to our raft-point. Our qualified raft crew will brief you on the safety aspects and paddling techniques required to take part in the thrilling sport of white-water rafting. Then, from our jungle lodge in Chitwan Reserve, we set out by jeep or elephant in search of one-horned rhino and perhaps even Bengal tiger. Finally, we drive to the

Everest Panorama resort for a relaxing day in wonderful hill country. On a clear day we may have views of eight of the world's ten highest mountains – from Everest in the east to Dhaulagiri in the west.

(From: Harding K. Going International 2008, p. 31)

VOCABULARY

foothill [ˈfʊθɪl] – підніжжя
to raft [rɑ:ft] – переправлятися на плоті або поромі
turbulent [ˈtɜ:bjulənt] – бурхливий
reserve [rɪˈzɜ:v] – заповідник
temple [ˈtempəl] – храм
porter [ˈpɔ:tə] – сун. а guide [gaɪd] – гід, екскурсовод
trek [trek] – подорож
lush [lʌʃ] – пишний (*про рослини, ліси*)
superb [sju:ˈpɜ:b] – розкішний; величний
sacred [ˈseɪkrɪd] – священний
crew [kru:] – тут: екіпаж, бригада
rhino [ˈraɪnou] – носоріг

II. RURAL TOURISM IN SPAIN

In response to the ever-increasing demand for holidays close to nature, the regional autonomous governments and the private sector in Spain are now offering a comprehensive programme of rural facilities. These range from low-cost holidays at farmhouses and country cottages to sophisticated holidays in splendidly renovated country mansions and palaces. The common attraction is their location in some of the most beautiful parts of the Spanish countryside. A complementary range of activities such as pony-trekking, walking, and canoeing are normally on offer, and information is available from the establishments.

Here is an example from Asturias in Northern Spain.

La Quintana de la Foncalada

Management: Severino Garcia and Daniele Schmid

This honeysuckle-clad farmhouse lies in the heart of the coastal 'marina' area of Asturias. Severino and Daniele love the land, its people, and traditions. Nearly everything is home produced: organic vegetables, honey, cheese, juices, and jams. The inside of the house is light and spacious, with cheerful and uncluttered bedrooms (smallish bathrooms), furnished with table lamps, and other things made by Daniele herself. You are welcome to make yourself hot drinks in the large kitchen. Upstairs there is

a guest lounge with wicker furniture and masses of information on walks and visits. Severino will happily advise you on the best beaches, where to eat, and the best excursions from La Foncalada by bike or pony. A perfect place for a family holiday.

Rooms: 5 with shower & WC, 1 with bath & WC

Price: D/TW 4,700 pesetas; ST 8,500 pesetas for 2; extra bed 400 pesetas

Breakfast: 400 pesetas. Dinner: 1,500 pesetas (M) – low season only

Closed: never

(From: Harding K. Going International 2008, p. 31)

VOCABULARY

comprehensive [ˌkɒmpriˈhensɪv] – всебічний

sophisticated [səˈfɪstɪkeɪtɪd] – витончений

mansion [ˈmænjən] – великий особняк

establishment [ɪsˈtæblɪʃmənt] – тут: установа, заклад

honeysuckle [ˈhniːslʌkl̩] – жимолость; clothe [klaʊð] (clad [klæd]; clad) –

вкривати; honeysuckle-clad [ˈhniːslʌkl̩ˈklæd] – вкритий жимолостью

cheerful [ˈtʃiəfʊl] – тут: яскравий, світлий (*про кімнату*)

uncluttered [ʌnˈklʌtəd] – гарно оздоблений (*про кімнату*)

lounge [laʊndʒ] – тут: кімната відпочинку

wicker [ˈwɪkə] – лоза; лозовий

GENERAL TASKS

I. Translate the following words and phrases into English. Fill in the right column of Table 6:

Table 6

забронювати	
реактивний літак	
круїз	
позашляховик	
пляж	
пригода	
сільський туризм	
туристичне агентство	
реклама	
екскурсовод	
віза	
безвізовий	
зворотний зв'язок	
приєднуватися	
вигоди	

II. Give the synonyms of the following words. Fill in the right column of Table 7:

Table 7

A	B
itinerary	
conversation	
guide	
advertisement	
hotel	
coach (1)	
coach (2)	
establishment	
tour	
influence	
facilities	
etiquette	
airliner	
available	

visa	
cruise	
to ban	
cash	
job	
to offer	

B: conductor, route, inn, bus, dialogue, announcement, effect, trainer, foundation, trip, propriety, amenities, travel document, voyage, jet, accessible, to suggest, to prohibit, money, employment.

III. Complete this word puzzle using the clues below. All the words are related to travel and tourism.

1. When you get to your ____ you'll be met by our representative.
2. If you want to choose a holiday the best way to start is to read a ____ .
3. Hiring transport (for example, a plane) for a special purpose.
4. Every year the villagers celebrate their ____ with fireworks, a procession, and a huge meal.
5. You'll need to change your money into local ____ .
6. If you don't want to eat the hotel food you could always go ____ and prepare your own meals.
7. The environment, including the countryside, historic buildings, etc., seen as something good to be passed on to future generations.

8. Place where people regularly go for holidays.

9. Short visit, often no longer than a day, returning to the place you started from.

10. A list of places to be visited on one journey.

11. I want to see everything in the city, so I have booked a ____ tour on an open-top bus.

12. For some countries, you need to have a ____ before you are allowed in.

13. Building in which collections of rare objects are exhibited.

IV. Describe the peculiarities of tourism in a certain region or country.

V. Describe a certain job or kind of activity concerning tourism.

PART II

ROLE OF TOUR OPERATORS

ROLE OF TOUR OPERATORS IN TOURIST INDUSTRY

Tourism is an inalienable element of modern society's life. For example, Pakistan Tourism Minister Attaur Rehman who is representing his country in the annual Beijing International Tourism Exhibition (BITE) said that Pakistan has a number of famous places of interests for Chinese tourists. In this connection, he particularly mentioned the Moenjadaro, Indus and Buddha civilization. The minister said that tourism is one of the biggest sources to understand history, culture and civilization of any country in the most effective manner. He pointed out that through tourism we also met with various segments of our society. The minister on the occasion expressed the hope that through participation in BITE, Chinese tourists will visit Pakistan in greater number.

Tour operators play an important role for the promotion of tourism. A tour operator typically combines tour and travel components to create a holiday. The most common example of a tour operator's product would be a flight on a charter airline plus a transfer from the airport to a hotel and the services of a local representative, all for one price. Tour operators may specialize in destinations, e.g. Italy, activities and experiences, e.g. skiing, or a combination thereof. The original *raison d'être* of tour operating was the difficulty of arranging in far-flung places, with problems of language, currency and communication. Tour operators have their competence in arranging tours for those who do not have time to do DIY holidays, and specialize in large group events and meetings such as conferences or seminars. In addition, tour operators exercise contracting power with suppliers (airlines, hotels, other land arrangements, cruises, etc.) and influence over other entities (tourism boards and other government authorities) in order to create packages and special departures for destinations otherwise difficult and expensive to visit.

The two major tour operator associations in the U.S. are the National Tour Association (NTA) and the United States Tour Operators Association (USTOA). In Europe, it is the European Tour Operators Association (ETOA), and in the UK, it is the Association of British Travel Agents (ABTA) and the Association of Independent Tour Operators (AITO). The primary association for receptive North American tour operators is the Receptive Services Association of America (RSAA).

Travel and tourism can be thought of as a manufacturing industry. Components, e.g. hotel rooms, meals, coach or airline seats, are bought and put together by a tour operator to produce holidays. These are sold to

the public by retail travel agents, with representatives of the tour operator providing the after sales service to the consumer.

Large tour operators may own the companies that produce the component, e.g. Britannia Airways are owned by Thomson Holidays, and travel agents may also sell the components separately, e.g. air rail and theatre tickets or hotel rooms.

VOCABULARY

inalienable [ɪnˈeɪliənəbl] – невід’ємний

on the occasion [əˈkeɪzən] – з нагоди, принагідно

raison d’être [reiˈzɔːrˈdeɪtʃ] – привід для чогось

far-flung [ˌfɑːˈflʌŋ] – широкий (*той, що широко розкинувся – про місцевість*)

retail [ˈriːteɪl] – роздрібний (*продаж*); [riːˈteɪl] – продавати вроздріб

TOUR OPERATOR AND TRAVEL AGENT

Decide which function a tour operator performs and which a travel agent performs:

- ❖ sell air tickets and other transport tickets;
- ❖ design a brochure;
- ❖ give advice on resorts, carriers, and travel facilities;
- ❖ order stocks of brochures for rack display;
- ❖ negotiate with principals for bulk purchase of airline seats, hotel rooms, etc.;
- ❖ record and confirm reservations, send invoices to customers;
- ❖ issue tickets and vouchers;
- ❖ charter aircraft;
- ❖ send flight manifest to airline;
- ❖ send rooming list to hotels;
- ❖ provide travel insurance;
- ❖ sign contracts with hotels, airlines, etc.;
- ❖ plan itineraries for customers;
- ❖ arrange corporate travel;
- ❖ investigate and research new markets;
- ❖ plan advertising and promotion strategy;
- ❖ recruit and train staff, e.g. resort representatives and guides;
- ❖ arrange car hire;
- ❖ organize inclusive tours;
- ❖ sell inclusive tours.

(From: Harding K. Going International 2008, p. 43)

Match the following words and phrases (Table 8a, left column) with the corresponding definitions (right column), and then fill in Table 8b.

Table 8a

1 – brochure	a) hire for a special purpose
2 – carriers	b) agreement to pay money as compensation for loss or accident
3 – rack display	c) person or company, such as a hotel or an airline, which is represented by an agent
4 – principals	d) take someone on as an employee
5 – bulk purchase	e) publicity booklet giving details of holidays, etc.
6 – vouchers	f) equipment (in a shop) to hold things such as brochures
7 – charter	g) legal agreements between two companies
8 – flight manifest	h) paper or ticket which is given instead of money
9 – rooming list	i) buying large amounts of goods or services in order to get a lower price
10 – travel insurance	j) tour including travel, accommodation, and meals (like a package)
11 – contracts	k) relating to a business or company
12 – itineraries	l) planned method of work
13 – corporate	m) company which transports passengers (such as an airline)
14 – strategy	n) list of passengers on a ship or plane
15 – recruit	o) list of guests in a hotel, with their room number
16 – inclusive tours	p) list of places to be visited on a journey

Table 8b

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16

TOUR OPERATOR'S IN-TRAY

Going Greek is a tour operator, which specializes in holidays to Greece – the mainland and the islands. It organizes a variety of holidays, including ordinary Group Inclusive Tours (package tours), and specialized holidays (sports and activities, walking, holidays for senior citizens, escorted cultural tours, etc.).

Going Greek communicates with other parts of the tourist industry, and with customers, using a number of different written media – letter, fax, phone message, e-mail, and memo. You are going to read an example of each of these, selected from a typical day at the Going Greek head office. Before you read, discuss which type of communication would be used for each of the following situations:

- a) a request from a travel agent for more brochures;
- b) the Promotions Department arranging a meeting to discuss customer feedback;
- c) an enquiry from a member of the public;
- d) an application for the job of resort representative;
- e) confirmation from a Greek coach company regarding the supply of coaches for transfers.

Read the five example texts and analyse them.

1

Walking tours in Greece

Date: Thu, 19 Nov 1998 22:10:11 GMT

From:	tonino@yahoo.com
To:	egoinggk@promo.co.uk
Subject:	Walking tours in Greece
Message:	I saw your page on the Worldwide Web. I am very interested in walking tours on the Greek mainland. Can you give me booking information? Is it possible to reserve via the Internet? Please reply soon.
	Regards, Marcus Tonino

2

14 Well Walk
Luton
LU6 8 FT
17 November

Recruitment Manager
Going Greek
176 Green Lane
London
N22 8WX

Dear Sir/Madam

I am writing to see if you have any vacancies for resort representatives next summer.

As you can see from my curriculum vitae, a copy of which I enclose, I have worked as a resort representative for Jackson Holidays for the last two years in Greece and Turkey. I am fluent in Greek.

I am available for interview immediately.

Yours faithfully

Colin Brandon

(enclosed: Curriculum Vitae, testimonial)

3

OLYMPIC COACHES CORFU TOWN

FAX MESSAGE

TO: Going Greek DATE: 19 November
ATTN: Rita Harris PAGES: 1
FROM: Felix Soros,
 Booking Manager

RE: Coach bookings for next season's transfers

I can confirm that Olympic Coaches will be able to supply the following coaches for transfers from Corfu Airport to the main island resorts:

1 April to 30 June

Saturdays: 4 coaches

Wednesdays: 2 coaches

1 July to 31 Aug

Saturdays: 8 coaches

Wednesdays: 4 coaches

1 Sept to 31 Oct

Saturdays: 4 coaches

Wednesdays: 2 coaches

All coaches are fully air-conditioned and have 51 passenger seats. For the above numbers we can offer the rates previously quoted. This represents a 30% discount on our published standard rates. Can you confirm exact destinations and approximate timings as well as arrangements for return transfers?
Regards

Felix

4

MEMO

FROM: George Costas, Promotions Dept.
TO: All Managers
DATE: 19 November

Following our analysis of last season's customer feedback forms, it is clear that there is a growing concern over safety and security in some of our resorts.

I would like to call a meeting of all departmental managers to discuss the implications and how we can improve PR in this area. Can I suggest 11.00 a.m. next Thursday? Please confirm as soon as possible.

I will send out copies of a detailed report on the survey in advance of the meeting.

Many thanks
George Costas

5

Phone message

9.10 a.m.

Peter from Broadway Travel Agency, New York phoned. They're nearly out of brochures. Can we mail 200 as soon as possible?

Jill

P.S. Address is on database.

The Director of Going Greek made the notes concerning the five items. Which item do they refer to? (There are two notes for each item.)

- 1 – Invite for interview
- 2 – Get despatch onto it
- 3 – Agreed, but prefer 10 a.m.
- 4 – Didn't we get a higher rate last year?
- 5 – Cancellation arrangements?
- 6 – Ask for referees
- 7 – Can I have a detailed report today?
- 8 – Ask for opinion of web page
- 9 – This year's or next year's? – quick call
- 10 – Jane to reply – get address to send full brochure

Write a reply for each of the five items in the previous reading section, using the same format. For example, write a letter in reply to the job application letter, a message in response to the phone message, and so on. Make sure you use the same layout. Include the points made in the Director's notes in the previous section.

Here are some extracts that could be used in your replies. Decide which text type they belong to.

- 1 – Thank you for your Letter of 17 November.
- 2 – Last year we received a 35% discount. I wonder why we have not been given a similar discount this year?
- 3 – Could you also send us the names and addresses of two referees, at least one of whom should be a previous employer.
- 4 – I have another meeting at 11.00. Could we make it 10.00?
- 5 – I would be grateful if you could telephone this office so that we can arrange an interview.
- 6 – As our web page is a recent means of advertising we would be grateful if you could give us your opinion on it. I am sending a brief questionnaire by post.
- 7 – Thank you for your fax of 19 November and the confirmation of our coach bookings.
- 8 – Make sure you check which year they want.
- 9 – Thanks for your note. I agree we need to discuss this matter soon.
- 10 – We will send exact destinations and timings eight weeks before the first booking.

(From: Harding K. Going International 2008, p. 44-47)

VOCABULARY

discount [dɪs'kaʊnt] – знижка

memo ['mi:məʊ] = memorandum [ˌmɛmə'rændəm] (pl. memorandums or memoranda [-də]) – меморандум

curriculum vitae [kə'rikjʊləm 'vaɪti:] – біографія
cancellation [ˌkænsəl'eɪʃn] – анулювання, скасування
questionnaire [ˌkwɛstɪə'nɛə]– анкета

NEGOTIATIONS

When putting together a tour, tour operators have to hold detailed discussions and sign contracts with a number of 'principals', such as hotels, carriers (airlines), and coach companies. During these discussions, the tour operator must try to negotiate the best deal.

You are going to read an article giving advice on how to negotiate successfully. Before you read it, discuss how a business negotiation is different from everyday conversation. Work in groups of four and discuss the following aspects:

- preparation;
- language and behaviour;
- achieving the objectives;
- follow-up.

What is meant by the expressions *up your sleeve*, *a game plan*, *a hard man*, *a soft man*?

You might hear the following things said during a negotiation. Which piece of advice in the text do they refer to?

- Could you just repeat that?
- Did you have a pleasant journey?
- Can I just recap on what we've agreed so far?
- If I can start with your first point...
- Yes, I see what you mean, but don't you think it would be better to ... ?
- Would you like me to go over that again?

THE ART OF SUCCESSFUL NEGOTIATION

Are you satisfied with the way you handled that last set of negotiations? Couldn't you have done just a little bit better? Are you letting down your company – and yourself? This list of helpful hints may allow you to come away from your next negotiation with a greater sense of achievement.

Preparation

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

1. Make sure you know the arrangements – the time and the place.
2. Set aside enough time for the meeting.

3. Have a clear set of objectives: what do you really want to achieve? List your main objectives and your secondary objectives. What is the minimum position you are prepared to accept?

4. Take what you need – documents, materials, people.

5. Dress appropriately. ‘Power-dressing’ may help, but it’s more important to dress so that you feel comfortable and confident.

6. If you’re hastening the negotiation, then think carefully about the arrangement of the room and the layout of the furniture.

Language and Behaviour

Your behaviour should be polite and respectful – you won’t gain anything by being rude. In international negotiations, you may also find you’re talking to someone whose first language isn’t the same as yours.

1. Allow time for social conversation – and have a few topics of conversation up your sleeve.

2. Don’t use threatening body language or gestures (unless you want to threaten!).

3. Be polite and civil in any situation.

4. Make sure you understand what the other person is saying. Ask for clarification if necessary.

5. Be sure the other person understands you. Offer repetition or clarification.

6. Don’t patronize other persons if they don’t understand your language easily. Don’t treat them as if they were deaf or stupid just because their first language is not yours.

7. Show respect for different cultures and find out about them before your meeting – it may help you get what you want!

8. If the language difference is great, then employ an interpreter.

Achieving Your Objectives

If you have done all of the above then you are nearly there. Nevertheless, you still have to keep alert during the meeting, and respond to developments effectively.

1. Prepare a strategy – a ‘game plan’ – of how you want the meeting to go, but be ready to adapt. Flexibility is vital.

2. If you’re negotiating in a team, then think about your different roles and strategies – you may each have a different area of expertise, or you may each decide to take a different approach (for example, ‘hard man’, ‘soft man’).

3. Make concessions if it helps to achieve your main objectives. The concessions can be real or apparent.

4. Avoid an atmosphere of conflict.

5. Listen to the other speaker. Don't interrupt – let them finish their points.
6. Respond to the points they make with respect.
7. Avoid saying 'No'.

Follow-Up

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

1. Keep notes of the main points as the meeting progresses – even if there is a minute-taker or it's being recorded.
2. Make sure all parties agree on what has been agreed before you leave the meeting.
3. Follow up the meeting a few days later with a letter or a contract listing the terms on which you agreed.

(From: Harding K. Going International 2008, p. 47-48)

VOCABULARY

confident ['kɒnfɪdənt] – впевнений
 to haste [heɪst] – поспішати
 to have smth. up [ʌp] one's sleeve [sli:v] – мати щось у запасі
 patronize ['pætrənaɪz] – ставитися зверхньо
 concession [kən'seʃn] – поступка
 rude [ru:d] – грубий
 follow-up ['fɒləʊ,ʌp] – завершення

NEGOTIATIONS WITH A HOTEL

You are going to role-play the preliminary negotiations between a tour operator and the representative of a hotel chain. There will be three stages to the role-play: arrange meeting → set agenda → the actual negotiations. Divide into three groups: (A) tour operators, (B) hotel representatives and (C) secretaries. After the meeting return to your groups and discuss how well the negotiations went. Were all the objectives achieved? What compromises and concessions were made? Could the meeting have been more successful?

A. Tour Operators

You would prefer a meeting at the hotel next week in the early morning, Friday is best for you. Your objectives are:

- a larger allocation of rooms – 50 per night in high season;
- a range of types of accommodation (e.g. self-catering, family rooms, half-board, etc.);

- shorter release dates (so you have more chance of selling your allocation at the last minute);
- a contribution to advertising costs;
- hotel to provide some better photographs;
- extras in the rooms (e.g. a bottle of wine, a basket of fruit);
- clearer idea of the hotel's recreational and leisure facilities (there was some confusion last year).

B. Hotel Representatives

You would like a meeting at your hotel next week. Midweek and late morning is the best for you (maybe over lunch). Your objectives are:

- set allocation – 60 rooms per night in high season;
- promote new self-catering villa complex;
- limited credit period (account was settled very late last year);
- tell the tour operator about new recreational facilities;
- a more prominent display in the operator's brochure;
- introduce a sell-on clause (sell the unsold rooms four weeks before date).

Which of these objectives do you want to set as agenda items? Which objectives will be more difficult to achieve? Think carefully about your tactics in the meeting.

C. Secretaries

Your role will be to monitor and record the meeting. To do this you will need to:

1. Take notes, and in particular record any decisions that are made.
2. Make sure that both sides understand each other and don't get angry or unreasonable. How will you do this?
3. Look for areas where the two sides agree – or where a compromise can be made. What do you think each side will want from the negotiations?

(From: Harding K. Going International 2008, p. 51-52)

VOCABULARY

preliminary [prɪˈlɪmɪnəri] – попередній

agenda [əˈdʒendə] – порядок денний

actual [ˈæktʃuəl] – реальний

allocation [ˌælouˈkeɪʃn] – розміщення

COMPLAINTS

Sometimes it may happen that certain problems occur, therefore, one should deal with complaints. In this case, it is necessary to solve these problems. Read the first letter. What specific complaints are made?

Leah Haus Apartment 18H
5 Washington Square
New York
NY 10012
USA

Customer Relations
Sunsearch Holidays
Highview House
14 Shepherds Street
Henford
HN3 7PP

September 14

Dear Sir,

I am writing to complain about the terrible service I received recently on a holiday arranged by your company. The holiday in question was the 'Supersun Special' departing August 20th (holiday reference: SS974/05).

My particular complaint concerns the travel arrangements, which were disastrous from start to finish. As requested we arrived at the airport two hours before departure in order to check in. However, we were told in the most impolite way that we could not check in as the flight was overbooked. We were offered no explanation by the check-in staff and we could not find any representative of your company at the airport. Surely you should employ someone to oversee the smooth running of these arrangements.

When we eventually got on a plane – four hours later – we found that it was extremely crowded, there was very little leg-room, there was no in-flight movie as we had expected, and the meal was, quite frankly, disgusting.

Again, my complaints to the flight attendant were ignored. She was most unfriendly, and even managed to spill hot coffee over my partner.

On arrival at the airport, we found that there was nobody to meet us, although a representative from another company did direct us to the Sunsearch coach. After a 50-minute journey (advertised in your brochure as 20 minutes), we arrived at the hotel, exhausted and fed up.

We were reasonably happy with the resort and the hotel, although the food was not really up to the standard we are used to. However, on our return journey, we found the same disorganization and inefficiency: the coach was late, we were late checking in so that we had to be separated

on the plane, and on arrival back here we found that our luggage had been mislaid.

I find such service very unacceptable. We paid a lot of money for this holiday and I think we have a right to expect better standards of service. I would be grateful if you could give me some explanation and offer some form of compensation.

I look forward to hearing from you.

Yours truly

L.Haus

Now read the tour operator's reply. What explanation (if any) is offered for each of the complaints? What does the tour operator offer to do?

Highview House
14 Shepherds Street
Henford
HN3 7PP

Ms Leah Haus
Apartment 18H
5 Washington Square
New York
NY 10012, USA

22 September

Dear Ms Haus,

Thank you for your letter of September 14th regarding your recent holiday with Sunsearch Holidays. I was sorry to hear that you were disappointed with some of the arrangements for your flight and transfer, and I apologize unreservedly for the inconvenience you experienced.

