

**O‘ZBEKISTON RESPUBLIKASI OLIY VA O‘RTA MAXSUS TA‘LIM VAZIRLIGI  
SAMARQAND IQTISODIYOT VA SERVIS INSTITUTI**

**“Tillarga o‘qitish” kafedrası**

# TOURISM BRANCHES

**(O‘QUV USLIBIY QO‘LLANMA)**



**SAMARQAND – 2013**

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Ushbu o'quv uslubiy qo'llanma turizm yo'nalishi bo'yicha ta'lim olayotgan talabalarga va shu sohaga qiziquvchilar uchun mo'ljallangan bo'lib o'quv uslubiy qo'llanma turizm mehmonxona xo'jaligi, turistik agentstvalar va turistik kompaniyalarni, turistlarga xizmat ko'rsatish borasidagi ma'lumotlar jamlangan. Darslikda turizm sohasiga doir turli xil ma'lumotlar mavjud. Shuningdek talabalarning ingliz tilida og'zaki nutqini rivojlantirishga doir ko'plab gramatik mashqlar va so'z iboralari mavjud.

## **Introduction**

This textbook comprises concepts that students of travel and tourism management are most likely to encounter within their under-graduate or postgraduate and courses. Students from cognate subjects (such as leisure, geography or hospitality) will also find this book useful as it can help them understand the key concepts used in tourism book and articles.

Tourism as an academic discipline has a particular language, a terminology that combines concepts from a range of subjects, from economics and management to sociology and anthropology. The underpinning multidisciplinary and interdisciplinary make the study of tourism particularly challenging, as one is required to master a wide range of concepts, from “Accommodation” to “Zoning” via “Liminality” and “Logistics”. To learn the language of tourism research and to understand texts written by tourism scholars, one needs a reliable book: such is the function of this glossary.

- Concepts are placed alphabetically for ease of use.
- Entries are fully cross-referenced, as key concepts do not exist in isolation but are linked to one another; in the text.
- Entries vary in length, according to the complexity of the concept and the need to further explicate and illustrate.
- Suggestions for further reading as well as website references are provided when appropriate.

The authors have produced an integrated text book that takes into account the whole range of academic disciplines that have contributed to the development of tourism, business disciplines and social sciences alike. The definitions cover all the elements of the tourism system and service providers, from travel agents to visitor attractions via travel and transport.

## LESSON 1

### I. Read and translate the following text.

#### ACCOMMODATION

The accommodation sector forms a major part of the tourism industry and is required by all travelers apart from excursionists. It is arguably the most capital-intensive and labour-intensive area



of tourism, which is why most hotels are built by property developers and managed by hotel companies such as the Hilton Group. The accommodation product can be defined along the following criteria:

Its location (based on how accessible it is to customers);

The facilities offered (not only bedrooms, but other amenities such as bars, restaurants, conference facilities and fitness centres);

The services offered to customers (as reflected in its grading and classification rating);

- The image of the hotel (linked to wider issues of ownership and marketing);
- Pricing policy (which derives from the previous criteria).

There are many different types of accommodation; authors and professional associations have proposed several taxonomies, using different criteria. Simply put, the sector is usually broken down into the following units:



Hotels, motels, hostels;

Guesthouses, bed and breakfast, farmhouse accommodation;

Self-catering accommodation (apartments, cottages and gites);

Timeshare;

- Camping and caravan sites;
- Medical facility accommodation, health care centres;
- Cruise liners and ferries;
- Other types of accommodation (such as sleeping carriages on night trains).

The hotel sector of the industry is today dominated by global brands such as the Hilton Group, Marriott and the Holiday Inn Group. Within these main brands a number of sub brands are used to attract different market segments, for example the Holiday Inn Group operates Holiday Inn Select, Holiday Inn Express and Crowne Plaza. The quality of the accommodation product is

often based on classification (types of development and service offered) and grading (quality of the product). Most notional and commercial schemes concentrate on classification, with quality being seen as an «add-on». Similar to the airline sector with the introduction of low cost carriers, the hotel industry has started to see the introduction of «budget hotels» led by the Accor Group with the formula 1 product; other new entrants to the market include the easy Group with the easy Hotel concept. The in-depth study of the accommodation sector is part of the wider subject of hospitality management, which is supported by a well-developed literature and specialized journals.