I have investigated your complaint in detail and you may be interested in the following explanation. The problems with the flight were due to circumstances beyond our control. Unfortunately, on the day of your departure the airline experienced serious technical problems in two of its charter planes. These had to be substituted with alternatives, which were not up to the same high standards. I am sure you can understand the importance ensuring that the planes are safe.

I can only apologize for the fact that the airline check-in staff were not polite to you. I have noted your point about a company representative at the airport and I will suggest that at our next planning meeting.

As far as the arrangements for the transfer at your destination are concerned, I can only assume that there was some misunderstanding, as I

have been assured by our representatives at the resort that they were on duty throughout the day of your arrival. The journey took longer than expected because of the delayed flight, which meant that more people had to be taken to different hotels on the same coach.

Please accept my sincere apologies for the problems you experienced on your return. These were due to local difficulties with the coach company and with the airport baggage handlers. I can assure you that we have taken steps to ensure that these problems do not occur again.

Once again I would like to apologize for the unsatisfactory service you received. As a sign of goodwill I enclose a voucher for 20% off your next holiday should you book with Sunsearch Holidays again.

Yours sincerely,
Christina Macrae,
Customer Services Manager

(From: Harding K. Going International 2008, p. 53-54)

Read the extracts (1–5) from five other letters of complaint. Match them with the extracts (A–E) from the tour operator’s responses. Do you think the customer will be happy with the tour operator’s explanations and apologies? What appropriate compensation (if any) could the tour operator offer? Fill in Table 9.

COMPLAINTS

1. Not only that, but the bottom of the pool was damaged, with badly chipped tiles. I heard of at least three children who suffered cuts as a result.

2. Imagine how we felt when we found that we had been abandoned in the middle of a dangerous part of the city.

3. The room was dirty and the sheets were not changed at all during the two weeks we were there. We didn’t want to bother the rep at the time as she seemed very busy, but having returned we feel we ought to complain.

4. The hotel we were eventually put in was of a greatly inferior quality with none of the facilities we had booked. We were offered no explanation and no discount. Indeed, we had to pay a surcharge for half-board as there were no self-catering facilities. Unless I receive a satisfactory explanation and full compensation I shall have no alternative but to take legal action.

5. The transfer to our hotel, advertised in your brochure as taking approximately twenty minutes, in fact took over an hour.

RESPONSES

A. I am very sorry that you received a less than satisfactory service. However, there is very little we can do to put things right after the event. You should have mentioned the situation to our representative, who could easily have sorted out the situation for you.

B. It is most regrettable that your accommodation had to be changed at the last minute. The representative at the resort should certainly have offered a full explanation. Please accept my sincere apologies for this unfortunate incident.

C. Unfortunately, from time to time repairs to facilities have to be made, although we try to keep any disruption to a minimum.

D. We will look into this matter and get back to you. Please note, however, that our brochure clearly states that all timings are approximate and cannot be guaranteed.

E. This really should not have happened and appropriate action has been taken with the tour guide in question.

(From: Harding K. Going International 2008, p. 55)

Table 9

1	2	3	4	5

FEEDBACK QUESTIONNAIRES

Many tour operators are interested in customer feedback, so that they can improve the service they offer. Read this customer satisfaction questionnaire produced by one tour operator.

QUESTIONNAIRE

Have you enjoyed your holiday? We hope you have, because we work very hard to ensure that our customers have a good time. Nevertheless, we need your help to make things even better. Your opinions are very important to us, and by completing this questionnaire, you will help improve the standard and quality of future holidays. Please tick ✓ the appropriate box, or write in as requested.

1. YOUR HOLIDAY DETAILS

A. Board Arrangements:

- | | |
|--|---|
| <input type="checkbox"/> Full-board | <input type="checkbox"/> Flexible dining (combining B&B and H/B) |
| <input type="checkbox"/> Half-board | <input type="checkbox"/> Self-catering |
| <input type="checkbox"/> Bed & Breakfast | <input type="checkbox"/> Room only |
| | <input type="checkbox"/> All inclusive (all meals, drinks, etc. included) |

B. The name of your resort(s) or the name of your tour/safari/cruise

C. The name of your hotel(s)/villa/apartments

(name all accommodation you stayed in)

D. Number of nights abroad

- 6 or less 7–14 15–20 21 or more

E. How long before departure was the holiday booked?

- | | |
|---|--------------------------------------|
| <input type="checkbox"/> less than 1 week | <input type="checkbox"/> 5–6 months |
| <input type="checkbox"/> 1–4 weeks | <input type="checkbox"/> 7–8 months |
| <input type="checkbox"/> 1–2 months | <input type="checkbox"/> 9–10 months |
| <input type="checkbox"/> 3–4 months | <input type="checkbox"/> longer ago |

2. FLIGHTS

Please rate:

	Excellent	Good	Fair	Poor
A. Airport check-in arrangements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Resort airport check-in arrangements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. In-flight comfort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. In-flight food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. Cabin crew: attitude and manners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. In-flight audio/visual entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. IN-RESORT SERVICE

Please rate:

	Excellent	Good	Fair	Poor
A. On arrival: assistance at resort airport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Transfer journey to and from your accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. On departure: assistance at resort airport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Representative's availability and punctuality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please rate:

	Excellent	Good	Fair	Poor
E. Representative's attitude and manners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. Representative's knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G. Welcome get-together	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. Excursions choice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I. Excursions value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. YOUR ACCOMMODATION

Please rate:	Excellent	Good	Fair	Poor
A. Location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Reception service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Bar service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Cleanliness and maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. Comfort of public areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. Bedroom comfort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G. Breakfast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. Midday/evening meals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I. Waiter service/buffet efficiency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
J. Daytime activities and leisure facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
K. Evening entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
L. Villa/apartment equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. OVERALL

Taking everything into account:	Excellent	Good	Fair	Poor
A. Flights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Holiday weather	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Resort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D. Accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E. Food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F. Representatives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G. Holiday overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. Holiday company overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I. Value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. ANY PROBLEMS?

- A. Did you experience any problems during your holiday? Yes No
- B. If yes, did you contact your representative? Yes No
- C. How satisfied were you with the action taken?
- Completely Mostly Partly Not at all

7. HOLIDAY EXPERIENCE

- How did this holiday compare with the impression you gained from the brochure?
- Better The same Worse Did not use brochure

8. ABOUT YOU

- A. I am: Male Female
- B. I am: Married Single
- Separated/widowed/divorced Living with a partner
- C. Age:
- Under 16 18–24 35–44 55–64
 16–17 25–34 45–54 65+
- D. I am: In full-time/part-time employment or self-employed
- A student A full-time housewife
 Retired Otherwise not employed

(From: Harding K. Going International 2008, p. 57)

Think of a holiday you have had (or imagine one) and fill in the questionnaire.

Show your completed questionnaire to another student. Take turns to act out the phone conversation between the holidaymaker and the tour operator. Tour operators should find out details of the complaint and say what action they will take.

In groups, look at the completed questionnaires. As tour operators, decide what areas you are planning and organization need to be improved.

Write the letter sent by the tour operator to the holidaymaker, apologizing and offering an explanation and/or compensation.

Write an internal memo, based on the comments in the questionnaire, for discussion by the tour operators at their next general meeting.

Think of different criteria and make up a questionnaire of your own based on a hotel, restaurant, airport or another institution.

PLANNING A SERIES OF TOURS

How many different types of transport for tourists can you think of? What kind of journey would you associate with each one?

Look at a world map. In groups, plan a trip round the world, starting and finishing at any point you choose. Include as many different types of transport as possible. When you have finished, compare your route and types of transport with another group.

In groups of three or four, imagine you are a tour operator planning a series of tours to different parts of the world, using the routes and types of transport you have planned. You will have to make some important basic decisions. For example:

1. Which section of the population are you going to aim at (e.g. tours for young people, for families, for special interest, or any other groups)?
2. Which countries are you going to visit?
3. What type of holidays are you going to offer?
4. How many different tours are you going to arrange?

When you have finished your plans (and there are no more new developments), show them to other groups.

(From: Harding K. Going International 2008, p. 58-59)

AIR TRAVEL

Have you ever travelled in an airplane? Divide into two groups: people who have flown before and people who have not.

The people who have flown before should discuss the following questions:

1. Who has had the longest flight?
2. Who has flown the most times?
3. Who gets bored and who gets excited on flights?
4. What part of the flight do you enjoy/dislike most?
5. Has anyone had any frightening experiences on a flight?

The people who have not flown before should discuss the following questions:

1. Would you like to fly? What would you like/not like about flying?
2. Which part of the flight do you think would be most exciting? Which part would make you most nervous?
3. What would be the best place to sit in an airplane – aisle seat, window seat, or the middle of a row? At the front or the back of the plane?

Discuss your answers with people from the other group.

Which job would you like most – pilot, flight attendant, or air-traffic controller? Why? Which is the most difficult?

(From: Harding K. Going International 2008, p. 60)

AIRPORT PROCEDURE

Read the leaflet 'Mackenzie Airport welcomes first-time fliers'. It describes the procedure for passengers at an airport. Fill in the gaps with words or phrases from the list below.

Paragraphs 1 and 2	Paragraph 3	Paragraph 4	Paragraph 5
<ul style="list-style-type: none"> • boarding card • check-in desks • conveyor belt • economy • excess baggage • hand luggage • terminal building • trolleys 	<ul style="list-style-type: none"> • departure lounge • duty-free • immigration officer • passport control • security check 	<ul style="list-style-type: none"> • announcement • boarding • departure gate • departures board • flight attendant • ground steward 	<ul style="list-style-type: none"> • baggage • conveyor belt • customs • escalators • green channel • immigration control • import duty

MACKENZIE. AIRPORT WELCOMES FIRST-TIME FLIERS!

Welcome to Mackenzie Airport, designed to get your journey off to the right start. Whether you are flying first class, business class, or 1 ____ class, we aim to give you efficiency and comfort. For first-time fliers, we have prepared this leaflet to help you on your way.

When you arrive at the 2 ____ you'll find plenty of 3 ____ for your luggage. Once inside the spacious departures concourse there are over

fifty 4 ____ where your ticket will be checked and you'll be given a 5 ____ . Your luggage will be weighed and put on a 6 ____ which takes it to the plane. Please note there is a weight limit and any 7 ____ will have to be paid for. You can keep one small bag with you and take it onto the plane as 8 ____ .

You should then go through 9 ____ , where an 10 ____ will look at your passport, and a 11 ____ to make sure you are not carrying any dangerous or illegal items. Now you'll find yourself in the comfort of our modern air-conditioned 12 ____ . While you are waiting for your flight to be called, why not buy some cheap 13 ____ goods – alcoholic drinks, cigarettes, perfume, electrical goods, or souvenirs?

Soon you'll hear an 14 ____ or see on the 15 ____ that your flight is 16 ____ . It will also tell you which 17 ____ to go to. Here you will be helped by a 18 ____ and on the plane a 19 ____ will direct you to your seat. Bon voyage!

On your return to Mackenzie Airport, we try to offer the same efficient service. After you have passed through 20 ____ your luggage will be waiting on the moving 21 ____ in the 22 ____ hall. Then pass through 23 ____ where you should take either the 24 ____ , if you have nothing to declare, or the red channel, if you have to pay 25 ____ . Once inside the arrival concourse, lifts and 26 ____ will take you to all major transport services.

On behalf of everyone at Mackenzie Airport, I wish you a very pleasant journey.

Neil Thomson, Director of Mackenzie Airport
Welcome to Mackenzie!

(From: Harding K. Going International 2008, p. 62)

VOCABULARY

aisle [aɪl] – прохід

concourse ['kɒŋkɔːs] – юрба

departure [dɪ'pɑːtʃə] lounge [laʊndʒ] – кімната для відпочинку перед польотом

CABIN CREW PROCEDURE

Flight attendants have a procedure for the different things they need to do on a flight. Look at this list of things the cabin crew have to do on a seven-hour London to New York flight, departing at 11.30 a.m. Put them in the correct order and fill in Table 10:

- a) serve drinks;
- b) check whether seat-belts are fastened;
- c) give out landing cards;
- d) welcome passengers on board;
- e) give safety announcement;
- f) serve tea and coffee;
- g) get meals ready;
- h) assist passengers leaving plane;
- i) collect meal trays;
- j) collect empty glasses;
- k) assist with stowing cabin baggage;
- l) offer duty-free goods for sale;
- m) serve meals to passengers.

Table 10

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15

At which stage would you hear the flight attendant say the following?

- a) Would you like anything to drink?
- b) Good morning. Seat 25D is down there on the right.
- c) Have you finished with this, madam?
- d) Would you like me to put this in the overhead locker?
- e) Ice and lemon?
- f) Goodbye. Have a safe journey.
- g) Any wine, spirits, or perfume?
- h) Emergency exits are located towards the front and rear of the plane.

Can you think of any other typical things that a flight attendant might say?

In groups, try to produce a full version of the safety announcement. Give your announcement to other groups.

(From Harding K. Going International 2008, p. 64-65)

CHECKING IN

These are the things, which the ground steward at a check-in desk usually covers in a typical conversation with a passenger. Put them in order and fill in Table 11:

- a) tell them the seat number;
 - b) return tickets with luggage tags and boarding card;
 - c) welcome the passenger;
 - d) ask to see ticket and passport;
 - e) say goodbye;
 - f) weigh and tag luggage;
 - g) ask passenger to put luggage on scales;
 - h) ask if they want a window seat or an aisle seat.
- What actual words would the ground steward use at each point?

Table 11

1	2	3	4	5	6	7	8

In pairs, act out two check-in conversations. Take turns to be the check-in steward. Use the screen layouts and passenger requests to help you.

Conversation 1

Passenger A wants:	Seat plan:						
to be with three friends	Row	A	B	C	D	E	F
window seat	21>	X	X	X	X	X	X<
near front of plane if possible	22	X			X	X	X
	23	X			X	X	X
	24	X	X			X	X
	25	X	X			X	X
	26	X	X	X		X	X
	27				X	X	X
	28	X				X	X
	29S	X					
	30S	X	X		X	X	X
	>						<

Conversation 2

Passenger B wants:	Seat plan:						
to be together if possible	Row	A	B	C	D	E	F
(they are a family of eight –	21>	X	X	X	X	X	X<
three adults and five children,	22	X			X	X	X
aged 3, 5, 9, and 14)	23	X			X	X	X
as many window seats as possible	24	X	X			X	X
to be near exits	25	X	X			X	X
	26	X	X	X		X	X
	27				X	X	X
	28	X				X	X
	29S	X					
	30S	X	X		X	X	X
	>						<

(From: Harding K. Going International 2008, p. 67)

Now work with a different partner. This time you should think of a particular problem, such as excess baggage, certain seats not available, special requests (e.g. for vegetarian meal, extra leg-room, a seat-belt, extension). Act out the conversation.

FLIGHT ATTENDANTS

An important part of the selection procedure for an airline is to understand the psychology of an applicant. Could you be a flight attendant? Here are ten typical questions from a pre-interview questionnaire.

1. How strong and confident are you?
2. How often can you be honest with your friends?
3. What do you look for most in a job?
4. What kind of people do you admire?
5. How do you like to spend Saturday nights?
6. What do you do when you get bad service?
7. When do you work overtime?
8. How do you feel when people criticize you?
9. What do you value most?
10. How easy is it for you to achieve your goals?

Match the questions to the multiple-choice options below (Table 12a), and then fill in Table 12b.

Table 12a

A	It doesn't bother me at all. I don't usually mind.	I don't like it very much. I hate it.
B	Dealing with people. Security.	Travel. Adventure and excitement.
C	Very – I always get what I want. I've never really had to struggle.	Not very – it always takes a lot of effort. I've never really had many.
D	Very – you need to be to survive. Quite – in a quiet way.	I try to be, but it's not easy. Not at all – I'm quite shy really.
E	Complain – more people should too. I get embarrassed, but I say something.	It depends – sometimes I do something. Nothing – it doesn't really bother me.
F	My close relationships. My personality and appearance.	My intelligence. My knowledge and skills.
G	Every time my boss asks me to. Only when there is an emergency.	When I want to get something finished. Never – I don't need to in my job.
H	Business people. Writers.	Police officers. Film stars.
I	Throwing a wild party. With family and friends.	With a special person. On my own, reading.

J	Very – that’s what they are for. Quite – it depends how well I know them.	I usually try to bite my tongue. Rarely – people don’t appreciate it.
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Table 12b

1	2	3	4	5	6	7	8	9	10

(From: Harding K. Going International 2008, p. 68-69)

Imagine you are the airline’s Personnel Officer. Which of these answers would indicate a good applicant? Which would worry you? How would you deal with these worries in an interview?

Now complete the questionnaire for yourself. Compare your answers with your partner and see if you agree with your assessments of yourselves.

FLIGHT ATTENDANT JOB INTERVIEW

Using the above-mentioned information, prepare for a role-play. Half the class are interviewers and the other half are applicants for the job of flight attendant. Before you start the interview, prepare your roles carefully in groups.

Interviewer	Applicants
Which airline do you represent? What type of person are you looking for? Which routes will they be working on? What training schedule do you propose? Now think about the detailed questions you will ask. You will be interviewing as a ‘panel’ of two or three, so you can each take a different approach if you want (e.g. one friendly, another tough, etc.).	Prepare a brief CV for yourself. What relevant experience do you have? Why do you want to be a flight attendant? Where do you want to work – which routes? What are your particular strengths and weaknesses? How will you get them across (or hide them)?

Now conduct the interview. Each panel should interview at least three candidates. Candidates who are waiting for interview can discuss why they are applying for the job and what questions they think they will be asked. Candidates who have had their interviews can discuss how well it went.

At the end of the interview, each panel should decide whom they are going to offer the job to, and announce their decision, giving their reasons.

(From: Harding K. Going International 2008, p. 70)

CABIN-CREW ROLE-PLAY

Divide into two groups, A and B. Group A (Cabin Crew) and Group B (Passengers) should use the corresponding information.

A. Cabin Crew

You have just completed your training and you are now a fully qualified flight attendant. In the role-play, you will be able to show how good you are at your job. Make notes in the table below before you start.

Stage I	What to say and do
<ol style="list-style-type: none">1. Greet passengers2. Seat passengers3. Stow baggage safely, check seat-belts, etc.4. Make safety announcement	
Stage II	What to say and do
<ol style="list-style-type: none">1. Serve drinks before lunch2. Serve lunch trays3. Serve tea and coffee4. Collect lunch trays5. Offer duty-free goods	
Stage III	What to say and do
<ol style="list-style-type: none">1. Prepare for landing2. Say goodbye	

B. Passengers

You and the other passengers are really airline inspectors travelling in secret. It is your job to see how new flight attendants cope with the pressures of the job. As a team, you have to work out the best way of testing each flight attendant. There are various ways, in which this can be done. You can be frightened, worried, drunk, talkative, difficult to please, noisy, etc. No terrorists please!

It is very important that the flight attendants do not realize who you really are. Act like a 'normal' passenger at first it is probably best if you save most of your extreme behaviour until Stage II. Make notes in the table below before you start.

Stage I	What to say and do
<ol style="list-style-type: none">1. Greeting2. Seating3. Stowing baggage, fastening seat-belts, etc.4. Making safety announcement	
Stage II	What to say and do
<ol style="list-style-type: none">1. Drinks before lunch2. Lunch	

3. Tea and coffee
4. Collect trays
5. Duty-free goods

Stage III

What to say and do

1. Preparing for landing
2. Goodbye

When you have finished, discuss the following questions:

1. How well did the flight attendants cope with the pressure?
2. Work out some general strategies for dealing with 'difficult' passengers.
3. Has the experience changed your ideas about the job of flight attendant in anyway?

(From: Harding K. Going International 2008, p. 71)

VOCABULARY

crew [kru:] – персонал, екіпаж літака
 tough [taʃ] – тут: хуліган; хуліганський
 flight [flaɪt] attendant [ə'tendənt] – бортпроводник
 to cope [kəʊp] with smth. – впоратися з чимось
 pressure ['preʃə] – тут: натиск, важке становище

CUSTOMS REGULATIONS

Look at the list of items in Table 13. Discuss which of them you think travellers are allowed to bring into the countries indicated. Fill in the first two columns. Then read the text below "Travelling to the UK from outside the EU" and fill in the last column (assume that the passenger is travelling from inside the European Union). Permitted items – P, restricted – R, completely banned – X.

Table 13

Item	All countries	Ukraine	The UK
a family pet (a cat)			
antique pistol (not functioning)			
a box of 200 cigarettes			
a pornographic magazine/video			
a kitchen knife			
a salami sausage (weight = 2 kg)			
two litres of vodka			
a kilo of fresh oranges			
a souvenir painting (worth £400)			
a CB radio			

TRAVELLING TO THE UK FROM OUTSIDE THE EU

You have to go through Customs if you arrive in the UK after travelling from or through a country that is not in the EU.

You must declare:

- any goods over the allowances;
- any prohibited or restricted goods;
- any commercial goods.

If you have something to declare, go to the red point or into the red channel.

Only go through the green (nothing to declare) channel if you are sure that you have no more than the Customs allowances and no prohibited, restricted, or commercial goods.

If you arrive by air and are transferring to a flight to another EU country, you do not collect your hold baggage until you reach your final destination. At the transfer point, you only have to declare goods in your cabin baggage. At your final destination, you must declare goods in your hold baggage.

This is usually the same if you are transferring to a UK domestic flight, but in some cases, Customs must clear both your cabin baggage and your hold baggage at the transfer airport. The airline will tell you when this is necessary.

You may be arriving with goods for your personal use that you have bought and paid duty and tax on in another EU country. You will not have to pay any more duty or tax as long as you can show, if Customs ask you to, that you have paid duty and tax (by means of the receipt, for example) and that the goods are for your personal use.

THE CUSTOMS ALLOWANCE FOR TRAVELLERS ARRIVING FROM OUTSIDE THE EU

The following goods are allowed:

- 200 cigarettes, or 50 cigars, or 250 g of tobacco;
- 2 litres of still table wine;
- 1 litre of spirits or strong liqueurs over 22% volume, or 2 litres of fortified wine, sparkling wine, or other liqueurs;
- 60 cc/ml of perfume;
- 250 cc/ml of toilet water;
- £136 worth of all other goods including gifts and souvenirs.

People under 17 cannot have the tobacco or alcohol allowance.

ALL OTHER GOODS

If you bring something in worth more than the limit of £136, you will have to pay charges on the full value, not just on the value above £136.

If you are travelling as a family or group, you cannot pool your individual allowances towards an item worth more than the limit. You will have to pay charges on the full value of the item.

PROHIBITED AND RESTRICTED GOODS FROM OUTSIDE THE EU

Certain goods are prohibited or restricted to protect health and the environment. We cannot list all the goods involved but we have listed some of them below.

The following goods are completely prohibited (banned):

- unlicensed drugs, such as heroin, morphine, cocaine, cannabis, amphetamines, barbiturates, and LSD;
- offensive weapons, such as swordsticks, knuckledusters, and some martial arts equipment;
- obscene material, and indecent and obscene material featuring children, such as books, magazines, films, videotapes, laser discs, and computer software;
- counterfeit and copied goods such as watches, clothes, and CDs, also any goods with false marks of their origin.

Restricted goods (i.e. goods that you cannot import without authority such as a licence):

- firearms, explosives, and ammunition, including electric shock devices and gas canisters;
- dogs, cats, and other animals, including rabbits, mice, rats, etc. You must not bring these in unless you have a British import (rabies) licence;
- live birds, including family pets, unless they are covered by a British health import licence;
- endangered species, including birds and plants, whether alive or dead, also such things as fur, ivory, or leather (or goods made from them) that have been taken from endangered species;
- meat, poultry, and most of their products including bacon, ham, sausages, pâté, eggs, milk, and cream. But you are allowed 1 kg of meat per person as long as it is cooked and in airtight containers;
- certain plants and their produce. This includes trees, shrubs, potatoes, certain fruit, bulbs, and seeds;

- radio transmitters such as CB radios that are not approved for use in the UK.

(From: Harding K. Going International 2008, p. 72-73)

VOCABULARY

tax [tæks] – податок

to pool [pu:l] – об'єднувати в загальний фонд

cannabis [ˈkænəbɪs] – коноплі

LSD – діетиламід лізергінової кислоти (ДЛК) (*наркотична речовина*)

swordstick [ˈsɔ:d.stɪk] – палиця із вкладною шпагою

knuckleduster [ˈnʌkl.dʌstə] – кастет

martial [ˈmɑ:ʃl] – військовий, воєнний

rabies [ˈreɪbi:z] – сказ

shrub [ʃrʌb] – кущ

bulb [bʌlb] – тут: цибулина

seed [si:d] – насіння

CB radio [ˈsi:ˈbi:ˈreɪdiəu] – рація

Imagine you are a UK Customs Officer. How would you answer these questions?

1. Which channel do I have to go through?
2. I have two litre-bottles of whisky. What should I do?
3. I am travelling on to France. What do I do about my luggage?
4. I bought this camera when I was away. Which channel should I go to?
5. I have 400 cigarettes with me. Can my son take some through on his allowance?

Think about your country again and prepare the following information:

1. Tell other class members what they can and cannot bring into the country.
2. Give advice on useful items that they should bring in (for example, in Britain an umbrella is often a good idea!).
3. Suggest ideas for presents to take home from your country.

TRAVEL BY SEA AND RIVER

Have you ever been on a cruise, or spent a holiday on a ship or boat? What was it like?

What are the advantages and disadvantages of a holiday on the sea or on a river? Think about accommodation, activities, sights, food, and cost.

Look at this list of sea and river trips. Put them in two different orders: (a) the order in which you would most like to go on them and (b) from the most expensive to the least expensive:

- Caribbean cruise;
- Mediterranean cruise;
- speedboat ride off the south coast of France;
- round-the-world cruise on the QE2;
- rowing boat on a mountain lake;
- sightseeing trip down the River Seine in Paris;
- gondola ride in Venice;
- canal holiday in the UK;
- transatlantic voyage to New York;
- white-water rafting trip;
- River Nile cruise;
- 24-hour Baltic 'booze-cruise' (to buy duty-free goods, especially alcohol).

Discuss your opinions, first with a partner and then with another pair.

(From: Harding K. *Going International* 2008, p. 74)

VOCABULARY

QE2 [ˈkjuːˈiːtuː] – Queen Elizabeth [iˈlɪzəbɛθ] II (*the name of the ship*)

rowing-boat [ˈrouɪŋbɔʊt] – веслова шлюпка

Booze [buːz] **cruise** [kruːz] is a British colloquial term for a brief trip from Britain to France or Belgium with the intent of taking advantage of lower prices, and buying personal supplies of (especially) alcohol or tobacco in bulk quantities.

GENERAL INFORMATION

You are going to read some general information from a cruise brochure. There are fourteen different items covered in the extract. Match the headings in Table 14a with the statements, and then fill in Table 14b.

1. An embarkation notice will be sent with your tickets approximately two weeks prior to your cruise departure date. Embarkation generally commences three hours before the ship sails and all passengers should be on board one hour before sailing. On arrival at the port, all passengers are requested to have all luggage labelled showing the passenger's name, ship, port of departure, and cabin number. Your luggage will be taken care of by porters who will arrange for it to be delivered to your cabin.

2. Full-board accommodation for the duration of the cruise. Meals on board (commencing with dinner on the day of embarkation) consist of early

morning coffee or tea, the choice of continental breakfast in the cabin or full breakfast in the dining room, lunch, afternoon tea, and dinner. The last meal on board will be breakfast on the day of disembarkation. Coffee or tea with lunch and dinner is not included.

3. Optional shore excursions are available at most ports of call. Details will be sent with your tickets. Excursions can only be booked on board. Payment will be by the on-board credit card system.

4. Vaccinations are not compulsory. However, please check final vaccination requirements of each country you intend to visit with your doctor or travel agent at least eight weeks before departure.

5. There is a limited foreign exchange facility on board each ship where certain recognized foreign money and worldwide traveller's cheques may be exchanged. There is a charge for this service. The unit of currency on board is US dollars.

6. A 'No Cash' system operates on all cruises for bar, wine, and beverage purchases, as well as shore excursions and services provided in the beauty salons, spas, and hairdressers. This account is normally settled on the last evening of the cruise and payment can be made by credit card, traveller's cheques, or cash. Personal cheques and Euro cheques are not accepted on board. A service charge of 10% is added to all accounts.

7. A limited selection of postcards is available from the Information Office, which can also arrange to post your mail.

8. A qualified doctor and nurse are available on all cruise ships. Payment for treatment or medication should be made on board direct to the medical personnel.

9. Women up to their 28th week of pregnancy may travel as long as a doctor's certificate is provided.

10. Passengers may benefit from tax-free prices on a wide selection of goods. The attractive shopping galleries feature many top Italian designer products. Gift shops and boutiques have an extensive range of clothing, gifts, and souvenirs. Duty-free wines and spirits for consumption at home are only sold on the last day of the cruise.

11. This is not obligatory; however, passengers often ask us for guidance. The following scale is recommended: cabin steward – \$3 per passenger per day, table steward – \$3 per passenger per day, bus boy – \$1 per passenger per day.

12. The Cruise Director and staff arrange a programme of entertainment on board.

13. Casual and comfortable. For ship and shore, necessary attire and swimwear is in order during the day. For days in port, comfortable clothes and shoes are needed. In the evening gentlemen require jacket and tie. For the

Gala Nights, a bit more formality is requested – appropriate dresses for ladies, suits for gentlemen. Formal evening wear is not essential.

14. Passengers will find a good selection of books available on loan, free of charge.

(From: Harding K. Going International 2008, p. 75-76)

VOCABULARY

embarkation [ˌembɑːˈkeɪʃn] – посадка на корабель

cabin [ˈkæbɪn] – каюта

to commence [kəˈmens] – розпочинати(ся)

disembarkation [ˌdɪsembɑːˈkeɪʃn] – висадка з корабля

cash [kæʃ] – готівка

cabin steward [stjuːəd] – гід на кораблі

table [ˈteɪbl] steward – офіціант на кораблі

bus boy [ˈbʌs,bɔɪ] – a person who takes away dishes from the table after use

on loan [loun] – для користування

Table 14a

A	Currency	H	Pregnancy
B	Embarkation	I	Purchases on board
C	Entertainment	J	Shore excursions
D	Library	K	The cruise includes
E	Medical services	L	Tipping
F	On-board credit and credit-cards	M	Vaccination
G	Postcards/postal services	N	What to wear

Table 14b

1	2	3	4	5	6	7
8	9	10	11	12	13	14

Imagine that you work for a travel agent or for the cruise company. How would you reply to the following questions from passengers who have booked one of the cruises? Use the general information to find the answers.

1. How long do I have to get to the ship before departure?
2. How many meals a day are included?
3. Do I have to go on all the sightseeing trips?
4. Do I need any vaccinations?
5. How much cash do I need for daily expenses?
6. I am pregnant – is it OK for me to go on a cruise?
7. Can I get duty-free goods whenever I want?

8. How much money would I need for gratuities on a seven-day cruise?
9. Do I need to pack a dinner jacket?
10. What leisure activities are there on board?

In pairs, take turns to play the roles of a customer enquiring about cruise information, and a travel agent. The customer can ask about any of the topics.

GREEK FERRIES

Here is some information about ferries connecting the Greek mainland and islands in the central Aegean Sea. Match the pictures with the descriptions of the different types of boats. Fill in Table 15.



A. Car ferries: largest boats, reliable, operate on main routes from Piraeus, cars are usually on two or three decks with other decks for passengers; conditions vary, second-class tickets include a cabin.

B. Landing craft ferries are large, single-platform boats with most of the deck used for carrying cars and other vehicles, operate in sheltered coastal waters only, passengers accommodated at stern.

C. Hydrofoils skim fast over the water on 'legs', also known as 'dolphins'; twice as fast as ferries but only operate in calm sea, more expensive.

D. Catamarans: these boats have a flat deck and two hulls, only a few in the Aegean, only operate in the high season.

E. Passenger boats: local fishing boats operating as 'taxi boats'.

(From: Harding K. Going International 2008, p.)

Table 15

1	2	3	4	5

Analyse the Ticket Information section and the map. Answer the questions after the map.

TICKET INFORMATION

- Tickets are available from ticket agents at ports or on the boats (in high season it is sometimes not possible to buy tickets on board). Ticket prices are regulated by the government.
- Three classes of ticket: first (luxury), second, and third (deck) – most people travel deck class. If you buy on board you will probably get a tourist class ticket (deck plus 20% surcharge).
- A return ticket usually means a 10% discount.
- Half-fare for children aged 4 to 10.
- Cash payment only (credit cards not usually accepted).
- Tickets are normally non-transferable.

(From Harding K. Going International 2008, p. 78-79)

VOCABULARY

mainland [ˈmeɪnlənd] – материкова частина країни

ferry [ˈferi] – пором

reliable [rɪˈlaɪəbl] – надійний

deck [dek] – палуба

landing craft [ˈlændɪŋ, krɑːft] – десантні кораблі

shelter [ˈʃeltə] – притулок; дати притулок

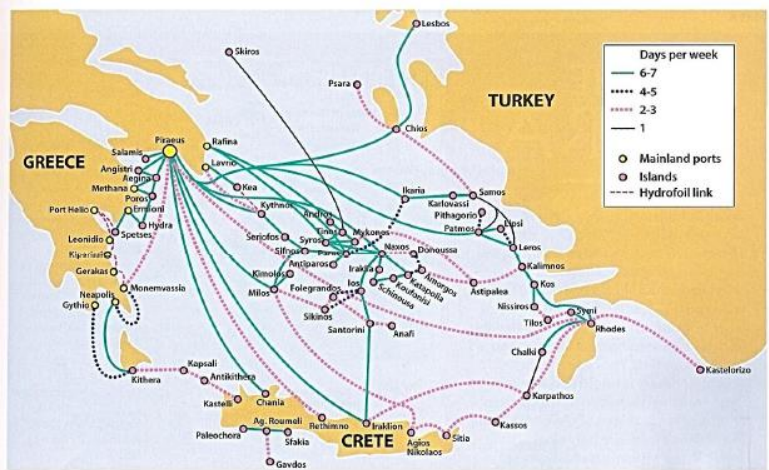
stern [stɜːn] – корма

hydrofoil [ˈhaɪdrəʊfɔɪl] – судно на підводних крилах

hull [hʌl] – корпус (корабля)

surcharge [ˈsɜːtʃɑːdʒ] – додаткова плата

(non)-transferable [ˈ(nɒn)trænsˈfɜːrəbl] – той, який (не) можна здати, передати іншим або замінити (про квиток)



1. Where can you buy tickets at the cheapest rate?
 2. What is the cheapest class of ticket?
 3. Can babies and children travel at a cheaper price?
 4. What is the best way to pay for tickets?
 5. Can you give or sell your ticket to another passenger?
 6. How many direct ferries are there from Piraeus to Crete?
- Approximately how many journeys are there in a week?
7. How many times a week is there a ferry from Iraklion to Rhodes?
 8. How many different islands can be reached from Paros in one journey?
 9. What is the best way to get from Lesbos to Paros?
 10. How many islands are connected by hydrofoil?

In pairs, take turns to play the roles of a customer making enquiries about travelling by ferry, and an employee of the Greek ferry information service.

Customer A is travelling from Piraeus to Crete.
 Customer B is travelling from Piraeus to the islands of Kalimnos, Kos, and Tilos.

Both customers need to decide what sort of group they are travelling with (e.g. a family, a group of friends, a couple), and to find out the following information about their chosen route:

- frequency of service;
- type of boat – different classes;

- ticket arrangements and prices (including discounts).

Both information officers should use the Ticket Information and the map above to answer the customers' questions.

(From Harding K. Going International 2008, p. 79)

A TRIP DOWN THE NILE

Read the text and answer the questions below.

THE MS RA

Recently built in Britain, the MS Ra is a large purpose-built Nile cruiser that can accommodate up to 140 passengers. She is an excellently designed, sleek vessel offering all the benefits of modern high technology. Facilities on board include a large restaurant, lounge, bar, sun-viewing deck with swimming pool, Jacuzzi, and a small health club. The cabin accommodation is bright and airy with large French-style windows, which open to offer splendid views of the banks of the Nile. All the cabins are fully air-conditioned with private bathrooms.

cruiser ['kru:zə] – крейсер

ITINERARY

Day 1

London (Gatwick) – depart in the morning for Luxor. Arrive Luxor in the afternoon and drive to the first-class MS Ra moored on the Nile at Luxor. Moor overnight in Luxor.

Day 2

Sail at dawn to Denderah to visit the Temple of Hathor and drive across the desert to Abydos. Visit monuments, including the temples of Seti I and his son, Rameses II. Moor overnight in Denderah.

Day 3

Cruise to Luxor, arriving at lunchtime. In the afternoon, visit the Great Temple of Karnak with the avenue of ram-headed sphinxes, and the Temple of Luxor, the Hypostyle Hall with its 134 columns, and the Obelisk of Queen Hatshepsut. Moor overnight in Luxor.

Day 4

Excursion to the Valley of the Kings at Thebes to see the Royal Tombs of the New Kingdom. The tombs of 64 kings have been discovered,

including the best known, that of the young king Tutenkhamun. Continue to the mortuary Temple of Rameses III at Medinet Habu, the Valley of the Queens, and the workmen's village of Deir ed Medina. Sail in the afternoon to Esna.

Day 5

Sail to Edfu and visit the Ptolemaic Temple, one of the best-preserved temples in Egypt. Sail in the evening to Kom Ombo for an overnight.

Day 6

Visit the temple dedicated to both Horus and Sobek at Kom Ombo, and sail to Aswan, arriving at lunchtime. Afternoon excursion to the High Dam and Philae Temple, dedicated to Isis and now rebuilt on an island between the two great dams. Moor overnight in Aswan.

Day 7

Optional excursion by to Abu Simbel. Visits today are made by felucca and include Elephantine Island and Kitchener Island. We will also visit the Mausoleum of the Aga Khan, which, being on the top of the hill, affords marvellous views over the town of Aswan.

Day 8

Depart Aswan in the morning by coach for Luxor airport. Fly from Luxor to London, departing in the early evening, and arrive at London Gatwick in the evening.

(From: Harding K. Going International 2008, p. 80)

VOCABULARY

moor [muə] – причалити

desert ['dezət] – пустеля

ram-headed ['ræm, hedɪd] – з баранячою головою (*про сфінкси*)

mortuary ['mɔ:tjuəri] – похоронний

felucca [fə'lkə] – фелука (*різновид вітрильного судна*)

QUESTIONS AND TASKS

1. What do you know about the MS Ra? What facilities are available there?
2. What objects are visited during the described cruise?
3. Find additional information about the described objects in the Internet or anywhere else and make up a story.

4. Find information:

- about Egypt in general;
- about other interesting places along the Nile;
- about other cruises in the world.

5. Make up a story about an imaginary cruise and play the role of a person dealing with cruises.

DESIGNING AND EXPLAINING CRUISE ACCOMMODATION

What things do you find in a hotel but not on a cruise ship? What things do you find on a cruise ship but not in a hotel? Some things are more or less the same in hotels and cruise ships, but are given different names – for example, a *room* is usually called a *cabin*.

Match the items in the left column of Table 16a (hotels) with the nearest equivalent from the right column (cruise ships). Fill in Table 16b.

Table 16a

HOTELS	CRUISE SHIPS
1 – chain (of hotels)	A – cabin
2 – check-in	B – cabin steward
3 – check-out	C – crew
4 – double/twin room	D – deck
5 – floor	E – disembark
6 – guest	F – embark
7 – room	G – fleet
8 – room service	H – passenger
9 – staff	I – porthole
10 – waiter	J – table steward
11 – window	K – two-berth cabin

Table 16b

1	2	3	4	5	6	7	8	9	10	11

Look at this list of items often found in a hotel room. Which of them would you also expect to find in a cabin on a luxury cruise ship?

Vocabulary: balcony; bath; bathrobe; bed – single, double; bedspread; bidet; coffee table; cushions; drawer/chest of drawers; dressing table; en suite facilities; fridge; hair-dryer; iron and ironing-board; Jacuzzi; mini-bar; mirror; multi-channel radio; personal safe; pillow; sheets; shower; sofa; telephone; toilet; trouser-press; TV – colour, satellite; twin armchairs; veranda; wardrobe.

Organize the vocabulary items into categories, depending on where you find them in the cabin:

- | | |
|-----------------------------|-------------------------|
| a) bathroom/toilet section; | c) living room section; |
| b) bedroom section; | d) outside the cabin. |

Use words from the list given above to complete this extract from the Princess Caribbean Cruises brochure. Fill in the lines after the text.

(From: Harding K. Going International 2008, p. 84-85)

SPACE TO CALL YOUR OWN

Unlike some other cruise lines, Princess has never compromised on the spaciousness of its accommodation. We have the largest cabins in the Caribbean for ships of Princess class, many with the added bonus of a private (1) – perfect for cocktails as the sun goes down. Princess cabins have been crafted down to the last detail using coordinated fabrics in softly toning colours. Every room benefits from well-designed (2) with a shower or bath. Our cabins are also noted for their plentiful (3) and (4) space for putting your clothes. Comfortable beds promise rest-filled nights cradled between fresh white sheets. The majority of (5) can convert to doubles and a number of cabins are designed to accommodate a third or fourth person if required. You will also find offered as standard those touches, which make all the difference between a good cruise and a truly luxurious one. Such as a (6) to wear after your shower and for your convenience during the cruise, and a luxury toiletries pack. Delicious petit fours to welcome you to your cabin and a foil-wrapped chocolate on your (7) each night. There is a (8) showing a selection of favourite films, programmes, and news around the clock. A (9) offering a choice of music and the BBC World Service when available. A (10) to connect you within the ship or to anywhere in the world. Moreover, in most rooms there is a (11) for your valuables and a (12) to chill your drinks. When you travel with Princess, you will find it all seems like a home from home. However, with a window on the world.

- | | |
|-----------|------------|
| 1 – _____ | 7 – _____ |
| 2 – _____ | 8 – _____ |
| 3 – _____ | 9 – _____ |
| 4 – _____ | 10 – _____ |
| 5 – _____ | 11 – _____ |
| 6 – _____ | 12 – _____ |

In groups of three or four, design two cabins for your own imaginary cruise ship. One should be an economy cabin, the other a luxury cabin. Think carefully about the facilities and furniture you will include in each cabin.

When you have completed your plans, divide into pairs with students from other groups and describe your cabins to each other. Discuss which the best designs are.

Write a brief description of the cabins like the description in the text 'Space to Call Your Own'.

(From: Harding K. Going International 2008, p. 85)

TRAVEL ARRANGEMENTS

Paula Houseman is Personal Assistant to Lindsay White, the Director of a large travel agency. Lindsay White is about to go on a familiarization trip to Egypt and the River Nile as part of a campaign to promote Nile cruises. Below are various notes and documents about the trip.

DON'T FORGET TO TAKE:

- ❖ formal evening wear;
- ❖ business cards;
- ❖ promotional material;
- ❖ presents (typically British);
- ❖ passport.

TRIDENT TRAVEL

Flight confirmation for Ms. L. White
02 Nov BA978 London – Cairo
dep. 10.30 arr. 19.15
12 Nov BA979 Cairo – London
dep. 13.30 arr. 16.15

ALPHA TAXIS 081 673 7777

Confirmed pick-up

at 31 East-lake Road 8.00 a.m.

Friday 2/11

TRIDENT TRAVEL
VOUCHER FOR HOTEL
ACCOMMODATION

Name Ms L White
Hotel Medina, Cairo
No. of nights 8
Single/double/twin

The Management of the Hotel

M E D I N A

Request the pleasure of your company at a reception in the Pyramid Lounge this evening from 6 p.m. until 7.30 p.m.

Dress formal

Cocktails and canapés will be served

Paula has to write a briefing report for her boss about the trip. Using the notes and documents, continue the report. You can assume that the itinerary of the cruise is the same as the one on pages 67–69, but you don't need to describe the whole itinerary.

REPORT

Re: travel arrangements and itinerary for Lindsay White of Trident Travel, for trip to Egypt, 2–12 November.

Arrangements have now been finalized for your trip to Egypt next month. You'll be collected from home at 08.00 on 2 November, and taken to the airport...

Play the roles in the following two conversations:

Conversation 1

A: You are Lindsay White. You need detailed information about your forthcoming trip. Ask about the taxi, the flight times, the hotel in Cairo, essential items to take.

B: You are Paula Houseman. Use the report you have written to give Lindsay White the information she needs. Remember to change from written to spoken register.

Conversation 2

A: You are Paula Houseman. You have to give the same information to the company representative in Cairo, who will look after Lindsay White during the visit. Use the report you have written, but remember to change from written to spoken register. You also need to find out some additional information – especially about the people Lindsay White will meet on the cruise.

B: You are the company representative in Cairo. You need to find out when Lindsay White will be arriving, and the hotel arrangements. You also need to give Paula Houseman other information, especially who will be on the Nile cruise – directors of hotels in Cairo, the person responsible for organizing the guides, some of the lecturers, and so on.

(From: Harding K. Going International 2008, p. 82-83)

INTERNATIONAL ETIQUETTE

Different countries and cultures have different ways of behaving. How much do you know about 'international etiquette'? Read the following four texts about public behaviour in Egypt, Japan, Singapore and Spain, and make up stories describing these countries from different points of view: wearing various clothes in different situations, kissing in public, pointing with your forefinger, slapping someone's back, and other aspects of behaviour. Use expressions like:

*It's a good idea (not) to...
Make sure you (don't)...
Never ... /Always...*

*Take care you (don't)...
Be careful (not) to...
If possible, visitors should/shouldn't...*

EGYPT

Egyptians tend to speak at a close distance. Even if you are unaccustomed to this level of contact, do not back up or shy away. If you keep your distance, the perception might be that you find your counterpart's physical presence distasteful or that you are a very cold, unfeeling person. Moreover, conversations usually involve touching.

Since there are a myriad of greeting styles in Egypt, it is necessary to wait for your Egyptian counterpart to initiate the greeting, especially at a first meeting.

Westernized Egyptian men shake hands with other men.

Some Egyptian men will shake hands with Western women. Businesswomen should wait for an Egyptian man to offer his hand.

Women constitute about 10% of the Egyptian workforce. Most are employed in the professional and service sectors. While there are numerous female secretaries and physicians, few female executives are to be found. If you come across a female decision-maker in business, she will probably be very Western-oriented in her behaviour. In all likelihood, she will initiate a handshake with either men or women.

Arab men often walk hand in hand, but Westernized Egyptians rarely do this. If an Egyptian holds your hand, accept this gesture of friendship.

A traditional Arab male may not necessarily introduce his wife. If he acts as if she were not there, you should do the same.

A more traditional Arab greeting between men involves each grasping the other's right hand placing the left hand on the right shoulder, and exchanging kisses on each cheek. Kisses, however, are always between members of the same sex. Men may kiss men, women may kiss women, but men and women may not kiss in public.

The left hand is considered unclean in the Arab world. Unless you are handling something considered unclean, always use the right hand. Moreover, avoid gesturing with the left hand.

It is acceptable to use both hands when you have no choice (i.e., if you are lifting a heavy object).

Although Egyptians often like to gesture with their hands while speaking, pointing is considered extremely rude.

When you remove your shoes – as when entering a mosque – the soles of the shoes should be placed together, preventing the sole from being pointed at anyone.

When sitting keep both feet on the ground since Arabs do not cross their legs when sitting. Moreover, exposing the bottom of your foot is considered offensive.