**Words and expressions:**

accommodation- удобство

excursionist- человек, совершающий экскурсию

arguably- бесспорно

quality- качество

cost- цена

hospitality- гостеприимство

**Exercises:**

**II. Give the plural forms of the following nouns:**

Accommodation; industry; area; hotel; criteria; facility; image; site; market; hospitality.

**III. Answer the following questions:**

1. What is accommodation?
2. Where the accommodation product can be defined?
3. What are the types of accommodation?
4. What units you can name?
5. What is hotel sector dominated by?
6. What does in-depth study of the accommodation give?

**IV. Use the correct form of the adjectives given in brackets.**

1. This room is ... and ... than that one (big, comfortable).
2. It is arguably ... capital-intensive area of tourism (much).
3. ... hotels are built by property developers (many).
4. There are ... different types of accommodation (many).
5. Which is ... room in this hotels (large).
6. In our hotel there are ... rooms than in hers (few).

**V. Make up dialogue of your own on the topic «accommodation»**

**VI. Insert prepositions:**

- 1 .The accommodation sector forms a major part ... tourism industry.
2. The most area ... tourism are built ... property developers and managed ... hotel companies.
3. The in-depth study ... this sector is part ... hospitality and is supported ... literature.
4. The sector is usually broken ... ... the following units.
7. Write composition on «accommodation»

## LESSON 2

### I. Read and translate the following text.

#### AGENDA 21: «RIO SUMMIT»

Agenda 21 is a key document from the United Nations Conference on Environment & Development that took place in 1992 in Rio de Janeiro (Brazil). It stresses the importance of



promoting sustainable development and made several explicit references to tourism, specifically to ecotourism and sustainable tourism, exhorting governments and businesses «to promote more comprehensive use and economic contributions of forest areas by incorporating eco-tourism into forest management and planning» and «to promote the formulation of environmentally sound and culturally

sensitive tourism programmes as a strategy for sustainable development of urban and rural settlements». Only gradually will Agenda 21 be implemented, but tourism managers (especially the ones working in public sector policy-making) need to be aware of that framework. It confirms and reinforces international awareness and concern for sustainability in tourism development, as emphasized by the World Tourism Organization in other international agreements on tourism.

#### Agents of tourism development.

The phrase «agents of tourism development» is occasionally encountered in the literature to refer to groups of people who may directly play an active role in tourism development.



- Agents from the private sector, such as local landowners, tourism operators, developers, investors and financing agencies;
- Agents from the public sector such as local authorities and tourism government agencies;
- Agents from the voluntary sector, such as pressure groups from the local community.

As these agents may have different priorities and concerns, conflicts may occur between them (typically, local objections towards a new tourism project that may negatively affect the natural environment or the local identity, especially in rural contexts). Mediation may be necessary to help the agents work together so as to ensure not only mutual understanding, but also only cooperation and integrated planning. Instead of the word «agents», many texts use the broader concept of stakeholders.



### **Words and expressions:**

to promote - обеспечивать

sustainable – поддерживающий, выдерживающий

explicit - точный, определенный

exhort(ing) – увещевать, убеждать

comprehensive – всесторонний, исчерпывающий

to implement – выполнять, снабжать

framework - обрамление

to encounter- встретиться, наталкиваться

mediation – размышление

stakeholder -= владельцы ставок

### **II. Supply the given verbs in the necessary form:**

#### **a) to see, to look (at)**

1. «We shall have to operate on that leg, Mrs. Walsh.» «When?» I asked, not daring ... Mo-Mo.