The “thumbs up” sign is offensive throughout the Arab world.

A gesture meaning “calm down” or “wait a minute” is accomplished in this way: with your palm facing you, touch all your fingers to your thumb, and move your hand up and down (as if you were weighing something).

In a nearly empty theatre, an Egyptian will choose the seat next to you instead of at the other end. This does not necessarily mean that he or she wants to talk to you. It is just that Egyptians tend to natural gravitation towards others.

(From: Иващенко И.А. Заключим сделку! 2005, p. 37-38)

VOCABULARY

to grasp [grɑːsp] – брати, хапати

mosque [mɒsk] – мечеть

sole [soul] – підшва

to accomplish [əˈkɒmplɪʃ] – здійснювати

JAPAN

Maintain a quiet, low-key, and polite manner at all times.

A bow, “ojigi” (oh-jee-ghee), can be a way of greeting someone, acknowledging a person, expressing thanks, saying “I’m sorry” or even asking for a favour.

The Japanese will shake hands with Westerners as a way of making them feel comfortable. On their part, it’s an asset for foreign businessmen to bow, to demonstrate that they are taking the initiative to learn Japanese customs. This simple gesture can do a lot to help a businessperson in establishing rapport with a potential Japanese client.

The depth of the bow depends on the recipient’s rank, status. When bowing to an individual who is of higher status than you, bow a little lower than that person to display deference. Do the same if you are uncertain of the status of the person that you are facing. With a person of your equivalent status, bow at the same height.

The bow is an important part of Japanese business protocol. Bows are used for expressing appreciation, making apologies and requests as well as for greetings and farewells. Bows convey both respect and humility.

Meanings will be read into even the slightest gestures. Consequently, avoid displaying unusual facial expressions and motioning in ways that are remotely dramatic or expansive.

The American “O.K.” sign (thumb and forefinger shaped into an “O”) actually means “money” in Japan.

Instead of pointing, which is considered rude, wave your hand with the palm facing up.

To indicate a negative response in informal situations move the open hand, with the palm facing left, in a fanning motion.

It is no longer acceptable in Japan to spit, snort, and sniff in public – although lower class men may do so.

Blowing one’s nose in public is also regarded as impolite. When this action is necessary, use a disposable tissue and then throw it away immediately. Generally speaking, the Japanese find the idea of actually keeping a used handkerchief or tissue disgusting.

Laughter may indicate embarrassment or distress rather than amusement.

Smiling is a popular gesture here. It is often used, however, for self-control, particularly in masking displeasure.

Scratching the head is another gesture used to disguise confusion and embarrassment.

When the Japanese want to give the impression that they are in deep thought, they will sometimes fold their arms. Try not to interpret this as a gesture of hostility.

Direct eye contact is now common in Japan.

You may experience some pushing and shoving when in crowds of commuters getting on and off trains and subways. A popular “excuse me” gesture involves bowing slightly and holding an open hand in front of you (as if clearing a passage). You do not really chop; you just hold your hand up, and may wave it slightly.

Touching in public between males and females, once frowned upon, is now common among young couples. This kind of touching is also starting to occur among men out on the town and older men drinking in bars and cabarets.

In Japanese business culture, men do not engage in backslapping but again, it is common in drinking situations after hours.

You are likely to find that taxi drivers rarely speak English. One way of overcoming this problem is to have your host or an employee from your hotel write your destination in Japanese so that you can show it to the driver. Also, keep a hotel card in Japanese with you so that the driver can ensure your return.

(From: Иващенко И.А. Заключим сделку! 2005, p. 91-93)

VOCABULARY

bow [bau] – уклін

rapport [ræ'pɔ:] – зв'язок; стосунки

commuter [kə'mju:tə] – житель передмістя

cabaret ['kæbəreɪ] – кабаре

SINGAPORE

Speak in low and subtle tones. Do not shout.

Make eye contact with the other party. Avoiding or making too much eye contact are both deemed as rude.

Public contact, to a certain degree, is acceptable. For example, it is a common sight to see couples hugging and holding hands.

Physical contact between people of the same sex is not as prevalent. Women might hold hands or link arms when walking on the streets, but physical contact between men is rarer. However, you might spot some Indians holding hands in Little India. They are usually foreign workers and their actions are interpreted strictly as a gesture of friendship.

The spatial distance between two individuals varies depending on the gender and culture. Generally, you should stand at arm's length.

Never pat a Chinese person on the head or shoulders. Some of them are superstitious and they believe that by doing this, you are putting out their "fire", which protects them or gives them good luck.

For religious reasons, avoid physical contact with Muslims. Most Muslim women and some Muslim men do not like to have physical contact with another person. (Please note that the word "Muslim" does not apply only to the Malays. Some Chinese, Indians and other races are Muslims and, by the same token, some Malays are non-Muslims.)

Do not invite Muslims for alcohol or food with pork.

You might see someone eating with his or her hands. This is common especially among the Indians and Malays.

Feet are believed to be unclean. Therefore, never move, kick or touch anything with your feet.

It is considered rude to point at anyone with the forefinger or middle finger. People prefer to use an open palm or their thumb (with your hand closed).

To beckon someone, hold your hand out with the palm down and make a scooping motion with the fingers. Never beckon someone with your palm up and wagging your fingers.

Among Indians, turning the head from side to side actually signals agreement.

The “arms akimbo” position – standing tall with your hands on your hips – is typically perceived as an angry and aggressive posture.

Do not throw rubbish on the floor. Even if the police do not seize you, the people around you will throw you an offended glance.

In restaurants, do not give tips openly or put them on the table before you leave. To give tips tell the waiter to keep the change when you are settling the bill.

Smoking is prohibited in many areas, especially air-conditioned venues.

If you are taking a course or attending a seminar, always be punctual and switch your cell phone to silent mode. These courtesies apply to any public gathering such as at a movie theatre or a dinner appointment.

Singaporeans queue up for everything, even for food at a food stall in the hawker centre (a sheltered place where there are many stalls selling food). People will be offended if you jump the queue.

To get a taxi you can either join the queue at the taxi stand or hail one from the road. Normally, taxi drivers are not allowed to refuse any passenger but if they do, please, do not take it personally. The taxi driver may already have job or he may be changing shift. In these situations, there will usually be a sign on the taxi to indicate “change shift” or “on-call”. There are a few taxi companies, which offer a telephone service at an extra charge of about S\$3.20 per trip.

Many Singaporeans are considerate to others. If a pregnant woman, a child, a handicapped or an elderly person gets on a crowded bus, someone will give up his or her seat. Likewise, someone might allow such persons to cut the queue such as at a taxi stand. Singapore has an exceptionally low crime rate thanks to its very strict law enforcement policies. People who do not obey the laws are fined or imprisoned. This includes spitting, littering, smoking in prohibited areas, chewing gum, jaywalking, and neglecting to flush a toilet.

If certain actions such as smoking or jaywalking are not allowed, there will usually be a sign to warn you.

Singapore is strict in enforcing its laws even towards foreigners. Throughout the years, there have been many cases of foreigners who were punished because they violated the laws.

(From: Иващенко И.А. Заключим сделку! 2005, p. 130-132)

VOCABULARY

superstitious [ˌsju:pəˈstɪʃəs] – забобонний

beckon [ˈbekən] – підкликати

scoop [sku:p] – тут: імітувати рух зачерпування

wag [wæg] – махати

“arms akimbo” [ˈɑ:mz əˈkɪmbou] – «руки в боки»

tip [tɪp] – чайові

venue [ˈvenju:] – місце зустрічі, збору

courtesy [ˈkɜ:tɪsi] – ввічливість, чемність

stall [stɔ:l] – ларьок

hawker [ˈhɔ:kə] – вуличний торговець

considerate [kənˈsɪdərɪt] – дбайливий, турботливий, тактовний

handicapped [ˈhændɪkæpt] (person) – інвалід

to litter [ˈlɪtə] – смітити

to jaywalk [ˈdʒeɪwɔ:k] – необережно переходити вулицю

SPAIN

Life in Spain is unhurried, loud and smoke-filled. There is, however, little point in getting angry and even less point in trying to complain. It may take a few days to adapt.

The Spanish attitude towards time is very flexible. Nothing is done in a hurry but whatever needs doing gets done. So, if a waiter does not come to your table immediately, you should not condemn him for poor service but accept that he does not appear to be in any hurry because he assumes that you are not in a hurry.

The Spanish daily timetable is also alien to most visitors. Although wider use of air-conditioning is hastening change, old habits die hard and most Spaniards enjoy an active social life out of doors in the cool of the evening and into the night. You should not be surprised to see young children still up at midnight and you should not be annoyed if your colleagues stay out drinking into the early hours. The Spanish day is not rigidly structured; it is not divided crudely into work and play but the two are interwoven throughout the 24-hour cycle.

In general, the Spanish are tolerant, easy-going and even welcoming. In a culture where the self and one's family are paramount, the other – the outsider who does not belong to any obvious group is accorded an inferior status and priority. Still, this does not mean that you should ignore the basic social niceties.

A general *buenos días* or *buenas tardes* on entering a shop or bar and *adios* or *buenas noches* on leaving is expected. Do not fail to make an effort to understand local customs.

Spaniards are among the heaviest smokers in Europe. Initial introductions with Spaniards are always formal: extend a brief but firm handshake, while maintaining eye contact and saying *buenos días* or *buenas tardes* depending on the time of day.

Men will continue to shake hands on all subsequent occasions. Women will embrace and kiss; you may also observe professional women greeting particularly close (male) colleagues in this way. In the company of friends, it is also common for men to hug or pat each other on the back as well as shaking hands.

Spaniards, though, are perhaps less likely to insist on going through the same rituals when parting than, say, the French.

In conversation, Spaniards may not only stand uncomfortably close, but may also pat your arm or shoulder. If you are put out by such gestures, it will only cause offence to try to retreat into your own private space.

Indeed, a wide range of gestures accompanies all conversations and the more animated the discussion the more the Spanish will gesticulate. Most Spanish body language is self-explanatory – shrugs of indifference, shaking the hands downwards for emphasis, the universal gestures of contempt, etc. – but you should not hesitate to ask a trusted colleague if you have difficulty understanding certain unfamiliar gestures.

Remember that the North American symbol for 'OK' (i.e. making a circle with the index finger and thumb) is considered vulgar in Spain.

When summoning someone (e.g. a waiter), you should turn your palm down and wave your fingers or entire hand.

Compared with England, where queuing is a sacrosanct ritual, and North America, where there is also respect for standing in line, Spain often requires a much greater degree of self-assertion in order to gain attention in shops, bars, government offices, etc.

Spaniards derive a sense of identity from their particular region rather than the country as a whole so you should try to be sensitive to regional differences and avoid making misinformed comments about a Spaniard's region of origin. There are seventeen autonomous regions, each with a different degree of independence from Madrid, and each has its own individual characteristics; you should respect local sensibilities and manners without recourse to stereotypes or caricatures.

Spain is a deeply traditional country, and this essential conservatism is particularly apparent with regard to religion and the status of women.

Although attendance at mass is declining and it is increasingly difficult to recruit candidates for the priesthood, Spain remains a highly religious country – some 94% of the total population are Roman Catholic – and many people will be offended to hear you take the Lord's name in vain. (Actually, it is a good policy to refrain from swearing at all in the presence of others.) If you are visiting a Church, you must be sure to dress and behave with due respect.

Women's liberation has advanced rapidly since the death of Franco. Whereas in the past a woman could do little without her husband's permission, there are now many more working and independent women, however sexual stereotyping is still strong (especially in the south and among older men throughout Spain). Women are still expected to run the household and look after the children and, whilst Spanish men can be extremely charming in female company, modern women's approaches may be too forward for some people's tastes.

Foreign (especially blonde) women continue to hold a particular fascination for the older generation however, although it is now considered rude to whistle, any attractive woman must be prepared for turned heads and lengthy stares from admiring males. The correct response is to smile and ignore such unwanted attention.

By law, the service charge is included in the bill in Spanish restaurants, hotels, etc. It is customary, however, to round the bill up and to leave small change in cafés and bars. You might reward exceptional service with an additional tip of 5%.

All taxis are metered and there are usually fixed fares advertised for journeys from the airport to the city centre. A gratuity of 10% will be appreciated.

Driving in Spain, incidentally, can be a hazardous and nerve-racking experience for the more sedate foreign driver; the rules of the road are generally observed but the volume of traffic and manner of driving, especially in city-centres, can be disturbing for those still struggling to come to terms with the gentle rhythms of all other aspects of Spanish life.

(From: Иващенко И.А. Заключение сделки! 2005, p. 144-147)

VOCABULARY

condemn [kən'dem] – осуджувати

alien ['eɪliən] – чужий

interweave [ˌɪntə'wi:v] (interwove [ˌɪntə'wouv]; interwoven [ˌɪntə'wouvən]) – переплітати

easy-going [ˌi:zi'gəʊɪŋ] – добродушний

welcoming [ˌwelkəmɪŋ] = easy-going

paramount [ˌpærəməʊnt] – першорядний

to accord [ə'kɔ:d] – тут: надавати певний статус

inferior [ɪn'fɪəriə] – низький, нижчий

subsequent [ˌsʌbsɪkwənt] – наступний, подальший

hug [hʌg] – міцно обіймати(ся)

pat [pæt] – поплескувати

shrug [ʃrʌɡ] – занизування плечима
contempt [kən'tempt] – зневага, презирство
to summon ['sʌmən] – викликати, скликати
sacrosanct ['sækrouəsəŋkt] – священний, недоторканий
self-assertion [,selfə'seɪʃn] – наполегливе відстоювання своїх прав
recourse [ri'ko:s] – звернення по допомогу; тут: застосування
priesthood ['pri:sthud] – духовництво
to take the Lord's [lə:dz] name in vain [veɪn] – згадувати ім'я Господа даремно
gratuity [grə'tju:iti] – чайові

Find analogous information about other countries and make up similar stories.

Describe your native country in the same aspects.

OPTIONAL TEXTS

TRAVEL BY ROAD AND RAIL

Find out the answers to these questions by asking all the members of your group:

1. Who has travelled on a train most recently? When and where?
2. Who has spent the night on a train? What were conditions like?
3. Who has been on a long coach trip? How long? Where to?
4. Who has driven the greatest distance on any one day? Where? How far?
5. Who has stayed in a motel? Where and when?
6. Who has stayed in a motorhome or caravan? Where and when?
7. Where is the best place to sit on a train or a coach? Why?
8. Who prefers coach travel and who prefers train travel? Why?

Now discuss the following questions:

1. Do you know where the longest train tunnel is?
2. Do you know where the longest road tunnel is?
3. Do you know which the fastest train is?
4. What are the advantages and disadvantages of travelling by coach and travelling by train?

Analyse the following words dealing with rail travel:

buffet, carriages, compartment, corridor, couchette, engine, platform, refreshments, restaurant car, sleeper, station, track.

You are going to read someone's account of a train journey in India. What do you think it was like? Think about the stations, the facilities on the train, the scenery, and the other passengers. Read the account to see if

you were right. Complete the gaps with words from the list. Fill in the lines after the text.

HEAT AND COAL-DUST

(Across India by Train)

“I remember the journey so clearly. The (1) in Delhi was hot and crowded with thousands of people: taxi and rickshaw drivers, boys selling strange items of food, men selling carpets and a million other things. The heat and the choking steam made us thirsty and hungry, so we found a sort of (2) and went inside for some (3). After a while, we returned to the heaving masses and stood on the (4) as the train pulled in. There was almost a fight to get on, but we managed to climb aboard one of the (5), fight our way down the narrow (6), and find a (7), which was not too crowded.

The journey was hot but exciting, with delicious smells from the open fires in the kitchens next to the (8) and fantastic scenery passing by as the (9) pulled us across the plains of India. We leaned out of the windows in search of fresher air. The (10) stretched before us – two metal lines running into an endless distance.

That evening we rested at Agra under the shadow of the Taj Mahal before boarding a (11) for a night journey further south. We slept in a (12), the seats converting into narrow beds, and chatted to the early hours, our words full of the romance and excitement of our Indian adventure.”

- | | |
|-----------|------------|
| 1 – _____ | 7 – _____ |
| 2 – _____ | 8 – _____ |
| 3 – _____ | 9 – _____ |
| 4 – _____ | 10 – _____ |
| 5 – _____ | 11 – _____ |
| 6 – _____ | 12 – _____ |

Think about a train journey you have been on. In pairs, describe your journeys to each other. Make sure you include words from the list in the previous exercise – and any other train or rail vocabulary you can think of. Other useful vocabulary might be *conductor*, *wagon-lit*, *express*, *luggage locker*, *smoking car*, *etc.*

(From: Harding K. Going International 2008, p. 88-89)

Imagine you are going on a holiday travelling across Canada by train. You want to enjoy the scenery and be comfortable. In pairs, discuss what facilities you would want on the train and along the journey in general.

Read the article 'VIA Rail Canada' and make a list of all the different facilities mentioned.

VIA RAIL CANADA

An unhurried journey through unspoilt terrain or a fast, frequent service to cross the country – since the pioneer days, when the iron road first linked the eastern seaboard to the Canadian Pacific, the ideal way to see this great dominion has always been VIA Rail. Perfected now in VIA Rail, everything from a short journey to a transcontinental adventure is enjoyed in style, aboard transport that blends the comfort and technology of today's world with the romance and service of the past.

No long miles of driving behind you or parking problems ahead, just a leisurely journey on a sleek silver train, from the centre of one city to the heart of the next.

The Canadian

Travel across Canada from Toronto to Vancouver and enjoy the superlative Silver and Blue class service. Aboard the country's premier train you have exclusive access to three different salons, all serving complimentary tea and coffee throughout the day. There is the snug Bullet Lounge, the atmospheric Mural Lounge, and the Observation Dome, with its panoramic wraparound windows. In addition, all meals are included. (Breakfast, lunch, and dinner-however, this does depend upon what time you join and depart from the train.) Silver and Blue class dining is a model of elegance and refinement: china, silverware, flowers, and linen adorn the dining car tables, which give you ample space: the menu matches the wine list in excellence and the service is friendly and efficient.

Corridor Service

On the shorter routes across central Canada VIA Rail's Corridor Service offers a convenient way to cross such a vast country.

Your accommodation

VIA Rail has refurbished some of its classic trains in all the rich fabrics, subtle colours, and polished wood of the art-deco era. Your choice of route and cabin accommodation is outlined below.

Sleeping cars: you have a choice of three levels of comfort. Roomette: ideal for one person, the little cabin has a comfortable seat and turns into snug sleeping quarters at night (private facilities on western routes).

Section: semi-private with wide couch-style seats facing each other; these convert to bunk beds, with heavy curtains for privacy at night. Bedroom: ideal for two adults, by day a private living room with two

armchairs and a picture window, by night this converts to lower and upper berths. The cabins have a sink and WC.

Coach class: there is plenty of space to move around, comfortable reclining seats, and chair-side drinks and snacks service. On longer routes, Coach Service seats are enhanced by footrests and there is a café and glass-domed observation car.

VIA 1: VIA Rail's first class service and adds to the coach car comfort with exclusive lounges at Montreal, Toronto, and Ottawa, pre-boarding privileges, distinctive décor, a cellular phone on board, delicious meals served at your seat, complimentary drinks, and a choice of wine and liqueurs with your meal.

Discounted fares

VIA Rail offers discounted fares for the economy conscious. Senior (60 plus) and youth (up to 24 years) receive a 10% discount across the VIA network. Applicable at any time, on all VIA services. This can be combined with seasonal fares, giving a possible total 50% discount – to receive seasonal discounts, advance purchase maybe necessary. Children aged 2–11 years are eligible for a 50% discount on Coach Class, and FREE travel is available for each child under two years accompanied by one adult. (A second infant with just one adult pays 50% of Coach Class fare.)

Read the text again and say whether the following statements are true or false.

1. There has been a railway across Canada for a long time.
2. Tea and coffee are free.
3. The best place to see the scenery is in the Mural Lounge.
4. The price includes breakfast, lunch, and dinner.
5. The internal design of the trains is in a modern style.
6. All 'roomettes' have their own washing facilities.
7. The beds in the 'section' are above each other.
8. The 'bedrooms' have private facilities.
9. All seats in coach class have footrests.
10. Only first class passengers get meals served at their seats.
11. Young people under 24 receive a 10% discount on some journeys.
12. Children under two travel free.

Read the text again and find as many positive adjectives as possible (e.g. *unhurried* and *unspoilt* in the first line). You should be able to find at least twenty. Which adjectives are used to describe the following things:

- the journey;
- the scenery;

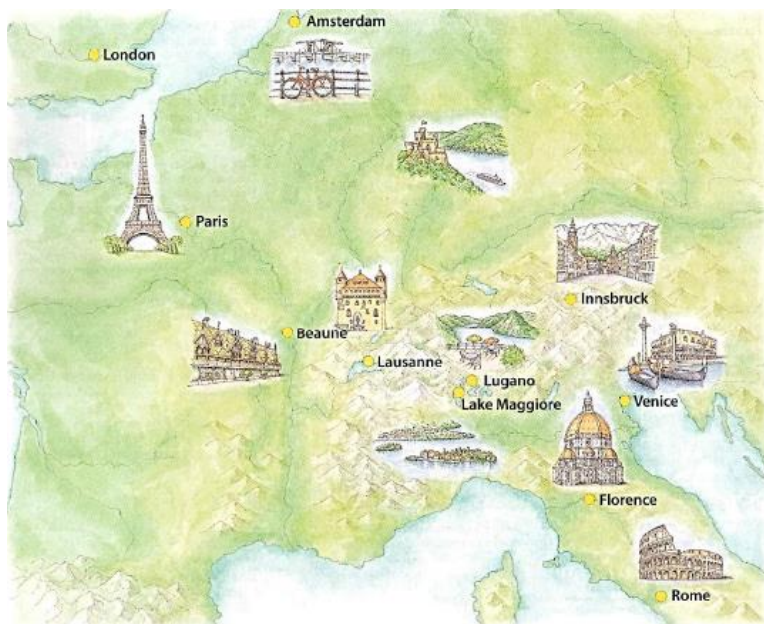
- the service;
- the internal décor and carriages?

Plan a similar rail holiday for a part of your country or an area you know well. Decide: the route, sights and scenery, the facilities on the train, meals and accommodation, different classes of passengers, discounts. Write out your plan in the form of a short article.

In pairs, take turns to role-play the conversation between a travel agent (selling the trip you planned above) and a customer (asking about the holiday – route, itinerary, and facilities).

(From: Harding K. Going International 2008, p. 92-93)

A COACH TOUR OF EUROPE



You are going to read the itinerary of a European coach tour. Before you read, look at the map of Europe and discuss the best order in which to visit these places. The tour starts from London. How long do you think it will take?

Read the itinerary quickly and see if you guessed the order and time correctly. Read the itinerary again in detail and find out where you can do the following things:

- | | |
|--------------------------------------|---------------------------|
| a) ride in a gondola | f) watch glassblowers |
| b) visit a diamond factory | g) visit a cathedral |
| c) have a wonderful view of the Alps | h) go on a river cruise |
| d) go on a canal cruise | i) buy some leather goods |
| e) see a forum | j) go on a 'magic' ride |

Day 1

London – Channel crossing – Amsterdam. You can join your tour by travelling on our complimentary feeder services from London. You will travel to the Channel port for your short ferry crossing and join your tour on the continent where you will be met by your Cosmos escort. From here your coach sets off to Amsterdam for overnight at Hotel Intel at Zaandam or Grand Amstelveen ****. **pf**

Day 2

Amsterdam – the Rhineland. A morning to enjoy Holland's busy metropolis. After your included visit to a famous diamond factory it's time for optional morning sightseeing; visit the Rijksmuseum with its collection of Dutch masters, then a drive with a local guide pointing out the city highlights, finally a canal cruise to see Amsterdam at water level. In the afternoon travel southwards to the Rhineland area for overnight at Hotel Kripp ** at Coblenz. **B, D, pf**

Day 3

The Rhineland – Innsbruck. A choice today of the included scenic drive along the shores of the Rhine or, even more thrilling, the optional Rhine cruise with vistas of the Lorelei Rock, hill-top castles, half-timbered wine villages, and terraced vineyards. In the afternoon, drive along the comfortable autobahn to Austria. Overnight at Hotel Dollinger ***. **B, D, pf**

Day 4

Innsbruck – Venice area. A morning to enjoy the sights of the Tyrol's capital city. Your included orientation drive will show you the Maria Theresien Strasse and the legendary Golden Roof. In the afternoon use the fast and comfortable motorway to reach the Venice area for overnight at the Colombo *** at Marghera. **B, D, pf**

Day 5

Venice – Florence area. It is really more like a marvellous film-set than a real live city, with its criss-crossing canals, gondolas and waterbuses, arched bridges, palaces, and little quiet piazzas. The included tour starts

with a boat ride and is followed by highlights such as a visit to St Mark's Basilica and a chance to watch Venetian glass-blowers fashion their delicate objects as they did centuries ago. This afternoon journey across the Apennines into the gentle hilly countryside of Tuscany. Overnight in the Florence area at Hotel Delta at Calenzano **** or Europa *** in Signa. **B, D, pf**

Day 6

Florence area – Rome. Your orientation drive will make a stop in Piazzale Michelangelo to enjoy one of the best views of the city stretching across the river Arno. Later visit one of Florence's leather shops and then time to wander on your own. In the afternoon travel south on the autostrada. Pass the sunlit valleys of Chianti country and savour the timeless landscape of rounded hills, mellow medieval towns, and silvery olive groves broken by columns of dark cypress. Reach Rome well in time to enjoy your first evening in this great capital city. Overnights at Pineta Palace **** or American Palace ***. **B, pf**

Day 7

Rome. The Eternal City and hub of the ancient civilized world is a sightseer's dream. Your included sightseeing takes in Piazza Venezia, the Monument to the Unknown Soldier, a view of the Roman Forum, and the Colosseum. Then, by way of the Circus Maximus, you reach the top of the Gianicolo hill to enjoy a full view of Rome and its seven hills. **B, pf**

Day 8

Rome – Lugano. Take the 'Highway of the Sun' and motor northwards all day. Through more of Tuscany and into the flat and fertile plains of the Po Valley. Glimpses of the pre-Alps will make you aware that you are not far from Lake Lugano. Overnight in Lugano, which will be an introduction to tomorrow's grand alpine scenery. Hotel Beha or Post Simpron ***. **B, D, pf**

Day 9

Lugano – Lake Maggiore – Lausanne. A stupendous drive today going at first to Stresa on Lake Maggiore for a short stop before climbing to the summit of the Simpron Pass to enjoy a quite spectacular view of the surrounding alpine peaks. More mountain scenery as you motor through the Rhone Valley by way of Sion and Martigny to the shores of Lake Geneva. Overnight in Lausanne, the lively capital of Canton Vaud, at the Hotel City or Alpha ***. **B, D, pf**

Day 10

Lausanne – Paris. Vistas of famous vineyards on the way to Beaune. Visit the medieval Burgundian town, known the world over for its wine production. Later via the fast and comfortable autoroute to Paris. Tonight maybe an optional cabaret show. Hotel Latitudes Paris Seine ***. **B, pf**

Day 11

Paris. A full day in which to explore the city that is known throughout the world for its fashions, art and museums, delicious food, and joie de vivre. Optional sightseeing with a local expert starts with an inside visit to Notre Dame Cathedral. Then many of the best-known Parisian sights: La Sorbonne, Boulevard St. Germain, the Eiffel Tower, Opera, Champs Elysees, and Rue de Rivoli. In the afternoon, you have the option of visiting Versailles. **B, pf**

Day 12

Paris – included visit to Disneyland Paris. 39 years of Disney magic, imagination, and expertise have gone into making this self-contained world of fun and fantasy by far the greatest and most dazzling amusement centre in Europe. Once inside Disneyland Paris you can look forward to exhilarating non-stop fun and entertainment on a vast scale. Following the magic kingdom's tradition, all rides are included in your entrance ticket so you can have unlimited access to the Theme Park's facilities and enjoy them to your heart's content. **B, pf**

Day 13

Paris – Channel crossing – UK. Leave Paris and travel north to the Channel port where your tour ends. After the short Channel crossing join the appropriate feeder service to London. **B**

(From: Harding K. Going International 2008, p. 98-99)

LONDON TO PARIS

Find some information about different tours between London and Paris, and make up a report.

Imagine you are travelling as a group of friends between London and Paris. Discuss which the best way to travel is – each person must argue in favour of the method they were given in their first groups.

Imagine you are a travel agent working in the corporate travel sector. You have to prepare a brief report on the various options for travel between Paris and London, and their advantages and disadvantages. Use some of the words and phrases you studied in the previous section.

GENERAL TASKS

I. Translate the following words and phrases into English. Fill in the right column of Table 17:

Table 17

пором	
каюта	
круїз	
анкета	
митний контроль	
зворотний зв'язок	
присднуватися	
скарга	
вигоди	
безвізовий	

II. Give the synonyms of the following words. Fill in the right column of Table 18:

Table 18

A	B
facilities	
etiquette	
airliner	
available	
visa	
cruise	
to ban	
cash	
job	
to offer	

B: propriety, amenities, travel document, voyage, jet, accessible, to suggest, to prohibit, money, employment.

III. Describe the advantages and disadvantages of flight and/or other types of travelling.

PART III
TICKETS. BOOKING. INSURANCE.
TOURIST INFORMATION

TRAVEL DOCUMENTS.
PRICES AND FACILITIES.
MAKING FLIGHT RESERVATIONS

Explain the following phrases dealing with hotels: *half-board, full-board, bed and breakfast (B&B), room only, all-inclusive.*

What is a *supplement*? What might a guest have to pay a supplement for when staying in a hotel?

A *discount* is a reduction in the price. It could be for booking early, for booking a large group, and so on. Holiday companies offer other discounts and saver arrangements. Have you ever dealt with discounts? Where and when?

Read the brochure description of the Hotel King Solomon s Palace in Israel. Answer the questions after the text.

HOTEL KING'S SOLOMON PALACE

King Solomon's Palace dominates both the landscape and skyline of Eilat's North Beach lagoon. Unique in its design features, the hotel is renowned for its extensive range of well-organized sports and entertainments, giving it a lively atmosphere and effectively creating a self-contained resort-within-a-resort. Should you ever wish to leave the Palace, the beach is just a very pleasant five-minute stroll.

Isrotel

Two popular swimming pools (one heated) with sun terraces, Oasis poolside snack bar.

Excellent range of dining choices: Solomon's Table (buffet style) with Chinese and Italian sections, Café Royal dairy restaurant, French Brasserie à la carte, Off The Wharf fish restaurant, Yacht pub bar.

Main entertainments lounge.

Extensive sports facilities include floodlit tennis (at the nearby Isrotel Tennis Centre), daily aerobics, water sports at the Red Sea Sports Centre, and a Health Club (fee payable).

Rooms

Prices are based on two adults sharing a room with two beds, bathroom, air-conditioning, satellite TV, mini-bar, and balcony. Rooms with pool-view are available at a supplement.

Bed & Breakfast

12 floors, 421 rooms. Telephone: 00 9727 334111

Sunworld Savers

Save £60 on adult 14-night holidays departing 5, 16–22 Sept, 24 Nov – 7 Dec and 12–26 Jan.

Three free meals for guests on Bed and Breakfast for departures 8–15 Dec, 5–18 Jan, and 12–26 May.

Save £70 on adult 7-night holidays departing 2 Jan.

Save £30 on adult 7-night holidays departing 5, 16–22 Sept.

Please note only one of the above applies per booking.

(From: Harding K. Going International 2008, p. 106-107)

VOCABULARY

stroll [strɒl] = walk

buffet [ˈbʊfeɪ] – буфет, буфетний стиль

dairy [ˈdeəri] restaurant [ˈrestərɔːrɪŋ] – ресторан-молочарня

brasserie [ˌbræsəˈriː] – пивоварня

à la carte [ˈɑːl ə ˈkɑːrt] (Fr.) – порційно, на замовлення

wharf [wɔːf] – причал

floodlit tennis – великий теніс

Answer the following questions:

1. What facilities are there in the room?
2. What special offers are there?
3. What is the cheapest time of year to travel?
4. What is the most expensive time of year to travel?

Check the following statements whether they are true or false:

1. The walk to the beach takes five minutes.
2. There are four main restaurants.
3. There is a floodlit tennis court at the hotel.
4. Entrance to the health club is free.
5. All the rooms have air-conditioning.
6. All the rooms overlook the pool.
7. Prices are based on half-board.
8. Taxi transfers can be arranged.

Read the text about Villa Coral hotel located in Cuba. Then compare it with the previous hotel and make up a dialogue.

VILLA CORAL

Santa Lucia

Enjoying a perfect location, with its grounds resting directly upon the white sandy beach, the Villa Coral is an excellent choice for a value-for-money Caribbean holiday. Rooms are simply furnished and the accommodation is spread throughout the grounds in low-rise, red-roofed and white-walled buildings with lawns, shrubs, and trees all around. Water sports available from the nearby Hotel Tararaco include catamarans, jet-bikes, and snorkelling. To round off your day you can enjoy the excellent range of evening entertainment taking place nightly at the Villa Coral, or just relax over a drink in the thatched pool bar, which stays open until the early hours of the warm Cuban evenings.

- Good-sized irregularly shaped swimming pool.
- Large surrounding, furnished sun terrace.
- Main buffet restaurant (air-conditioned) with Cuban-style decor and lots of greenery; Parrillada Grill serves meat specialities.
- Thatched pool bar open till 1 a.m.; Los Delfines beach bar serves snacks and drinks; El Paradiso bar serves seafood specialities.
- 24-hour reception area with comfortable seating.
- Daily entertainment programme with free daytime activities including water-aerobics, volleyball, dancing classes, Spanish lessons in the evening, cabaret, games, live music from 11.00 p.m. and disco at weekends up to 11.30 p.m.

(From: Harding K. Going International 2008, p. 109)

VOCABULARY

jet-bike [ˈdʒetbaɪk]– реактивный велосипед

snorkelling [ˈsnɔ:kəlɪŋ]– подорож з аквалангами

thatch [θætʃ] – солома; thatched [-t] – із солом'яним дахом

Child prices in Goa, Sri Lanka, Egypt, and Cuba

In all properties in Goa, Sri Lanka, and Cuba, the first child will receive a 25% reduction off the adult price. On properties that can accommodate a second child, the reduction will be £60 off the adult price.

TRAVEL AGENCY DOCUMENTS

Look at these extracts from travel agency computer screens and printouts. Which is from

- the booking authorization form?
- the booking details (new transaction) screen?

- the printout from the payment history screen?
- the printout from the document history screen?

1

<p>I have read and understood the general information pages and booking conditions of Air Tours (Tour Operator), as contained within their brochure and accept them on behalf of myself and every member of my party. I am over 18 years of age.</p> <p>Signed (Client)</p> <p>Date</p>

2

Type	Description	Ref	Transact
PAY	Receipt No: 012165 for £403.04	AV	08/MAR
LET	Automated Insurance Indemnity Letter produced	AV	08/MAR
DOC	FIN No: LC024110 from AIR for Inclusive Tour	PE	14/MAR
LET	Final Invoice Letter	PE	14/MAR
DOC	Tickets Received from AIR for Inclusive Tour	PE	28/MAR
LET	Tickets Awaiting Collection Letter	PE	15/APR
LET	First Balance Due Letter	JV	15/APR
PAY	Receipt No: 012957 for £103.50	GB	19/APR
DOC	Tickets Collected for Inclusive Tour with AIR	JV	19/APR
DOC	Tickets Received from HCH for Car Hire	JV	19/APR

3

Tran type	Oper.	Receipt number	Payment value	Payment		Ref	Date of payment	Travel receipt
				mode	type			
IT	AIR	12165	164.16	PS	DEP	AV	08 MAR	01248
IT	AIR	12165	238.88	VI	BAL	AV	08 MAR	01248
CARH	HCH	12957	21.96	PS	DEP	GB	15 APR	01333
CARH	HCH	12957	81.54	PQ	BAL	GB	15 APR	01333
IT = inclusive tour				PQ = personal cheque				
VI = visa				PS = staff point (discount)				

Operator	AIR Airtours	Package	Holiday
Date	20 APR	6 nights	
Dept.	LGW London Gatwick	Hotel Name	Corralejo
Dest.	FUE Fuerteventura	Accom. Type	self-catering
Htl.	OFU745		
Flt.	IH475		
Outbound	12.40 16.50	Flt. No. AIH475	
Inbound	17.40 21.40	Flt. No. AIH476	
Book. Ref.	LCO24110		

(From: Harding K. Going International 2008, p. 110-111)

Using the information on the computer screen and printout extracts, how would you answer these questions from a customer in your travel agency?

1. Which tour operator are we going with?
2. What am I signing here?
3. What is the flight number of the return flight?
4. What time does the flight get back?
5. What is the hotel called?
6. How much is the visa payment? I am not sure I have enough on my credit card.
7. What is the total cost of the holiday, including car hire?
8. What is the basic cost without the car hire?
9. I thought receipt number 12165 was for the car hire.
10. When will I be able to collect the tickets?

TRAVEL AGENCY LETTERS

Travel agents use a number of standard letters when dealing with clients' reservations and ticketing arrangements. Below are twelve paragraphs, which come from three different standard letters (four from each).

- I. A confirmation of a travel booking
- II. An accompanying letter sent out with tickets and travel documents (and offering other services)
- III. An acknowledgement of a complaining letter

Decide which paragraph is from which letter and then put them in the right order. Then fill in Table 19.

A. Passport and visas in order? Just a final reminder for you to check that your passports and any visas are valid.

B. I am investigating the points raised in your letter and will reply to you as soon as possible.

C. I am delighted to enclose the travel documentation for your holiday, and as your holiday approaches could, I just remind you of some of the services we are able to offer you?

D. I am pleased to confirm your forthcoming travel arrangements with Airtours to Fuerteventura, commencing on 20 April.

E. If you have any questions relating to your travel arrangements please do not hesitate to call in and see me, or telephone me on 0181 889 8919.

F. Are you driving to the airport? If so, and you need airport car parking or an overnight hotel, let us book it for you. We can provide these services at competitive rates.

G. Thank you once again for writing to me.

H. Please find enclosed a receipt, recording your payments, and providing you with current details of your travel arrangements and their costs.

I. Thank you for your recent letter, the contents of which have been noted and are receiving my attention.

J. Have you bought your holiday money? If not, there are two ways in which we can help you. You can either order your money by ringing us on 0181 889 8919 and we will prepare the order for you to collect on a date convenient to you, or simply call in and buy your money in the shop. Whatever your preference we do recommend you take a combination of traveller's cheques and currency. All major foreign currencies are instantly available – others just take a day or two longer.

K. Your final balance payment is due on or before 31 March. This may be paid by credit card, cash, or cheque made payable to JBC Travel. As explained at the time of booking your holiday a service charge will be levied for all credit card transactions.

L. I am extremely sorry that not all the arrangements made on your behalf ran smoothly. Please accept my sincere apologies.

(From Harding K. Going International 2008, p. 112)

receipt [rɪˈsi:t] – квитанція

Table 19

I. A confirmation of a travel booking				II. An accompanying letter sent out with tickets and travel documents (and offering other services)				III. An acknowledgement of a complaining letter			
1	2	3	4	1	2	3	4	1	2	3	4

WHEN THINGS GO WRONG. TRAVEL INSURANCE

Have you ever taken out a travel insurance policy? If so, have you ever had to make a claim? What items would you expect to be covered on a typical travel insurance policy?

In pairs, discuss whether you would expect a tourist or traveller to be covered for the following situations. What compensation would they be entitled to?

1. Their suitcase was not at the airport when they arrived at their holiday destination. It turned up two days later.
2. Someone stole his or her passport and wallet on the beach.
3. They had a bad attack of flu and had to stay in their hotel room for two days.
4. Their car broke down on the way to the airport and they missed their flight.
5. The alarm clock did not go off and they overslept and missed the flight.
6. They broke a leg and had to go to hospital. They were not able to travel home for a week later than planned.
7. They had to cancel the holiday at the last minute because one of the party had an accident.
8. They had to cancel the holiday at the last minute because they discovered their best friend was getting married at the same time.
9. Because of bad weather, the flight was held up for twelve hours.
10. They were involved in a serious road accident. The hire car they were driving and the car they crashed into were both written off. One of the party was also permanently injured and unable to work again.

Match the statements about wrong situations with the titles. Fill in Table 20 inserting the correct numbers:

1. Sometimes your journey may have to be cancelled for reasons beyond your control. If this happens, you are eligible to make a claim.
2. If you have to cut short your trip because of injury or illness, we will repay a proportionate amount of your prepaid expenses.
3. If an accident permanently prevents you from working or results in you losing an eye or a limb you will be paid £40,000. Should you die because of an accident your beneficiaries will be paid £25,000. These benefits are reduced if you are less than 16 years of age.
4. Our Premium Travel Insurance Plan covers medical costs and certain other expenses that may be incurred outside the UK.

5. If you are sick or injured and have to spend time in hospital or confined to your hotel bed, you will receive a payment for every complete day.

6. We provide cover for any loss of personal property. There is a maximum payment for single articles and a maximum value for valuables and photographic equipment. Please ensure that this is sufficient for your needs.

7. Loss of personal money, traveller's cheques, and travel tickets are covered under this section.

8. You can claim for expenses incurred in obtaining a replacement passport.

9. If your baggage is mislaid, we will pay up to £100 for emergency purchases and compensation for the inconvenience.

10. You are covered for legal liability for accidental injury to a third party or accidental damage to their property by an indemnity of up to £2.5 million.

11. If you cannot reach your international point of departure in time, due to public transport failure, an accident, or mechanical failure involving the car you are travelling in, up to £1,200 will be paid to help you reach your scheduled destination.

12. If your aircraft or boat is delayed for more than 12 hours, a compensation payment will automatically be made.

(From: Harding K. Going International 2008, p. 116-117)

Table 20

Curtailment	Delayed baggage	Loss of deposit or cancellation	Loss of passport
Medical and other expenses	Medical inconvenience benefit	Missed departure	Personal accident
Personal baggage	Personal liability	Personal money	Travel delay

Match the phrasal verbs and idiomatic expressions in the left column of Table 21a with their definitions in the right column. Fill in Table 21b.

Table 21a

1 – break down	A – cancel
2 – call off	B – have mechanical failure
3 – cut short	C – appear
4 – turn up	D – reach
5 – write off	E – delay
6 – go off	F – curtail
7 – hold up	G – completely destroy (especially a car)
8 – get to	H – make a sudden loud noise

Table 21b

1	2	3	4	5	6	7	8

TOURIST INFORMATION. TOURIST ATTRACTIONS AND FACILITIES

Analyse the following words and phrases denoting tourist attractions and facilities: *amusement park, botanical gardens, cathedral, downtown (US), flea market, gallery, harbour, hotel, marina, museum, park, shopping mall (US), theme park.*

Which ones are attractions and which ones are facilities?

Remember: *attractions* are places, which tourists want to see and visit; *facilities* are places, which tourists need to use.

What other words and phrases denoting tourist attractions and facilities do you know?

Find some information about any interesting place in the world and describe it from the viewpoint of its tourist attractions and facilities.

INFORMATION ON BANGKOK. TOURIST INFORMATION LEAFLET

Read the tourist information leaflet about the city of Bangkok. Before you read it, make a list of things you know – or think you know – about Bangkok. Think about location, size, climate, attractions, nightlife, food,

culture, and religion. Make a list of the facilities and attractions you would expect to find there.

After reading the text, analyse whether you were right or wrong.

BANGKOK: WHERE EAST MEETS WEST

Situated between the 'secret' countries of Burma, Laos, and Cambodia, Thailand remains a curious mixture of eastern and western influences. Nowhere is this more evident than in its capital, Bangkok. Bangkok is a city of contrasts. A modern city of ten million inhabitants, it is growing at breath-taking speed. Sometimes when the midday heat and the noise and traffic are at their worst, it feels a little too busy. However, Bangkok is also a city with an ancient heritage. Take a ride on the Chao Phraya River and its connecting canals, and you will find a city and a way of life that is not very different from that seen by the first Europeans to arrive there. Then there are the temples (known as 'wats'), the numerous statues of Buddha, and of course the splendour of the Grand Palace. Nevertheless, Bangkok is not just about monuments, it is vibrant, alive, and full of hope. It gives the visitor a feeling that anything might be possible – and it usually is.

Temples

No trip to Bangkok is complete without a visit to at least one of the Buddhist temples, and there are so many in the city that it is difficult to avoid them. Bangkok has the greatest concentration of Buddhist temples in the world. The most renowned is the Wat Phra Keo, which is also called the Temple of the Emerald Buddha, containing the mysterious Emerald Buddha statue, a Thai national symbol. Established in 1782, adjoining the Grand Palace, it is the ceremonial temple of the Thai Kings. If you are looking for Buddhist statues, then go to Wat Pho, the oldest and largest wat in Bangkok, containing the largest collection of Buddha images in Thailand. Of course, do not miss Wat Arun, the 'Temple of Dawn'. Despite the surrounding skyscrapers, at over 100 metres high the glittering tower is still a breath-taking sight as you approach it up the river.

The Grand Palace and Other Sights

Once a city within a city and surrounded by 2 km of perimeter walls, the Grand Palace is necessary for any visitor to Bangkok. It contains some of the finest examples of eastern architecture and art in the world. Among other delights, you can see the harem, the Chapel Royal, and the audience hall of Amarinda where kings are crowned. There is also the Grand Palace Museum, which explains the 200-year history of the Palace.

There are so many places to visit in Bangkok that it is impossible to list them all. However, two other places well worth visiting are the National Museum, a treasure trove of Thai art and culture, and the Wimanmek Palace, or 'Palace in the Clouds', the world's largest structure made entirely of golden teak.

After all this sightseeing, you might like to take a rest. Try Lumpini Park, a pleasant green park at the meeting of the port and downtown areas. Nevertheless, be careful at night, when the park can be a little dangerous.

The River and Canals

You can't leave Bangkok without going on a river trip to see the fascinating bustling life of the city Bangkok has been called 'the Venice of the Orient' and any trip down the numerous canals will reveal a picturesque range of glittering wats and cool palms. Do not miss the Thonburi floating market, which despite recent commercialization still possesses a unique and fascinating character.

Shopping

Whether you are shopping in the colourful, lively, but extremely hot markets, or the ultra-modern department stores, one thing is clear – Bangkok is a city for shoppers, and you are sure to find something you want. Markets are everywhere, selling anything from artificial flowers to barber's scissors. If you are fond of souvenirs, why not buy some Thai woodcarving, some local jewellery, or a brightly coloured sarong?

Food

Bangkok is a gourmet's paradise. Thai food can be extremely spicy and hot, but it is delicious. Try the shop-house restaurants where you can get simple fried noodles with soy sauce at a very cheap price. Alternatively, the Thai delicacy of freshwater crab in one of the more upmarket restaurants. There are numerous street food stalls, which turn Bangkok into one huge open-air restaurant at night. The Thais enjoy wandering around to find out what is cooking in the next street.

Nightlife

Since the days of the Vietnam War when American soldiers came to Bangkok for 'rest and recreation', Bangkok has had a reputation for rather sordid nightlife. However, this is changing fast. Of course, the red-light district is still there, but you will also find more conventional clubs and discos, with a variety of jazz, rock, reggae, and Latin music. There are no

licensing laws, so if you want an alcoholic drink it is not a problem. Try Saeng Thip, a rum-like local spirit. You can also find more traditional Thai entertainment – dancing and drama – at places like the National Theatre and the Cultural Centre.