2. «Don't worry, mother,» she said. I'm all right now. Don't you ... I'm much better already?»

3. Bart noticed a great change in Jane since he ... her on Sunday.

4. She lay back and ... him with frightened eyes.

5. They took their temperatures in silence. No one ... openly at her neighbour, or at the woman in the bed directly opposite. No one wanted the other ... the question in her eyes.

6. The little boy tried ... his tongue. He stuck it out, and shut one eye, and tried to examine it with the other, but he could only ... the tip.

#### **b) to stay, to remain, to leave**

1. The doctor told me my little darling would ... in hospital until she recovered.

2. When she ... the hospital you had better take her to the sea-coast and ... there for a week or two.

3. Please ... here till I return. I can't ... my sick daughter alone.

4 I've been invited to go and ... with some friends of mine in their cottage in Repino. We ... in a day or two.

5. I could not break the news of his father's death to him. The letter his mother had written ... in my drawer all day. I gave it to him only in the evening when we were alone.

### **III. Compose your own dialogues on the topic.**

### **IV. Answer the following questions:**

1. What is Agenda 21?

2. What does it stress?
3. What tourism managers must be aware?
4. Who are agents of tourism development?
5. Why may mediation be necessary?

**V. Insert articles where necessary and ask one another questions about the passage:**

**Weather signs**

Everyone talks and worries about ... weather. In England we are lucky really, because it is always changing, and although sometimes it is a nuisance to take ... raincoat whenever we want to go for ... walk. It is more fun to have ... varied climate than to live in ... country where you know that ... rain is going to come for certain at ... same time each year, and when it will be hot and when it will be cold. The incomparable beauty of our land is largely due to ... weather, and ... country all ... farmer's work depends upon it. And so, through ... year's, ... country people have passed down from father to son all sorts of quaint prophecies and sayings about ... weather, and some of them you will find most reliable. You can soon learn to read ... weather signs for yourself, and, of course, clouds are ... best guide if you want to become ... weather prophet.

**VI. Make up a plan of the text and retell it according to your plan.**

## LESSON 3

### I. Read and translate text:

#### AIRLINE ALLIANCES.

Airline alliances is a strategy initiated as a consequence of the dynamic changes experienced by the airline industry. In the 1990s, airline managers began to realize that by forming grouping and alliances with like-minded carriers they could help protect their market position due to increasing pressures of competition and globalization. The current crop of alliance grouping was initiated in 1997 when Lufthansa and United Airlines created the Star Alliance.



This was followed a year later by British Airways and American Airlines who formed the One world Alliance. The final alliance grouping, Skyteam, was created in 1999 by Air France and Delta Airlines. Airlines are quick to highlight the advantages such groupings can offer the customer, for example, Skyteam identifies on its website the following ten advantages that alliances bring to passengers including:



1. more miles
2. more lounges
3. guaranteed reservations
4. more flights
5. more fares
6. easy connections
7. enhanced check-in
8. single check-in
9. quality standards
10. reservation network

As the industry continues to consolidate, it is possible that passengers in the future will fly not on the current crop of alliances but with a virtual entity such as « Star Airlines in association with Lufthansa».

Although the study of airline alliances is still in its infancy, it is possible to classify them in different categories. In *The Airline Business in the 21<sup>st</sup> Century* Rigas Doganis proposed eleven types:

1. ad-hot pool arrangements
2. consortium arrangements
3. project- based joint ventures
4. full- brown joint ventures
5. revenue pooling
6. block space arrangements
7. code sharing
8. equity participation alliances
9. other marketing co-operation alliances
10. franchising
11. international joint ventures

### **Words and expressions:**

Consequence - последствие

due to - благодаря

lounge - праздное времяпровождение

enhance(d) - повышать, увеличивать

infancy - раннее детство

equity - справедливость, беспристрастие

### **Exercises:**

#### **II. Derive adjectives from the following nouns:**

Wonder, monument, legend, person, right, nation, revolution, occasion, remark.