(From: Harding K. Going International 2008, p. 122-124)

VOCABULARY

wat [wæt] – храм у Бангкоку
vibrant [ˈvaɪbrənt] – тут: жвавий
emerald [ˈemərəld] – смарагд; смарагдовий
chapel [ˈtʃæpəl] – каплиця
teak [ti:k] – тик, тикове дерево
woodcarving [ˈwʊd,kɑ:vɪŋ] – різьба по дереву, різьблені вироби
jewellery [ˈdʒu:əlɪrɪ] – ювелірні вироби
sarong [səˈrɒŋ] – саронг (*індонезійський національний одяг*)
gourmet [ˈguəmeɪ], *also* gourmand [ˈguəmənd] – гурман
sordid [ˈsɔ:dɪd] – огидний, нищий

Divide into two groups, A and B.

Group A

Read the sections on ‘Temples’, ‘The Grand Palace and Other Sights’, and ‘The River and Canals’ in more detail, making notes. Be prepared to answer questions about them.

Think about the topics ‘Shopping’, ‘Food’, and ‘Nightlife’, but do not read these sections. Prepare some questions that you would want to ask if you were a tourist in Bangkok.

Group B

Read the sections on ‘Shopping’, ‘Food’, and ‘Nightlife’ in more detail, making notes. Be prepared to answer questions about them.

Think about the topics ‘Temples’, ‘Grand Palace and Other Sights’, and ‘The River and Canals’, but do not read these sections. Prepare some questions that you would want to ask if you were a tourist in Bangkok.

In pairs, using your notes, act out a conversation in the Bangkok Tourist Information Office.

WRITING A TOURIST INFORMATION LEAFLET

Prepare a tourist information leaflet for your own city or local area, or a place you know very well. Follow the stages listed below.

1. Start by making a list of all the attractions and facilities.
2. Put them into groups to make the different sub-headings for the leaflet.
3. Write a general introductory paragraph.
4. For the sub-headings, follow the general example of the Bangkok leaflet.
5. Include as much practical information about each section as possible.

When you have finished your leaflet, show it to another member of the group and let them ask you questions and make enquiries, as if they were a tourist visiting the tourist information office of your native town.

SYDNEY – WHERE TO STAY AND WHAT TO SEE

Most tourist information centres also help visitors with information on accommodation. On the next page is some basic information on a range of accommodation options in Sydney – moderately priced and budget hotels.

Divide into two groups and take turns to role-play the part of tourist information officer and tourist.

Group A

For the first stage of the role-play, you work in the Sydney Tourist Information Centre at the accommodation desk. Read the section on moderately priced hotels and transfer the information to the accommodation information table (see Table 22).

For the second stage of the role-play, you will be a tourist enquiring about budget hotels in Sydney. Decide what your particular needs are – refer to the headings in the table to help you.

Group B

For the first stage of the role-play, you are a tourist enquiring about moderately priced hotels in Sydney. Decide what your particular needs are – refer to the table to help you.

For the second stage of the role-play, you work at the accommodation desk of the Sydney Tourist Information Centre. Read the section on budget hotels and fill in the accommodation information table (see Table 22).

SYDNEY'S ACCOMMODATION

Sydney offers every category of accommodation – from the cheapest hostels to international standard five-star hotels (A\$250 plus per person per

night). There are also many economical self-catering serviced apartments, while reasonably priced guesthouses and hostels are plentiful. Sydney's major hotel areas are The Rocks, the city centre, and round King's Cross.

The recommended accommodation in this section has been divided into two price categories: moderate (A\$95–170) and budget (A\$55–90). Prices are per room per night, regardless of single or double occupancy.

MODERATELY PRICED HOTELS AND APARTMENTS

Serviced Apartments

Sydney offers many apartment-style hotels, which generally fall into the moderate price range. These serviced apartments vary from one to three bedrooms, with separate lounge/dining areas and kitchens or kitchenettes. The obvious advantage is that you can either go out to eat, or keep costs down by self-catering. Another bonus is that many of these apartments are large enough for families or those travelling in small groups.

The Castlereagh Inn

Very centrally located and good value. The Castlereagh features a magnificently restored old-style dining room. All rooms have private facilities, and continental breakfast is included in the rates.

Manhattan Hotel

The long-established, friendly Manhattan is a short walk from King's Cross Station. Recent upgrading and modernization have made this art deco property even better value.

Oakford Apartments

These comfortable self-contained apartments offer fully equipped kitchens, private balconies, and water views. There is also an on-site swimming pool.

Regents Court

Another top-of-the-range, moderately priced hotel, with spacious apartment-style suites, kitchens, and designer furnishings. This long-established, friendly hotel, in a quiet King's Cross Street, is family owned.

Savoy Serviced Apartments

Located near Darling Harbour, these comfortable one-bedroom serviced apartments feature kitchens, balconies, and separate lounge/dining rooms.

Victoria Court

This charming 1881 Victorian-style guesthouse is a member of Historic Hotels of Australia. Very comfortable and atmospheric, and located in a leafy avenue.

BUDGET HOTELS AND GUESTHOUSES

Budget Accommodation

In addition to these budget hotels, Sydney has dozens of backpackers' lodges. Prices start at A\$10 per night and many establishments offer reduced rates for long stays. Accommodation varies from private rooms to dormitories, and the best backpacker areas are King's Cross, inner west Glebe, and beach suburbs like Bondi and Coogee. Another cheap accommodation option is staying in a 'hotel' – the Australian version of the local pub. More details can be obtained from the NSW Travel Centre (231 4444).

Cremorne Point Manor

A few minutes by ferry from the city, this 30-room north shore manor house provides kitchens, a guest laundry service, and continental breakfasts on request.

Kirketon Hotel

A true budget-priced hotel with a range of rooms, from those with private facilities to bunk rooms. Very close to King's Cross, with its own restaurant.

The Lodge Studios

Self-contained accommodation that is part of the Bayside Hotel (85). Studios include kitchenettes, air-conditioning, and a guest laundry.

Manly Beach Resort

This resort offers double, twin, and family rooms, a swimming pool and good facilities. Reached by a scenic ferry ride from the city.

Sydney Traveller's Rest Hotel

Better-than-average budget accommodation near Darling Harbour. The hotel has a 24-hour reception service and a licensed restaurant and bar.

Thelellen Beach Inn

This 1930s hotel has a great location overlooking Bondi Beach. Friendly and family-run, the Thelellen is not luxurious but represents good value.

(From: Harding K. Going International 2008, p. 125-127)



Eiffel Tower, Paris

World's tallest structure **100 years ago**

Completed – **1889**

Height – **300 metres**

Material – **iron**



Humber Bridge, England

World's longest bridge span

Completed – **1980** (took **8 years** to build)

Cost – **£96 million**

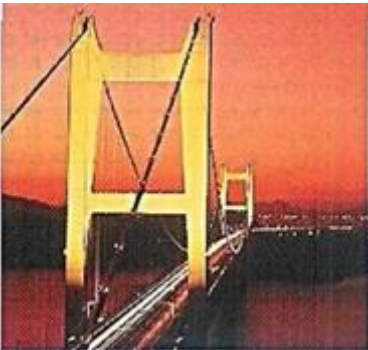
Length of main span –

1,410 metres

Length including side spans –

2,220 metres

Height of towers – **162.5 metres**



Seto-Ohashi Road and Rail Bridge, Japan

Longest combined road and rail bridge in the world

Links Honshu with Shikoku

Opened – **1988**

Cost – **£4.9 billion**

Length – **12,306 metres**

(From: Harding K. Going International 2008, p. 129)

Find out about other monuments in the place where you are studying and make similar recorded texts giving information.

THEME PARK HOLIDAYS

DISNEYLAND PARIS

Discuss the following questions:

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

Like most theme parks, Disneyland Paris is divided into several different 'lands' with a mainly American theme:

- ❖ Main Street USA;
- ❖ Discoveryland;
- ❖ Adventureland;
- ❖ Fantasyland;
- ❖ Frontierland.

What would you expect to find in each of these lands? Which one contains attractions concerned with the following:

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

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

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

Now read the text to check your answers.

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

- a) a family with two children aged three and five;
- b) someone interested in space and technology;

- c) a pregnant mother and her three-year-old child;
- d) two teenage friends;
- e) a person with a heart condition;
- f) the person sitting next to you;
- g) a member of your own family;
- h) your teacher.

In pairs, act out the conversation between these visitors and the person at the Disneyland Information Desk. Take turns to play the different roles.

DISNEYLAND PARIS DESCRIPTION

MAIN STREET, USA

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

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

Opening Hours:

09.00–23.00 (11 Jul – 31 Aug)

09.00–20.00 (20 Dec – 3 Jan, 20 Jun – 10 Jul, 1–6 Sep)

09.00–18.00 (rest of year weekdays)

09.00–20.00 (rest of year weekends)

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

Food & Drink in the Park

As well as the restaurants in the theme park (which serve every tiling from kid’s menus at FF28 to full menus for adults from FF140), food stalls and carts on weekends and in school holidays serve snacks such as pizza baguettes from FF22; burgers are available from FF10 and many restaurants have simple set menus from around FFS2, with a main course on its own from FF26.

(From: Harding K. Going International 2008, p. 130-131)

VOCABULARY

horse-drawn [ˈhɔːsˈdrɔːn] streetcar [ˈstriːtkɑː] – кінний трамвай
spectacular [spekˈtækjʊlə] – ефектний, імпозантний
fabulous [ˈfæbjʊləs] – міфічний, легендарний; неймовірний
steam train [ˈstiːmtreɪn] – поїзд із паровозом
FF – French Frank

DISCOVERYLAND

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

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

Space Mountain is Disney's £65 million white-knuckle ride, which combines Jules Verne's imaginary world with a thrilling rollercoaster, which catapults you to the moon! During the ride, you will dodge falling meteorites moving through space in a breath-taking series of inversions – including a 360° sidewinder loop!

(From Harding K. Going International 2008, p. 131)

VOCABULARY

to set [set] the pace [peɪs] – задавати тон
whirl [wɜːl] – обертання
white-knuckle [ˈwaɪtˌnʌkl] = thrilling, exciting
rollercoaster [ˈrəʊləˌkəʊstə] – тут: космічний корабель
to dodge [dɒdʒ] – ухилитися від чогось
sidewinder [ˈsaɪdˌwaɪndə] loop [luːp] – бічна петля

ADVENTURELAND

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

Be prepared for a spot of adventurous with Captain Hook and Peter Pan aboard a magnificent pirate galleon. Just up, ahead the Jolly Roger flies atop a menacing Spanish fortress – it is the Pirates of the Caribbean!

Indiana Jones & the Temple of Peril is a breath-taking rollercoaster chase. Trains career past ancient temple gods, teetering columns, and hidden perils, before climbing through a falling loop! Not for the faint-hearted, this is one of the biggest thrills in the Theme Park!

(From Harding K. Going International 2008, p. 131)

VOCABULARY

to set sail [seɪl] – ставити вітрила

galleon [ˈɡæliən] – галеон (*корабель*)

menacing [ˈmenəsiŋ] – загрозливий, небезпечний

peril [ˈperɪl] – небезпека; the Temple [ˈtempəl] of Peril – Храм

Небезпеки

rollercoaster chase [tʃeɪs] – полювання на кораблі

to career [kəˈrɪə] – мчати

to teeter [ˈti:tə] – гойдатися, коливатися

faint-hearted [ˈfeɪnt ˌhɑ:tɪd] – боягузливий, малодушний

FANTASYLAND

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

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

(From Harding K. Going International 2008, p. 131)

VOCABULARY

make-believe [ˈmeɪkbiːliːv] – уява, фантазія

Mad [mæd] Hatter's [ˈhætəz] Tea [ti:] Cups [kʌps] –

чашки божевільного чаювання

aboard [əˈbɔ:d] – на борту; тут: у вагоні

mermaid [ˈmɜːmeɪd] – русалка

Beauty [ˈbjuːti] and the Beast [biːst] – Красуня і Чудовисько

FRONTIERLAND

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

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

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

(From: Harding K. Going International 2008, p. 131)

VOCABULARY

Big [bɪg] Thunder [ˈθʌndə] Mountain [ˈmaʊntɪn] – Велика Громова гора

runaway [ˈrʌnəweɪ] – тут: швидкий

perilous [ˈperɪləs] – небезпечний

plunge [plʌndʒ] – стрімке падіння

treacherous [ˈtreɪʃərəs] – підступний

mine [maɪn] shaft [ʃɑːft] – стовбур шахти

ACCOMMODATION OPTIONS AT DISNEYLAND PARIS

Read the following texts about accommodation in Disneyland Paris. Fill in Table 23.

HOTEL NEW YORK

Prices from £228

The excitement of Manhattan comes to Paris! The architecture reflects the rich character of the Big Apple with midtown Skyscrapers, Brownstones, and Gramercy Park Rows.

Adjacent to the Festival Disney entertainment centre and five minutes' walk from the theme park, the Hotel New York's luxury rooms have an art deco design. All are furnished with two large double beds, to sleep up to four people, private bathroom with hairdryer, TV with international channels, mini-bar, private safe, and air-conditioning. The heated indoor and outdoor swimming pools are interconnected and there is a health club with sauna, Jacuzzi, steam room, and gym (and at extra charge sunbed and massage), and two outdoor tennis courts.

The Parkside diner has all-day dining, breakfast from FF80, lunch from FF95, and dinner from FF175 (child menu FF55). The Manhattan Restaurant offers à la carte dining in a stylish setting: dinner from FF195 (child menu FF65). Enjoy a pre-dinner cocktail in the New York City Bar.

Room-only accommodation.
Official classification: four-star.

(From: Harding K. Going International 2008, p. 132)

SEQUOIA LODGE

Prices from £185

Named after the giant American redwood trees, the Sequoia Lodge evokes the hunting retreats of a US National Park. Wood and stone together create a rustic ambience.

The Lodge lies on the east shore of the lake, with accommodation either in the main building itself or in one of the five other lodges. Decorated in hunting-lodge style, the rooms all have two large double beds to accommodate a family of four. Private bathrooms, TV with international channels, and air conditioning are standard throughout. There are ice machines on every floor and a coin-operated laundry. The memorable indoor/outdoor pool has a slide, cascades, and Jacuzzi. There is also a health club with sauna, Jacuzzi, steam room, gym (and at extra charge a sunbed and massage) and a children's playground.

Guests can dine at Hunter's Grill restaurant: breakfast from FF60 (child FF40), dinner from FF175, or the Beaver Creek Tavern – a BBQ grill (dinner from FF120) – and relax by the fireside in die Redwood Bar and Lounge.

Room-only accommodation.
Official classification: three-star.

(From: Harding K. Going International 2008, p. 132)

ambience [ˈæmbiəns] = environment

HOTEL SANTA FE

Prices from £167

The Hotel Santa Fe is spread among 42 pueblo-style buildings. Desert trails wind through the site, which, with the trading post, New Mexico-style restaurant, and adobe architecture all evoke the American south-west.

Nestling on the banks of the Rio Grande River, the Hotel Santa Fe's smart bedrooms incorporate Mexican styling. Each room has two large

double beds to accommodate a family of four, private bathroom (bath and shower), TV with international channels, ceiling fan, and telephone.

A laundrette is also available.

Tex-Mex specialities are offered at La Cantina restaurant with its attractively styled Mexican food market buffet: breakfast from FF45 (child FF35), dinner from FF110 (child menu FF55). The Rio Grande bar offers contemporary evening entertainment.

Room-only accommodation.

Official classification: two-star.

Guests may register credit card details on arrival to enable meals and purchases throughout the resort to be charged to their room.

(From: Harding K. Going International 2008, p. 132)

DISNEYLAND HOTEL

Prices from £263

With a distinctly turn-of-the-century Victorian ambience, this elegant and luxurious hotel enjoys panoramic views of the resort and is located at the gateway to the theme park.

This superb hotel is right at the centre of this fabulous resort. The stylish bedrooms have private facilities, TV with international channels, mini-bar, hair-dryer, telephone, and air-conditioning. All rooms have two large double beds suitable for families of up to four people.

The hotel boasts a heated indoor pool and a health club with sauna, Jacuzzi, steam room, and gym (and at extra charge sunbed and massage). The elegant California Grill has dinner from FF260 (child menu FF110), whilst Inventions is a buffet restaurant offering dinner from FF250 (child menu FF140), and the Café Fantasia (breakfast from FF90, child FF50) has décor inspired by the film of the same name.

Guests may register credit card details on arrival to enable meals and other purchases throughout the resort to be charged to their room.

Room-only accommodation.

Official classification: four-star.

(From: Harding K. Going International 2008, p. 181)

NEWPORT BAY CLUB

Prices from £191

Designed in the grand tradition of a New England seaside resort, the Newport Bay Club has a charming yacht club atmosphere with a glass-enclosed pool pavilion.

At the southern end of Lake Disney, the Newport Bay Club is within 10 minutes' walk of the theme park and Festival Disney entertainment centre.

The smart bedrooms have a nautical flavour and are furnished with two large double beds. They have private bathroom, TV with international channels, mini-bar and air-conditioning.

There are ice machines on each floor and a coin-operated laundry.

Leisure facilities include a glorious heated indoor/outdoor swimming pool pavilion, health club with sauna, Jacuzzi, gym and steam room (and at extra charge sunbed and massage) plus a children's playground.

The Cape Cod offers an American buffet-style menu from FF145 (child menu FF55), whilst the Yacht Club is a speciality steak and seafood restaurant, breakfast from FF60 (child FF40), dinner from FF175 and Fisherman's Wharf has cocktails, piano music, and panoramic views. Guests may register credit card details on arrival to enable meals and purchases throughout the resort to be charged to their room.

Room-only accommodation.

Official classification: three-star.

(From: Harding K. Going International 2008, p. 181)

HOTEL CHEYENNE

Prices from £174

Like a scene from a Wild West movie, the fourteen frontier-style buildings of the Hotel Cheyenne are grouped around a Main Street of wooden walkways, covered porches, behind which lie the Indian village, and Fort Apache play area.

The Hotel Cheyenne stands on the left bank of the Rio Grande river. It is superbly themed and the Western styling runs right through to the bedrooms. They are especially suitable for families, with one double bed and two additional beds in every room. In fact, the additional beds are even large enough for adults who wish to share a room. They have private bathrooms (bath and shower), ceiling fan, TV with international channels, and telephone.

You can eat at the Texas-style Chuckwagon Café with its BBQ specialities, breakfast from FF45 (child FF35), dinner from FF100 (child menu FF55), and enjoy country music at the Red Garter Saloon. There is a coin-operated guest laundry available within the hotel.

Room-only accommodation.

Official classification: two-star.

(From: Harding K. Going International 2008, p. 181)

Table 23

Name of the hotel	
Theme	
Facilities in the hotel	
Facilities in the room	
Restaurants	
Classification	
Price category	
Any other information	

Think about whom each accommodation would be suitable for. Describe in detail different groups of imaginary tourists for each accommodation type.

Describe your hotels to each other. Imagine other groups of tourists you described for your own hotels have to choose one of the hotels described by your partner. Match each tourist group with one of your partner's hotels. Ask for more information if necessary.

TOURISM IN STRATFORD-UPON-AVON

Stratford-upon-Avon is a town in the centre of England, famous as the birthplace of William Shakespeare. It attracts a large number of tourists. What do you think are the advantages and disadvantages of tourism for the people who live and work in Stratford-upon-Avon?

Read the following text about Stratford-upon-Avon and answer the questions after the text.

TOWN SEEKS REFUGE FROM TOURISM BOOM

More tourists would not be welcome in Stratford-upon-Avon according to a survey of more than 2,000 of its residents. Visitor numbers have reached their limits and should be capped at existing levels.

The survey, thought to be the first of its kind in Britain, also showed that although slightly more than half the residents thought the benefits of tourism outweighed its drawbacks, a sizeable minority – 28 per cent – disagreed.

Stratford, with a population of 23,000 but about 2.5 million visitors a year, probably faces more pressure from tourists than any other English town and is the subject of the English Tourist Board's first three-year national pilot project on visitor management in historic towns.

The survey was carried out this summer after fears voiced by the English Historic Towns Forum that many historic centres are unable to cope with rising numbers of visitors. An 'environmental capacity' study of

Chester showed that so many tourists were crowding into its centre that they were spoiling it for each other.

In Stratford, 57 per cent of residents thought that current tourist numbers were 'about right', 40 per cent thought they were too high, and only 3 per cent favoured an increase. However, the steady rise in numbers, which has brought a million more tourists to Stratford over the last 15 years, nearly half of them from North America, seems likely to continue.

Maureen Hicks, director of the visitor management project, said 'The message is that although we can just about manage as we are, we are reaching the point of severe congestion at peak times.'

The move out of recession, the increase in overseas visitors to Britain, and the popularity of Stratford meant some important decisions would 'have to be faced up to', she added.

The survey showed that 86 per cent of residents wanted an end to traffic congestion. However, they were divided about solutions. Park-and-ride schemes were the most popular but Mrs. Hicks said that residents were 'petrified' of more permanent changes, such as pedestrianization.

The 52 per cent who support tourism cited the jobs it brought, their 'civic pride' in the town's popularity, and the support tourism gave to town facilities. The 28 per cent who were opposed said tourism raised prices in shops and restaurants, caused congestion and environmental damage, and interfered with residents' enjoyment of the town.

About 28 per cent of the jobs in the town centre of Stratford depend on tourism. However, despite the view that tourism was a major part of the local economy, most people viewed it as an industry of low-paid, seasonal, or part-time jobs.

(From: Harding K. Going International 2008, p. 134-135)

VOCABULARY

survey [ˈsɜːveɪ] = visiting

to cap [kæp] = here: to stop

to outweigh [ˈaʊtweɪ] = to compensate

to face [feɪs] up [ʌp] to smth. – примириться з чимось

congestion [kənˈdʒestʃən] – перевантаження

Answer the following questions:

1. How many people took part in the survey?
2. Did the majority of residents think tourism was a good thing or a bad thing for the town?
3. What is the proportion of tourists to residents in the year?

4. What other English town was also worried about the number of tourists?
5. How many residents thought the number of visitors was too high?
6. How many residents thought the number of visitors was too low?
7. Which country do many tourists to Stratford come from?
8. Why has the number of visitors increased?
9. What suggestions have been made for reducing traffic problems?
10. How many jobs in the centre of Stratford depend on tourism? What type of jobs are they?

The Stratford Tourist Information Centre has called a meeting to discuss what can be done and to make recommendations to the local government. Use the statistics and information in the Survey Report above to act out the following role-play and debate.

Divide into groups with a minimum of five in each. One person in each group is the co-ordinator from the Tourist Information Centre. The others should divide as pro-tourism residents and anti-tourism residents.

Tourist Information Officer (Co-ordinator)

Read the text again to identify the main problems and areas of concern. Set the agenda of discussion points. During the debate try to conclude in which everyone is reasonably happy. For example, turn someone's objection into a proposal. Think about how you as a Tourist Information Centre can help to improve the situation, by giving better information, introducing restrictions, etc. Make sure that by the end of the meeting you have a definite set of proposals to put to the local government.

Pro-tourism residents and local hoteliers

You must argue for the advantages of tourism. What does tourism bring to the town? Read the text again to get some more ideas.

Anti-tourism residents

Why are you opposed to tourism? What are the particular problems which tourism brings? What suggestions do you have for controlling and limiting it? Read the text again to get more ideas.

(From: Harding K. Going International 2008, p. 136)

Hold the debate. When you have finished write down the list of proposals which you have agreed on as a group.

GENERAL TASKS

I. Translate the following words and phrases into English. Fill in the right column of Table 24:

Table 24

«усе включено»	
знижка	
безкоштовний	
дорогий	
дешевий	
басейн	
решта (здача)	
страхування	
прибуття	
відліт	

II. Give the synonyms of the following words. Fill in the right column of Table 25:

Table 25

A	B
departure	
seaside	
lawn	
brochure	
accident	
flight	
price	
insurance	
disaster	
renowned	

B: coastline, leaving, misfortune, air travel, grass, booklet, famous, charge, security, catastrophe.

III. Describe briefly Bangkok, Sydney, Paris, Stratford-upon-Avon or another place interesting for tourists.

**PART IV
EXCURSION WITH A GUIDE.
PROMOTION AND MARKETING
IN TOURISM.
DEVELOPMENTS IN TOURISM**

WORKING AS A TOUR GUIDE

What does a tour guide have to do? What does the job involve? Make two lists:

- a) the things a guide must do/is responsible for;
- b) the personal and professional qualities needed.

Compare your lists with another pair.

Jenny Townsend is a London 'Blue Badge' guide. Read the text 'How to Be a Good Guide'. It gives Jenny's view of what the job involves and what people expect from a tour guide. Does she mention any of the things you listed? Add the extra items to your lists.

HOW TO BE A GOOD GUIDE

Therefore, you want to be a tour guide. Although I work mainly in London and England, I am sure the job is more or less the same wherever you do your guiding. So let me give you some advice...

Most guides are hired for particular jobs. Tour operators and other people employ guides mainly to inform tourists about the places they are visiting. Therefore, a guide has to have a good sound knowledge not only of a particular place but also of other things, which are generally relevant – for example, architecture, history, and local customs. During our training, we intensively learn a vast amount of information about a whole range of subjects, and we have to be capable of jumping from one topic to another in the same sentence! However, the way in which a person conveys this knowledge is the key: you have to be good at judging what your audience is interested in and you have to know how to keep their attention. These are not easy skills, I can tell you!

A guide's commentary should be interesting, lively, and above all, enthusiastic. It should not be too academic and 'heavy', but neither should it be frivolous. A sense of humour is also important, but again one should only be humorous where appropriate. 'Getting the balance right' is the main skill of guiding and commentaries should vary according to each group. A group of schoolchildren and a group of architects require a very different approach.

Tourists ask many questions and a guide should be friendly, helpful, and approachable. Guides should not claim to know everything – we are not

superhuman! If you do not know the answer, say so, but add 'I'll find out for you'.

Questions can vary. They can be practical ones; it is important to know where the toilets are situated as well as the date of a monument! When things go wrong – as they occasionally do – a guide should pause and calmly sort out the problem, and try to make sure that the original itinerary is kept to.

A guide takes on a number of roles for the tourist: teacher, entertainer, ambassador, nurse, and 'the boss'. As a 'teacher', the guide is passing on information, as we have discussed. Most tour groups are on holiday so they want to enjoy themselves and want to be entertained to a certain extent. People also need looking after, so you sometimes have to be a nurse. Some people are jet-lagged or have minor illnesses (sometimes worse!). When we train, we do a basic first-aid course.

As a guide, you really are an ambassador for your country and it is your job to promote it. For many people you are the only person from that country that they have any contact with. As an ambassador, you also have to know about diplomacy and you are responsible for making sure everyone is happy.

You also have to be the 'boss' in order to ensure that the itinerary runs smoothly. You are often in charge of checking in and out of hotels, taking care of baggage, money, and so on. Efficiency is very important in all of this.

Above all as a guide, you have to like people. You meet the world in this job, some great people and some awful ones, but you have to try to treat them all as equals. Do not be patronizing, but welcome everyone as if they were a VIP to your country. Nevertheless, most of all enjoy it!

(From: Harding K. Going International 2008, p. 137-138)

VOCABULARY

approachable [ə'proutʃəbl] – той, що йде охоче на зустріч

to claim [kleɪm] – претендувати

ambassador [æm'bæsədə] – посол

jet-lagged ['dʒet,lægd] – той, що страждає від зміни годинних поясів

Read the text again and find words that match the following definitions.

- 1) working for oneself, not for a particular company;
- 2) a description of action and moving events;
- 3) silly, not serious;
- 4) easy to talk to and ask questions of;

- 5) a planned travel route;
- 6) a person representing his or her country;
- 7) feeling tired and unwell as a result of air travel;
- 8) immediate medical help (after an accident, etc.);
- 9) to advertise and publicize;
- 10) careful and skilful management of people and their problems;
- 11) treating someone like a child;
- 12) a very important person.

Would you like to be a guide? In what ways do you think it would be a good job or a bad job?

Here are some words and expressions often used when booking a guide (Table 26a, the left column). Match them with the definitions in the right column. Fill in Table 26b.

Table 26a

1 – pick-up point	A – abbreviation for ‘passengers’
2 – voucher	B – place, usually at a hotel or conference, where visitors can get help and advice
3 – transfer	C – place where the guide and coach meet the passengers
4 – gratuity (‘grat’)	D – a percentage paid to someone for bringing customers to a shop or other service
5 – pax	E – written details of which rooms visitors are staying in at a hotel
6 – incentive tour	F – a general sightseeing trip
7 – hospitality desk	G – a ticket which a guide can use instead of cash to take a group in to a famous place
8 – commission	H – a trip offered to a group of employees as a reward for good work
9 – panoramic tour	I – taking a group of visitors from their place of arrival to their hotel
10 – rooming list	J – money given to someone to say ‘thank you’ for good service

Table 26b

1	2	3	4	5	6	7	8	9	10

A TOUR OF SCOTLAND

You are going to read about a tour called “Four-Day Tour of Scotland and the English Lakes”. Before you read, think about the title. What would you want to know about it as a passenger thinking of going on the tour, and as the guide working on the tour? Make a list.

FOUR-DAY TOUR OF SCOTLAND AND THE ENGLISH LAKES

Our price includes the following features:

- ❖ three nights' accommodation with breakfast in a four-star hotel in Edinburgh, Scotland's historic capital city;
- ❖ an evening of Scottish music and dancing with a traditional Scottish dinner;
- ❖ a guided sightseeing tour of Edinburgh;
- ❖ a visit to a whisky distillery (including a free tasting with instruction);
- ❖ a full-day excursion to the rugged Trossach Mountains and the beautiful Loch Lomond – an optional cruise on the loch is available;
- ❖ a visit to a traditional tweed and woollen mill;
- ❖ a tour of the English Lake District;
- ❖ a scenic drive through Northumbria National Park.

Day 1

We travel to Edinburgh via Newcastle and the wild and charming scenery of the Northumbria National Park. We will make a photo-stop at the Scottish border in the lovely Cheviot Hills. Passing through Jedburgh with its beautiful abbey, we will arrive in Edinburgh in the early evening. After checking in at the hotel the rest of the evening is free for you to explore the city.

Day 2

Morning sightseeing in Edinburgh. You will see the elegant New Town and Princes Street, once described as 'the most beautiful street in the world', the Royal Mile, Holyrood House, and Edinburgh Castle. In the afternoon, we have included visits to a whisky distillery, and a tweed and woollen mill.

Day 3

Full day tour to the Trossach Mountains and Scotland's largest and loveliest lake, Loch Lomond – an optional boat cruise is available on the loch. Returning to Edinburgh we stop for a photograph of the 100-year-old Forth railway bridge, a showpiece of Victorian engineering. Then it is back to the hotel for an evening of traditional Scottish entertainment with dinner included.

Day 4

We will see more spectacular scenery today as we leave Edinburgh and travel south-west to Moffat, where we stop for coffee, and then on to

England where we visit one of the most popular parts of the country, the Lake District. We stop for lunch in the village of Grasmere, home of the poet William Wordsworth. There will be time to discover the many delights that Grasmere has to offer before boarding the coach for the final journey back to London.

(From: Harding K. Going International 2008, p. 141-142)

Answer the following questions:

1. Which cities are visited?
2. How many nights' accommodation are included?
3. What is the accommodation like?
4. What meals are included?
5. Are there any special visits or excursions?
6. What attractions are there on the journey back?
7. Where and when is the pick-up point?
8. Are gratuities included in the price?

Work in pairs. Play the role of the guide (A) and the representative (B) of the various companies and services used or visited on the tour.

Guide – A

You want to confirm the arrangements on your guide instructions and find out additional information about the services offered.

I. The George Hotel, Stamford

1. Information on hotel
2. What is included?
3. Private room?

II. Loch Lomond Boat Tours

1. How long?
2. What will we see?
3. Commission?

III. Glenkinchie Distillery

1. Facts about distillery
2. Free tasting?

Customers (Representatives) – B

Read the information about The George of Stamford, the Glenkinchie Distillery, and Loch Lomond Boat Tours. Answer the guide's questions. Also, find out the information from the guide so that you can fill in Table 27.

THE GEORGE OF STAMFORD

Period of charm and modern comfort come in equal measure at this delightful eighteenth-century coaching inn, where a sign across the road offers a warning to any prospective highwaymen. Characterful public rooms include two inviting lounges, one conservatory-style with exotic plants, a stylish cocktail bar, and a cosy snug. The walled garden is just the place for sitting in summer.

GROUPS CATERED FOR PRIVATELY

Try our new coffee shop! Fresh coffee and homemade biscuits £1.50.

GLENKINCHIE

Whisky made in the traditional way!

Enjoy a fascinating guided tour of Glenkinchie Distillery and sample its unique single malt whisky. Our superb distillery museum is open through the year.

Guided tours Mon. – Fri. from 09.30 till 16.30 (other times by appointment)

- ❖ Free tours
 - ❖ Visitor centre
 - ❖ Car parking
 - ❖ Shop
 - ❖ Distillery museum
 - ❖ Bowling green
 - ❖ Picnic site
 - ❖ FREE TASTING!
- N.B. For group visits please arrange in advance.

LOCH LOMOND BOAT TOURS

Why not bring your group on a romantic steamer cruise? Enjoy the scenic beauty of Loch Lomond, 'Queen of the Scottish Lakes', 24 miles long. See the beauty of Lennox Castle! Gaze at the height of Ben Lomond!

The one-hour cruise costs £4.00, and we pay 10% commission on pre-booked groups of 20 or more.

(From: Harding K. Going International 2008, p. 144, 182)

VOCABULARY

snug – затишне місце

distillery – винокурня, місце, де виготовляють віскі

malt – солод; malt whisky – віскі з солоду

Table 27

Place	The George of Stamford	Glenkinchie Distillery	Loch Lomond Boat Tours
Name of group			
Date of arrival			
Time of arrival			
Service required			
Number of people			
Special notes			

DESCRIBING CITIES, BUILDINGS, AND PEOPLE

Rome is a nice city. How many positive words can you think of to use instead of *nice* in this sentence? (e.g. *beautiful, exciting*). Make a list.

Fill in Table 28 by ticking the boxes to indicate which adjectives can be used with which nouns.

Table 28

positive word	cities	buildings	people	night-life and entertainment
ancient				
elegant				
famous				
fine				
glorious				
important				
lovely				
magnificent				
powerful				
proud				
splendid				
superb				
wonderful				

What adjectives can be used concerning other nouns (weather, clothes, pictures, music, etc.)?

Remember! The following adjectives can be used concerning people (both men and women): **nice, fine, good-looking, attractive**. The words **beautiful** and **pretty** are used only for describing women and children. When describing men, use the word **handsome**. The adjectives **beautiful** and **pretty** can also be used for characterizing things (e.g., **a beautiful dress**) and weather.

SEVILLE: WHAT TO SEE

Santa Cruz Quarter

This quarter, part of which was the old Jewish neighbourhood, is cool and shady with narrow, twisting streets, which are closed to cars, and delightful small squares full of flowers. Murillo was buried in the old church of Santa Cruz in 1682.

Maria Luisa Park

The Maria Luisa Park, with its majestic buildings built for the 1929 World Fair, is uniquely beautiful. Its eighteenth and nineteenth century surroundings overflow with geraniums and charm.

Cathedral

The gothic cathedral, which contains a vast wealth of artistic treasures, is one of the largest in Christendom, rivalling St. Peter's in Rome and St. Paul's in London. Columbus is buried here. Its tower, the Giralda, with a belfry and a huge bronze weather-vane in the form of a human figure, added in the sixteenth century, is the old minaret. The Orange Tree Patio was the site of the bazaar in Moorish times.

Alcázar

This is a fortified area containing an eleventh-century *mudéjar* palace, which has undergone several reformations. The Hall of Ambassadors, the gardens, and the tilework generally are noteworthy. Open daily from 9 a.m. to 1 p.m. and from 3 p.m. to 5 p.m. Entrance on the Plaza del Triunfo s/n.

Archive of the Indies

In the Casa Lonja, Archivo de las Indias is an incredibly valuable repository of ancient documents relating to the discovery and conquest of the Americas. Not all of the documents have been fully studied yet: it is not open to the general public, only to scholars.

Bullring

The Real Maestranza bullring where, according to both Bizet's opera and to local legend, Carmen's former lover Don José stabbed her to death, is the most ornate in Spain.

Hospital de la Caridad

This Hospital (Plaza de Jurado), which houses one of Seville's most important collections of art, was founded to care for the poor and the sick

and to bury the dead. Today it is an old people's home. It contains numerous artistic treasures, including paintings by Valdés Leal and Murillo. It was founded in the seventeenth century by a wealthy wastrel, Miguel de Manara (1629–79), after a bad binge in which he imagined men were coming to pick him up off the street and put him in a coffin.

(From: Harding K. Going International 2008, p. 147)

VOCABULARY

belfry [ˈbelfri] – дзвіниця

weather-vane [ˈweðəveɪn] – флюгер

s/n – Sp. sin número – without number

repository [rɪˈpɒzɪtəri] – сховище, склад

bullring [ˈbulriŋ] – арена для кориди

ornate [ɔːˈneɪt] – пишний

wastrel [ˈweɪstrəl] – марнотратник; нікчемна людина

binge [bɪndʒ] – випивка, гулянка

There are three stations in Seville: Bus Station, La Cadiz, and Cordoba. The city has the following places to see:

- ❖ Tourist Office;
- ❖ University (former tobacco factory);
- ❖ Cathedral and Giralda;
- ❖ Santa Cruz Quarter;
- ❖ Maria Luisa Park;
- ❖ Alcázar;
- ❖ Casa Lonja and Archive of the Indies;
- ❖ Plaza de España;
- ❖ Real Maestranza Bullring;
- ❖ Hospital de la Caridad;
- ❖ Alameda de Hércules;
- ❖ Museum of Fine Arts;
- ❖ Archaeological Museum;
- ❖ Town Hall;
- ❖ Casa de Pilatos;
- ❖ Torre del Oro (Naval Museum).

The churches and convents available in Seville:

- ❖ Basilica de la Macarena;
- ❖ Convento de Santa Clara;
- ❖ Monasterio de San Clemente;
- ❖ Iglesia de la Magdalena;
- ❖ Basilica de Jesus del Gran Poder.

Imagine you are taking the following groups on a guided tour of the city. What things are they going to be interested in in general? Discuss with a partner:

- a) a group of businessmen;
- b) a group of elderly people;
- c) a group of architecture students;
- d) a group of teenagers.

Look at the extract from a guidebook to Seville given above. How suitable are each of the places mentioned for the four groups? Discuss and give each place a score from 0 to 5 (0 = not suitable at all, 5 = very suitable).

Find the map of Seville in the Internet and plan a morning tour for each of the four groups, starting and finishing at the Tourist Office and visiting at least three places.

Choose one of the tours and write what you would say at each of the sights. Then 'give' the tour to the others in the group.

TYPES OF ADVERTISING AND PROMOTION IN TOURISM

Analyse the slogans and extracts from the advertisements connected with tourism (Table 29a, left column) and match them with the destinations and services (right column). Then fill in Table 29b putting the correct letter under the corresponding number.

Table 29a

1. Where the sunshine never goes on holiday	a) Eurostar train London to Paris
2. ANSWER THE CALL OF THE WILD	b) holidays for people aged over 50
3. The surroundings may be your greatest handicap	c) Portugal
4. <i>Come fly the friendly skies</i>	d) brochure supply service for Australia and New Zealand
5. IT ONLY TAKES A TICK TO GET THERE	e) Iberia group airline
6. <i>You drive – we'll take the car!</i>	f) an American airline
7. <i>For the time of your life</i>	g) skiing in the Canadian Rockies
8. The sun is smiling on you down under	h) Australia
9. <i>It couldn't be easier. Step on in the heart of one capital city, three hours later step off in the heart of another.</i>	i) golf holidays in the US mountains
10. LEADING THE WAY TO LATIN AMERICA	j) African safaris

11. It's your last run of the day. Your legs are burning... Your back is killing you... What's the first thing you do when you reach the bottom? Head straight for the lift!	k) car ferry company
---	----------------------

(From: Harding K. Going International 2008, p. 150-151)

Table 29b

1	2	3	4	5	6	7	8	9	10	11

The advertising slogans in the previous exercise are all from newspapers, magazines, and display posters. What other forms of tourism advertising and promotional activity can you think of? Make a list.

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

- ❖ advertisement in magazine or newspaper
- ❖ leaflet given out in the street
- ❖ leaflet available in travel shops
- ❖ advertisement in theatre programme
- ❖ neon sign in city centre
- ❖ advertisement on a billboard by roadside
- ❖ poster at railway station or airport
- ❖ television advertisement
- ❖ cinema advertisement
- ❖ press release
- ❖ sponsorship of a sporting event
- ❖ sales promotion, e.g. early booking discount
- ❖ personal selling, face-to-face or tele-sales
- ❖ direct mailing/mailshots
- ❖ web site on the Internet
- ❖ point-of-sale promotion (leaflet, poster)
- ❖ commission to selling agent

Which type of promotional activity do you think would be best for the following?

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

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

Travel agents are concerned with direct face-to-face promotion and selling. You are going to read an article, "How to sell your product", which gives travel agents some information on the five stages of selling. Before you read, what order do you think these five stages would be in?

- a) find out what the customer wants
- b) post-sales contact
- c) show product knowledge and expertise
- d) help the customer relax
- e) close the sale

Now read the article to identify the correct order and provide the five missing sub-headings. Fill in Table 30.

HOW TO SELL YOUR PRODUCT

Competition in the travel agency business is not easy. Businesses that want to survive must know how to gain customer confidence, present their products, and ultimately close the sale. Many books have been written on the art of successful selling, so here are some of the choicest tips in five simple stages.

Stage 1. First impressions count. Whether or not you agree with him, there is no denying the fact that most people hope a visit to the travel agent will be a prelude to, if not the memory of a lifetime, then at least the high point of the year. A warm smile, a pleasant appearance, and good eye contact all help the would-be traveller to relax, safe in the knowledge that he or she is in the hands of a professional.

Stage 2. The next stage is to identify the needs of the prospective client. This is done by asking questions about the composition of the group, the destination and duration of their trip, their preferred mode of travel, and their anticipated expenditure. The problems encountered at this stage range from the client not having a very clear idea of what they want, to their being unrealistic about what it is going to cost. As soon as the salesperson has established the customer's requirements, he or she moves on to the next stage.

Stage 3. Effective sales staff will demonstrate good product knowledge by pointing out not only the relevant features of a variety of travel packages, but also their advantages. Evidence shows that the agent who demonstrates intimate knowledge of the product that they are

recommending is more likely to achieve a successful sale. However, it is impossible to be familiar with all aspects of each company's services. Therefore, it is vitally important that the salesperson is able to access information quickly through use of the computer or the brochures provided by the tour operators. Let us assume that the first package you draw to your customer's attention seems to meet with their approval. The sale does not stop here. It is now a good idea to show something else, if only to point out the comparative advantages of the first choice.

Stage 4. That way, with luck, the salesperson may proceed with closing the sale – in other words, the client makes a commitment of some kind. The ideal outcome is that the client makes a firm booking by paying a deposit. Yet the salesperson must make sure clients do not feel pressurized into deciding one way or another. If need be, the salesperson should offer to call them later or invite them back in.

Stage 5. A good sales procedure does not stop with a successful sale. Interest and care must be shown to ensure customer satisfaction. It has become common practice in many travel agencies to maintain some form of post-sales contact using a 'welcome home' card, both to inspire customer loyalty and to encourage a high level of repeat business. The skill of selling successfully to a growing customer base requires human interest, dedication, and above all, hard work.

(From: Harding K. Going International 2008, p. 152)

VOCABULARY

confidence [ˈkɒnfɪdəns] – довіра

expenditure [ɪkˈspendɪtʃə] – витрата, споживання

outcome [ˈaʊtkɒm] – результат

Table 30

Stage 1	Stage 2	Stage 3	Stage 4	Stage 5

At which of the five stages might you hear someone say the following?
Fill in Table 31.

- a) I can really recommend this place – I was there myself last year.
- b) Please take a seat.
- c) Would you like me to make a definite reservation?
- d) Can I help you?
- e) We will be sending next year's brochure to you in a few weeks.
- f) Do you know where you would like to go?

- g) Let's see if we can find a similar package from another operator.
- h) That may be a bit beyond the price range you mentioned.
- i) Was everything satisfactory?
- j) Well, why don't you think about it and I will give you a call in the morning?

Table 31

Stage 1	Stage 2	Stage 3	Stage 4	Stage 5

What would you say in these situations? Discuss in groups and play the roles:

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

Work in pairs. Fill in Table 32 for a town or city that you know well, but that your partner does not. Make sure you include some negative points as well as positive ones (exaggerate if necessary – it is important that the place is not a perfect holiday destination!).

Table 32

Name of place	
Type of resort	
Travel time (from where you are now)	
Climate	
Famous sights	
Places to visit	
Food/beverages to try	
Accommodation	
Excursions	
Entertainment and nightlife	
Possible inconveniences	
Languages spoken	
Need for a visa	
Cost of living	

Cultural and religious differences	
Other difficulties	
Disadvantages/reasons not to visit	

When you have filled the forms in, exchange them with your partner. Look at the new form you have. You have to sell this holiday destination to your partner, so you will need to push and promote the positive aspects and disguise the disadvantages. Act out the role-play at the travel agency. Try to sell your partner's resort to your partner!

Choose a few other tourist destinations and products, which have obvious disadvantages, and try to sell them to other members of the group. Here are some suggestions:

- ❖ a ski resort in the summer (when there is no snow);
- ❖ a beach resort in the winter (when it is cold and there is no sun);
- ❖ a cheap basic hotel with no facilities (to business people used to staying in luxury expenses-paid hotels);
- ❖ a plane ticket from London to New York via Moscow and Addis Ababa;
- ❖ a broken-down caravan.

(From: Harding K. Going International 2008, p. 152-154)

HOLIDAY TYPES AND MARKET SEGMENTS

Analyse the list of specialist holiday types:

- ❖ safari;
- ❖ trekking;
- ❖ snowboarding;
- ❖ white-water rafting;
- ❖ heli-skiing;
- ❖ whale-watching;
- ❖ religious tours and pilgrimages;
- ❖ agro-holidays;
- ❖ rambling holidays;
- ❖ educational tours.

What do they involve? What sort of customer are they likely to appeal to? Make notes.

To market and promote these specialist holidays it is very important that the companies know who their market is likely to be. When identifying target markets, most organizations divide the total market into 'segments', or groups of customers who share similar characteristics.

There are several ways markets can be segmented or categorized:

- a) groups sharing a similar lifestyle (work patterns, social and leisure habits, etc.);
- b) age groups;
- c) ethnic and culturally-distinct groups;
- d) groups from the same country or region;
- e) gender (male/female);
- f) socio-economic class (e.g. managers, professionals, semi-skilled and unskilled workers, etc.).

In groups, choose three or four of the specialist holiday types from the first list. Analyse each one in terms of the six market segments from the second list. Compare your opinions with other groups. Because of this discussion, how would you promote each of the holidays?

Make up reports about different types of holidays, on the one hand, and different market segments, on the other hand (not necessarily types and segments from the above-mentioned lists, you may describe any type and segment you know).