#### **III. Find in the text all the irregular verbs and give their three forms.**

#### **IV. Insert the correct form of the verbs in brackets, give several version where possible and translate them into Russian:**

1. He ... certainly ... there now if he ... not ill ( to go, to be). 2. If the temperature ... to thirty degrees in the shade, it ... very close here ( to rise, to be) 3. If you ... money about you yesterday,... you ... that little book about climate and weather (to have, to buy). 4. If the weather... nice we ... without out raincoats on ( to look, to go). 5. We ... to the South last summer if it ... not ... so hot there (to go, to be). 6. If I ... not ... my umbrella with me yesterday, I ... ( to have, to be wet to the skin). 7. If it ... like rain, we ... at home (to look, to stay). 8. They ... out of town next Sunday if the weather ... (to go, to keep fine)

## **V. Ask questions on the text and let you follow students answer them.**

### **VI. Translate into English:**

1. Как жаль, что нам нужно уезжать через два дня. Мы здесь замечательно отдохнули. Горный воздух и солнце сделали нас сильными и здоровыми. Мы все очень заняты последние дни. Сейчас я бегу на репетицию, так как мы решили дать прощальный концерт накануне отъезда.

2. Когда мы подошли к остановке, автобус только что отошел. Мы посмотрели на расписание и узнали, к нашему разочарованию, что следующий автобус будет только через два часа. Мы решили идти до турбазы пешком. Катя хорошо знала дорогу и согласилась быть нашим проводником. Некоторое время мы шли по дороге, затем свернули и пошли по берегу реки. Было очень жарко, и мы решили немного отдохнуть, позагорать и покупаться. Катя легла под дерево в тени. У нее болели плечи. Они (плечи) действительно были очень красные. Мы посоветовали ей закрыть их от солнца, иначе с них будет сходить кожа. Остальные легли на теплый песок на берегу реки. Вода была такая прозрачная, что при желании можно было сосчитать камушки на дне. Нам потребовалось около четырех часов, чтобы добраться до турбазы. Если бы мы подождали автобус, мы были бы на и турбазе через два с половиной часа. Но мы не считали, что потратили время напрасно (to waste time). Было так весело.

## LESSON 4

### I. Read and translate text

#### AIRLINE & AIRPORT MANAGEMENT

Airline & airport management pertains to both the field of academic study and the application of professional practice:

- Academically, airline & airport management consists in the multidisciplinary study of civil aviation, incorporating themes and topics related to this field such as airport planning, airside logistics, airline operations and customer service. Airline & airport management shares many concepts and concerns with other management subjects, especially tourism management,



hospitality management and leisure management. Within the UK the development of courses within airline & airport management is still limited to a few institutions, however courses are offered all over the world. Most of these educational establishments tend nonetheless to concentrate not on the business elements of civil aviation, but on the engineering aspects of flight.

-Professionally, airline & airport management relates to the management of individual organizations in both public and private sectors. The professional practice of airline & airport

management also relates to how the sector infringes on global concerns including issues relating to environmental degradation.

#### Word and expressions:

related- относящиеся, связанные

share- доля

tend- стремиться

to infringe- нарушать

to issue- издавать, выпускать

to pertain- принадлежать, иметь отношение

**Exercises:**

**II. Answer the following questions:**

1. What does airline and airport management pertain to?
2. What does it consist of?
3. They share many concepts and concerns, do they?
4. Where do educational establishments tend to?
5. What they also relate to?

**III. Insert the verbs to tell, to talk, to say, to speak in the required form:**

1. Karl Marx ... many languages fluently.
2. The article ... us about the life of women in tsarist Russia.
3. Most fourth-year students of our department ... English very well.
4. I ... Alec I didn't want to go to the theatre without him.
5. I shall ... to you tomorrow. I'm very busy now.
6. Mary ... she had to write many letters.
7. John ... me all about his trip. He ... he had enjoyed himself very much.
8. Please ... me about the film you saw last night. It is worth seeing?
9. My parents ... me that I began ... very late, at the age of three.
10. Ask Petrov ... at the meeting. He is a good speaker.
11. Mary is so talkative! She even doesn't stop ... when the teacher comes into the class-room!
12. Did he ... it to you himself! I can't believe it!
13. Alec told me, «I'll never ... to him again!»