(From: Harding K. Going International 2008, p. 155)

PROMOTION ON THE INTERNET

PROMOTING GEORGIA THROUGH THE INTERNET

I. What do you know about the American state of Georgia? Discuss these questions in groups.

1. Where exactly is Georgia located?
2. Which of these places are in the State of Georgia?

- ❖ Alabama
- ❖ Alberta
- ❖ Atlanta
- ❖ Charleston
- ❖ Columbus
- ❖ Dallas
- ❖ Rome
- ❖ Savannah

3. Do you know any songs or films associated with Georgia?
4. What type of holiday would visitors to Georgia have?

5. What do you think would be the aims and function of the Georgia Department of Industry, Trade, and Tourism?

II. Georgia, like many other tourist boards, and travel companies and organizations in general, promotes itself through the Internet.

1. What do you know about the Internet? Discuss in groups.

2. Have you ever used the Internet – either for e-mail or to look at information on the World Wide Web?

3. What is meant by the following terms?

www	to browse	to download
website	to click on something	desktop
home page	to search	mouse

4. What information would you expect to find out about Georgia through the Internet?

III. Now look at the welcome page of Georgia's entry on the World Wide Web. Read it quickly and check your answers for question 5 from Part I and question 4 from Part II.

Look at the underlined parts of the text. When clicked on, they all give access to other pages in the Georgia website giving more information. What additional information would you expect to find for each of these underlined parts?

State of Georgia Home Page

WELCOME

The Georgia Department of Industry, Trade, and Tourism is Georgia's official state agency for developing new jobs and creating capital investment. The Department carries out this mission by encouraging business investment, expansion of existing industry, locating new markets for Georgia products, promoting tourism, and promoting the state as a location for film and videotape projects. For more information, visit the online office of the Georgia Department of Industry, Trade, and Tourism.

1. ECONOMIC DEVELOPMENT

Information on Georgia's great business climate.

2. INTERNATIONAL TRADE

Welcome to Georgia. We invite you to begin your tour with a message from Governor Zell Miller.

To assist you in identifying Georgia products available for export, we have compiled MADE IN GEORGIA USA.

For additional information on Georgia's growth contact "trade@itt.state.ga.us" or call (404) 656 3571.

3. TOURISM

Visit the host state of the 1996 Olympic Games. Browse a calendar of events or search by areas of interest.

4. GEORGIA FILM

See Georgia's TV campaign across the Internet. Listen to Elton John's memorable theme for Georgia. Pattern your PC's desktop with lots of freely downloadable desktop images.

5. REGISTRATION

Request more information on the State of Georgia and register in our guest book.

Photo gallery of Georgia images

6. USA GEORGIA ON MY MIND

Georgia Links allows you to search hundreds of web sites in the state. Visit the Georgia Research Alliance to learn about exciting projects GRA has started in partnership with our state's research universities and business.

Visit the Georgia Chambers of Commerce Directory

Visit Creative Services

IV. Below are six extracts from other pages on the Georgia website. Match them with six of the underlined parts on the Welcome page. Fill in Table 33.

(A) September 7, 9 a.m. – 6 p.m. 1st Saturday Arts & Crafts Festival, Savannah 912-234-0295

(B) Georgia serves as the headquarters for dozens of major corporations. Many international companies also call Georgia home.

(C) Georgia plays a vital role in the nation's economy in farm commodities and equipment and service.

(D) Search: SAVANNAH – ATTRACTIONS
Savannah Waterfront Association, River St. Address: PO Box 572, Savannah, Georgia 31402 Phone: 912/234-0295 Historic and scenic River St. First Saturday.
Festivals – Dining – Shopping – Museums – Art

(E) The State of Georgia contains a wide variety of tourist destinations. Our northern Georgia mountains feature white-water rafting and numerous outdoor activities. Our coastal region includes some of America's most interesting islands. The grandeur of the classic south and the gleaming towers of Atlanta are both symbolic of our state. To learn more about each of our regions simply click on your area of interest on the map.

(F) The Georgia Film and Video Office helps make Georgia one of the most sought after locations for film production in America. Dozens of major motion pictures have been made in our state. From the rural vistas of *Deliverance* to the charming performances of *Driving Miss Daisy*, Georgia provides an excellent location for any story.

(From: Harding K. Going International 2008, p. 160)

Table 33

1	2	3	4	5	6

DESIGNING A WEBSITE

Design a website for your region.

Start with the welcome page. Would you have the same sections as the Georgia welcome page?

Which extra ones would you add to suit the attractions and facilities of your region?

Write the text for each section. Be brief – this is only the introduction! What pictures would you include?

How would you lay out the page?

Decide which words to highlight or underline – to allow the reader to click on them and look at them.

Make a complete list or map of all the pages you would include on your website. They will probably correspond with the underlined words on your welcome page.

Design one or a few of the other pages. For example, a page about a particular town or resort in your region, by analogy with the page about Georgia (see Part III and Part IV).

(From: Harding K. Going International 2008, p. 162)

PLANNING A PROMOTIONAL CAMPAIGN

Divide into groups. You are going to plan a campaign to promote tourism in the region where you are studying. These are your main aims: (1) to promote the region in general as a destination for potential tourists, (2) to promote a particular annual event, such as a festival, a sporting competition, or an anniversary of a local building or institution.

You will need to research and plan your campaign very carefully. Follow the guidelines below.

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

2. Identify your target market and describe likely market segments. Who are your potential customers? What are their common characteristics?

3. Set detailed objectives for the campaign. Are you trying to attract new customers, maintain existing ones, and raise awareness in general? What areas are you particularly aiming to increase?

4. Identify the best way to reach your target markets. Which promotional activities and methods are you going to use?

5. Identify the resources you will need to carry out your campaign.

6. Set a schedule for the next twelve months for both the general campaign to promote your region, and the promotion of the annual event you have chosen.

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

(From: Harding K. Going International 2008, p. 163)

TRAVEL AND TOURISM: STATEMENTS AND ASPECTS

Look at the following statements made by tourists and travellers. In pairs, decide whether you agree or disagree. Give reasons. Afterwards, compare your opinions with another pair.

“I would never go on holiday to a country whose politics I didn’t agree with.”

“Space will provide a vast new frontier for the adventurous to explore.”

“It doesn’t matter if you can’t speak the language of the country you visit.”

“If you live in a tourist resort you need the tourists but you also resent them.”

“Tourism is going to continue to expand. In fifty years’ time more people will be working in tourism-related jobs than any other type of job.”

“The best way to travel is alone.”

“Travelling makes you appreciate your home more.”

“Tourism ultimately spoils a country.”

Two of these statements are making predictions about the future. In general, what do you think tourism will be like in fifty years’ time?

(From: Harding K. Going International 2008, p. 164)

SPACE HOTEL

Imagine a hotel in space. How would it be different from the hotels of today? Who would want to stay there? Discuss the following questions:

1. What will a space hotel look like? What shape will it be? How big will it be? How will it be built?

2. How might these types of traveller benefit from a space hotel: businessmen or women, elderly people, families with children, honeymoon couples?

3. What traditional hotel facilities will remain? How might they change? For example, think about cabins and showers/washing facilities.

4. Which sports and recreational activities will be possible in a space hotel?

5. What kind of food will travellers eat?

6. Staying in space will be expensive. How could tickets be made cheaper?

Read the article by Edward Welsh about the proposed NASA Space Hotel. It gives the answers to some of these questions. Compare them with your own answers and fill in the gaps in the advertisement below.

NASA TO OFFER ROOMS WITH A VIEW IN ORBITING HOTEL

Welcome to the hotel in space: a hotel orbiting Earth, NASA, the American space agency, is sponsoring a project to build a space station for tourists.

A firm of architects that specializes in hotels is drawing up designs. Wimberley Allison Tong & Goo, an American architectural practice based in Honolulu, Hawaii, envisages the hotel accommodating 100 people as it orbits the Earth. Passengers will be transported to and from it by the next generation of space shuttles.

At present, it costs about £5m to buy a ticket into space: two Japanese businessmen paid that amount to join a Russian space trip last year. However, the project's backers believe prices will drop dramatically with the advent of new spacecraft.

They estimate it will cost less than £10,000 per head to check into the space hotel for three days of out-of-this-world views and the chance to experience weightlessness.

Buzz Aldrin, the former astronaut and second man to step on the moon, believes the opportunity to book a long weekend in a low-earth orbit would prove hugely popular. He is planning a lottery scheme that would reduce the cost of space travel for winners to a mere £50.

'The view from space is like having a globe on your desk', he said. 'It is a broadening experience after looking at parts of the Earth such as the Mediterranean or bits of America on maps and then to see them for real.'

A viewing deck designed as a glass bubble will have panels providing computer-aided images to help guests identify which part of the Earth they are looking at. The panels will also show relevant information such as weather conditions.

Guests will be served food grown hydroponically on board, and prevent their muscles from atrophying by playing ball games in zero gravity.

They will also get a chance to pay a visit to the planned international space station, which should be orbiting Earth by then. Nevertheless, with nowhere else to go, the only other day trips available would be spacewalks.

The plan envisages the hotel being divided between areas of zero and artificial gravity. This will allow guests to experience floating in space but also provide a refuge for the one in two passengers expected to suffer from space sickness. An area with artificial gravity will also help guests have a shower.

Howard Wolff, Vice-President of the architects, said the project had presented him with a completely different set of problems in comparison to his normal work designing holiday resorts. 'It's like developing a new, vast, and wonderful frontier', he said. 'But the point will be to strike a balance between creating an out-of-this-world experience and providing some creature comforts.'

(From: Harding K. Going International 2008, p. 164-165)

VOCABULARY

to envisage [ɪnˈvɪzɪdʒ] – розглядати питання

hydroponically [ˌhaɪdrəˈrɒnɪkəlɪ] – гідропонно, без ґрунту

Fill in the gaps in the advertisement:

**THE MOST EXCITING EVENT
IN TOURISM THIS CENTURY!**

The NASA Space Hotel

Opening in the year (1) _____ .

Accommodation for (2) _____ people at a cost of (3) _____ per person – but you can buy a ticket for only £50 in our special (4) _____ !

Special features include:

A chance to really watch the world go by from the (5) _____ .

Day trips to (6) _____ , and you can also go on a (7) _____ .

Zero gravity area and (8) _____ gravity area.

Designed by the architects (9) _____ , to give the perfect balance of an (10) _____ experience combined with some of the (11) _____ you naturally expect from a luxury hotel.

In groups, discuss the following questions.

1. How likely do you think these developments and predictions really are?

2. Would you like to visit the space hotel described in the article? What would you like or dislike about it?
3. What job opportunities would there be in such a hotel?

(From: Harding K. Going International 2008, p. 165)

PREDICTING FUTURE TRENDS IN TOURISM

In groups, discuss likely future developments in world tourism:

1. In fifty years' time, where will the most popular tourist destinations be?
2. Which new countries will tourists come from in the next fifty years?
3. What kinds of holiday will these new tourists be looking for?
4. Will these new tourists be attracted to your country? What things will you need to develop in order to attract them?

Divide into groups of three or four. Choose one of the following topics:

- ❖ hotels (on Earth!);
- ❖ air travel;
- ❖ other forms of travel and transport (road, rail, sea, river);
- ❖ entertainment and recreational facilities;
- ❖ holiday types;
- ❖ tourist attractions and facilities in the town/city where you are studying.

Discuss the possible developments in the topic area you have chosen over the next fifty years. Write down your main opinions and predictions and pass them to another group for discussion and reaction.

Produce an outline proposal for tourism development in your country over the next fifty years (for example, build a new airport, train multilingual guides, etc.).

(From: Harding K. Going International 2008, p. 166)

THE ADVANTAGES AND DISADVANTAGES OF TOURISM. TOURISM AND THE ENVIRONMENT. SUSTAINABLE TOURISM

Tourism brings both advantages and disadvantages. Here is a random list of pros and cons. Put them in the correct section of Table 34, and add any others you can think of:

- a) creates jobs;
- b) leads to overuse of water and other natural resources;
- c) causes beach and cliff erosion;

- d) disrupts traditional work and employment patterns;
- e) preserves traditional arts and crafts (e.g. as tourist souvenirs);
- f) helps people from different countries and cultures understand each other;
- g) creates a lot of pollution;
- h) brings money into a country (and to local people);
- i) changes the real meaning of festivals to suit the needs of tourists;
- j) damages the environment;
- k) destroys the natural environment of some animals and birds, as well as people;
- l) broadens people's knowledge of the world;
- m) encourages greed.

Table 34

aspects	advantages	disadvantages
environmental		
economic		
social		
cultural		
other		

Which of the points in this exercise do you particularly agree or disagree with? Can you think of any real examples? For instance, the building of a new airport damages the environment and makes a lot of pollution, but also creates jobs and brings money into a country.

(From: Harding K. Going International 2008, p. 167)

THE IMPACT OF TOURISM IN THE DEVELOPING WORLD

Read the poem "When the Tourists Flew In" and the article about the Bedouin of Petra in Jordan.

Which points listed before Table 34 are illustrated in the two texts? Make a list of the different effects tourism has had on the local people.

Both the poem and the article present a very negative view of the impact of tourism. In groups, imagine you are responsible for the development of tourism in both of these regions.

1. How can you put across a more positive message about the two situations?

2. What changes and safeguards could you introduce in order to ensure that the impact of tourism was not so negative in those areas?

WHEN THE TOURISTS FLEW IN

The Finance Minister said,
'It will boost the economy,
the dollars will flow in.'

The Minister of Interior said,
'It will provide full
and varied employment
for all the indigenes.'

The Minister of Culture said,
'It will enrich our life...
contact with other cultures
must surely
improve the texture of living.'

The man from the hotel chain said,
'We will make you
a second Paradise;
for you, it is the dawn
of a glorious new beginning!'

When the tourists flew in
our island people
metamorphosed into
a grotesque carnival –
a two-week sideshow.

When the tourists flew in
our men put aside
their fishing nets
to become waiters,
our women became whores.

When the tourists flew in
what culture we had
flew out of the window,
we traded our customs
for sunglasses and pop,
we turned sacred ceremonies
into ten-cent peep shows.

When the tourists flew in
local food became scarce,
prices went up,
but our wages stayed low.

When the tourists flew in
we could no longer
go down to our beaches.
The hotel manager said,
'Natives defile the sea-shore.'
When the tourists flew in
the hunger and the squalor
were preserved
as a passing pageant
for clicking cameras –
a chic eyesore!

When the tourists flew in
we were asked
to be 'sidewalk ambassadors',
to stay smiling and polite,
to always guide the 'lost' visitor...
*Hell, if we could only tell them
where we really want them to go!*

THE BEDOUIN OF PETRA

(by John Shoup)

Tourism is one of Jordan's major sources of foreign currency, and the government has decided to capitalize on the country's rich archaeological and biblical sites in order to attract large numbers of western tourists and Christian pilgrims. Most visitors come to Jordan as part of Holy Land tours. After visiting sites in Jordan, they cross the King Hussein Bridge to the West Bank.

Two sites in Jordan are always included: the Greco-Roman city of Gerasa (modern Jerash), 48 km north of the capital city of Amman, and Petra, the Nabatean capital, 262 km to the south.

Tourism in Petra has a long history, but it is only in the past thirty years or so that the area has been rapidly developed for that purpose. The central government as an important source of tourist revenue has

recognized Petra, and the benefits of tourism to the economic growth of the region and the nation have overshadowed consideration for the impact on the local tribes, especially the Bidul (Bedouin).

The Bidul used to raise gardens as well as herd flocks, but few young men are engaged in agriculture or pastoralism now. The tourist trade supports most of the young Bidul families. Most try to sell souvenirs or to operate refreshment stands. Near the Roman theatre, some six stands are located, operating in close competition. Only a few make much money, but the daily income is more than twice what they could make in agriculture. Where once dozens of gardens were found, only two remain today. Flocks have been given over to the women and children to watch.

The Bidul used to offer Bedouin hospitality to all visitors, even tourists. Being members of a poor tribe, they experienced hardship because of having to feed extra mouths. It was expected that the visitors would leave a gift, no matter how small, for their hosts. Tourist abuse of Bedouin hospitality has caused a change in this. Although hospitality is offered, Bidul expect to be paid in cash, any currency.

Tourism, and to a lesser degree archaeology, have been responsible for a number of changes in nearly every aspect of life in the Petra area. The region's importance to the national economy as a main attraction for foreign visitors has stimulated rapid development. The local people have been caught up in the development process and have been forced to change in the manner dictated by it.

(From: Harding K. Going International 2008, p. 168)

VOCABULARY

impact [ˈɪmpækt] – тут: вплив

revenue [ˈrevɪnju:] – річний дохід

to overshadow [ˌoʊvəˈʃædəʊ] – затьмарити

refreshment [rɪˈfreʃmənt] stand [stænd] – буфет (*напр., на вокзалі*);
автомат напоїв

abuse [əˈbju:s] – зловживання

SUSTAINABLE TOURISM

Match the verbs in the left column of Table 35a with the nouns and phrases in the right column to form a suitable collocation. There may be more than one possibility. Fill in Table 35b.

Table 35a

1 – arrange	A – activities
2 – carry out	B – campaigns
3 – encourage	C – (our) customers
4 – listen to	D – detailed information
5 – monitor	E – local employment
6 – provide	F – (the) number of...
7 – recruit	G – research
8 – support	H – (the) use of...

Table 35b

1	2	3	4	5	6	7	8

Read this promotional statement by the tour operator, Green Earth Travel. For each of the points, decide which of the principles of sustainable tourism they could be connected with.

OUR PROMISE TO YOU...

Green Earth Travel is a responsible tour operator. We are committed to the principles of sustainable tourism. We aim to provide the traveller with a memorable and fascinating experience, but at the same time we are aware of the impact that mass tourism can have on the environment and on the culture and economy of a society. Like you, we are concerned, like you, we want to do something about it. In particular, we:

- 1) monitor the number of tourists visiting our chosen areas;
- 2) keep in close contact with local conservationists and regularly discuss any environmental changes caused by tourism in the area;
- 3) ensure that the type and scale of our tours is appropriate to local conditions;
- 4) encourage the use of local materials and ensure that we only use hotels and accommodation options which blend in with the surroundings;
- 5) recruit local employment rather than expatriate wherever possible;
- 6) respect local customs and traditions;
- 7) arrange activities and excursions, which ensure genuine contact with local people;
- 8) provide detailed information on the cultural traditions of the places our customers are visiting;
- 9) carry out ongoing research into the impact of tourism;
- 10) support campaigns to raise the level of environmental awareness in the industry;

11) listen to our customers and welcome suggestions for improving standards.

(From: Harding K. Going International 2008, p. 172)

VOCABULARY

to blend [blend] in with – тут: поєднуватися, гармоніювати
to recruit [ri'kru:t] local ['loukəl] employment [im'plɔimənt] –
влаштовуватися на роботу на батьківщині
expatriate [ek'spætriət] – тут: емігрувати
ongoing [ˈɒŋ,ɡoʊɪŋ] – поведінка

Which of the promises listed above would be broken in the following situations? How would you respond to the comments (in brackets) made by the companies concerned?

1. A hotel imports people to work as waiters and barpersons. ('There aren't enough local people with the right skills.')

2. A tour operator tries to get as many people as possible to a resort, and builds extra hotels cheaply where necessary. ('If people want to go there, then we're only providing what they want.')

3. An international hotel chain builds a fifteen-storey hotel on the beachfront. All the other hotels in the resort are four storeys or less. ('It takes up less ground space.')

4. A tour company moves the date of a local festival so that it coincides with the peak season. ('That way more people get to see it and find out about the local people and their traditions.')

5. A tour operator and travel agent does not bother to send out feedback questionnaires to its customers. ('We send them next year's brochure. We're not interested in the past; we just want them to buy next year's holiday.')

RESPONSIBILITY IN THE TOURISM INDUSTRY

Think about other sectors of the tourism industry. How could they help to be more 'green' and encourage sustainable tourism? In groups, list ideas for each of the following sectors:

- ❖ Air Travel;
- ❖ Road and Rail Travel Cruises;
- ❖ Tourist Information Guiding;
- ❖ Promotion and Marketing.

Choose one of the sectors and prepare a statement of philosophy from the 'green' point of view, like the Green Earth Travel statement.

(From: Harding K. Going International 2008, p. 173)

SIMULATION – THE DEVELOPMENT OF TOURISM IN AN IMAGINARY COUNTRY

Paradise is an imaginary island. It is approximately 80 km long by 50 km wide. A former colony recently gained independence, and has a democratically elected government. There are only basic facilities, but the climate and geography are potentially good for tourism. Now only a few tourists visit the island, mainly independent travellers.

After a recent referendum, the government has decided to develop tourism. The referendum made it clear that any development needs to be on a sustainable basis, with proper concern for all aspects of the environment and the native culture.

Divide into groups of four or five. You are the government department, which has been given responsibility for planning the development of tourism on Paradise.

First, you have to establish the details of Paradise as it is now.

I. Draw a map of the island. Be sure to include geographical features like beaches, mountains, rivers and farmland, a port (or ports), a capital city and other settlements, and any other features you can think of. Decide on the basic characteristics of the island:

- ❖ climate;
- ❖ population;
- ❖ location;
- ❖ local food production and industry;
- ❖ transport systems;
- ❖ other elements.

II. Now think about your objectives.

1. What type of tourist destination do you want Paradise to be?
2. What type of holidays can you offer?
3. What type of people do you want to attract, and where from?

III. Plan the first phase of development.

What things do you need to build immediately (e.g. roads, airport, hotels, etc.)? Where are the resorts going to be?

IV. Plan more detailed development.

1. What type of accommodation are you going to provide?
2. What skills will you need? Will you train local people or import workers?
3. What shops and facilities do you need?
4. What other services should you provide?

V. Plan your promotional campaign.

1. Where are you going to market Paradise?
2. How are you going to market it?

VI. Present your report in a clear and professional way, using diagrams and pictures if possible. Compare your plans with those of other groups. What similarities and differences are there?

(From: Harding K. Going International 2008, p. 173-174)

GENERAL TASKS

I. Translate the following words into English. Fill in the right column of Table 36:

Table 36

реклама	
замовник	
ярмарок	
виробник	
огляд визначних місць	
сусідство	
собор	
скарб	
відкриття	
ринок	

II. Give the synonyms of the following words. Fill in the right column of Table 37:

Table 37

A	B
to go to and fro	
customer	
advertisement	
extract	
promotion	
marketing	
to book	
to supply	
magazine	
charm	

B: purchaser, to walk, support, trade, announcement, fragment, beauty, to order, to provide, journal.

III. Check whether the following statements concern Scotland (A) or Seville (B):

1. Three nights' accommodation with breakfast in a four-star hotel can be booked in Edinburgh, the historic capital city. ____

2. Santa Cruz quarter, part of which was the old Jewish neighbourhood, is cool and shady with narrow, twisting streets which are closed to cars, and delightful small figures full of flowers. Murillo was buried in the old church of Santa Cruz in 1682. ____

3. A tour of the English Lake District is available here. ____

4. A scenic drive through Northumbria National Park takes place in this region. ____

5. The Maria Luisa Park, with its majestic buildings built for the 1929 World Fair, is uniquely beautiful. Its eighteenth and nineteenth century surroundings overflow with geraniums and charm. _____

6. A visit to a whisky distillery (including a free tasting with instruction) can be fulfilled here. _____

7. The Gothic cathedral, which contains a vast wealth of artistic treasures, is one of the largest in Christendom, rivaling St. Peter's in Rome and St. Paul's in London. Columbus is buried here. _____

8. The Real Maestranza bullring, where, according to both Bizet's opera and to local legend, Carmen's former lover Don Jose stabbed her to death, is the most ornate in the region. _____

9. There are the following objects in this region: _____

- Alcazar;
- Hospital de la Caridad;
- Casa de Pilatos;
- the river Guadalquivir.

10. A full-day excursion to the rugged Trossach Mountains and the beautiful Loch Lomond – an optional cruise on the loch is available in this region. _____

IV. Play the role of a tour guide. Describe a real or imaginary situation of conducting an excursion around Uzhhorod or another place of Transcarpathian region (or Transcarpathia in general) for foreigners.

V. Describe briefly, what you know about different ways of promoting tourism products or services.

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