**IV. Make up a plan of the text and retell it according to it.**

**V. Change the verb in the principal clause into the Past Indefinite Tense and make all the necessary changes in the subordinate clause:**

1. I see that I have to go to the dentist because I have a bad toothache.
2. She doesn't work as much as she must.
3. The teacher says that we have written our papers well.
4. The student sees that he is wrong.
5. The teacher are informed that the lecture will not take place.

## LESSON 5

### I. Read and translate the following text:

#### BACKPACKING

The word “backpacking” has two meanings:

- It sometimes refers to a form of **rural tourism** that involves both hiking/trekking and camping, with food supplies and camping equipment carried in a rucksack. Trips may be as short as a weekend, though they can last much longer.



- It sometimes refers to a form of low-cost international travel, usually by young people, typically

as part of gap-year experience; backpacks are used in the interest of mobility and flexibility, though they do not necessarily carry sleeping gear.

In tourism, the word “backpackers” and its accompanying image are rather associated with the latter sense. It is linked to a youth subculture akin to a **romanticized** version of **wanderlust**. It is reflected in novels such as Alex Garland’s *The Beach* and James Michener’s *The Drifters*. As an important socio-cultural phenomenon, it is studied in an increasing number of **journal** articles, from a range of perspectives, including:

- historical: the roots of contemporary backpacking in the hippie trail of the 1960s and 1970s;
- demographic: the profile of backpackers, who tend to be middle-class English-speakers from particular developed countries (such as Germany, the UK and the Netherlands);
- geographic: the choice of favoured destinations such as Australia for Europeans and the emergence of “circuits” and fashions (such as Eastern Europe) and even “backpackers” ghettos (such as the Khaosan Road area of downtown Bangkok);
- anthropological: the development of “rites of passage” activities (such as Australian backpackers working in pubs in London) and a whole mythology;
- philosophical: the construction of an approach to travelling focused on a desire to be both independent and yet to interact with others (both locals and tourists);
- cultural: the development of a cheap travelling lifestyle with its symbols such as cheap hostels and *The Lonely Planet* series of guidebooks.

#### Words and expressions:

to refer – относиться

to involve – вовлекать



flexibility – гибкость

akin – родственный

wanderlust – рассеянный

to focuse – сосредоточить(ся)

### ***Exercises:***

**II. Ask questions to the text and let your fellow students answer them.**

**III. Insert prepositions where necessary:**

1. Thanks . . . the Great October Socialist Revolution our women got the right to elect and be elected . . . any organ . . . our state. 2. . . . the great Patriotic War our women shoulder . . . shoulder . . . men defended our country . . . the enemies. They performed miracles . . . heroism . . . the front and . . . the rear. 3. . . . several . . . his poems Nekrasov described the hard life . . . a peasant woman . . . tsarist Russia. 4. Soviet women are partisans . . . peace; they have been taking an active part . . . the fight . . . peace, independence and happiness for children. 5. Our social system has given everything . . . women; . . . the first time . . . history women have taken their rightful place . . . the life . . . the people. 6. While the World Congress of Women was in session, the eyes . . . the women the world . . . were turned . . . this Congress. 7. We are proud . . . our women who . . . no way lag . . . our men . . . any branch . . . industry, science, and culture. Our state gives them every opportunity to develop their abilities . . . the full. 8. . . . March 8, Soviet women express their solidarity . . . their sisters fighting . . . equality, democracy and peace all . . . the world. 9. Women support . . . the full the peaceful measures taken . . . the Soviet State, they support the programme . . . general and complete disarmament (разоружение). 10. Our finest women are decorated . . . the gold stars of heroes and awarded . . . the title . . . Hero . . . Socialist Labour. 11. The activity . . . women helps mankind to prevent the enemies . . . peace . . . unleashing a new war.

**IV. Find in the text sentences in which the rule of the sequence of tenses is observed.**

**V. Translate into Russian paying attention to the different meanings of the word just.**

**VI. Translate the following sentences using should or ought:**

1. Вам бы следовало слушать, что говорят старшие. 2. Детям не следует играть с огнем (со спичками). 3. Ей следует быть более осторожной, когда она переходит улицу. 4. Вам следует прочесть эту книгу в оригинале. 5. Ему нужно больше работать в лингафонной лаборатории. 6. Ей не нужно ходить в эту квартиру, там больной ребенок. 7. Вам следует писать диктанты каждый день. 8. Вам следует больше побольше читать.

## LESSON 6

### I. Read and translate the following texts:

#### BACKWARD LINKAGES

Backward linkages are the commercial transactions between the tourism sector of a local economy and the non-tourism industries that provide goods and services to tourism, notably:

- agriculture (and associated sectors such as commercial fishing);
- construction (building);
- local transportation;
- manufacturing;
- other services, such as the local **entertainment** industry (local dance groups).

Linked to the **multiplier effect** (the cascading effect of tourist expenditure), the concept of backward linkages shows that tourism can benefit local economies in a number of ways, when tourism is properly integrated in a nexus of local economic transactions. Imports (of food, furniture and all consumables) prevent backward linkages and lessen the economic impact of tourism (see **leakage**). The concept of forward linkages is less common; it refers to the tourism industry as a supplier of services for other sectors, for example in the case of **mega-events** such as the **Olympic Games**. Studying backward linkages, as well as forward linkages can be done as part of what is sometimes called “linkage analysis”.

#### Words and expressions:

linkage – связь

transaction – сделка

multiplier – увеличивать

outbound – внеграницный

#### Exercises:

#### II. Answer the following questions:

1. What are the commercial transactions?
2. What can tourism benefit?
3. Where does it refer to?
4. What is balance of payments?
5. What does outbound tourism affect?
6. Where does tourism contribute to?

### III. Fill the blanks with *else, more, still, another, other, yet*:

1. What . . . medicine did the doctor prescribe? 2. Who . . . wants to go to a rest-home? 3. She will stay at the sanatorium several days . . . . 4. Will anybody . . . call on Peter in the evening? 5. Isn't the medicine ready . . .? 6. I don't think he is . . . in hospital. 7. What . . . did the doctor tell you? 8. I shall drink . . . glass of hot milk, I . . . have a sore throat . 9. I can't go to the library today. I feel poorly. Ask someone . . . to join you. 10. What . . . remedies do you take for a headache? 11. I think that he will . . . be keeping to his room on Monday. 12. The doctor did not allow her to go out . . . . 13. We hope that some . . . doctors will take part in the discussion. 14. The doctor was sure that . . . week in the country would do him a world of good. 15. Give the child some . . . apples. An apple a day keeps the doctor away.

### IV. Make these sentences negative:

1. This book has been recommended to us by our teacher. 2. Scientific articles are published in this magazine. 3. The new film is being demonstrated in all big cinemas of Leningrad. 4. The meat was eaten up by the dog. 5. This watch will be repaired. 6. People are allowed to smoke in the room.

### V. Change the following into the Passive:

a) 1. I am making the bed. 2. I am opening the window. 3. I am dusting the room. 4. I am sweeping the floor. 5. I am cleaning my dress. 6. I am polishing my shoes.

b) 1. I have put the plates, knives and spoons on the table. 2. I have placed the bread-basket in the middle of the table. 3. My brother has cut the bread. 4. Mother has brought in the soup. 5. I have not taken the napkins from the drawer.

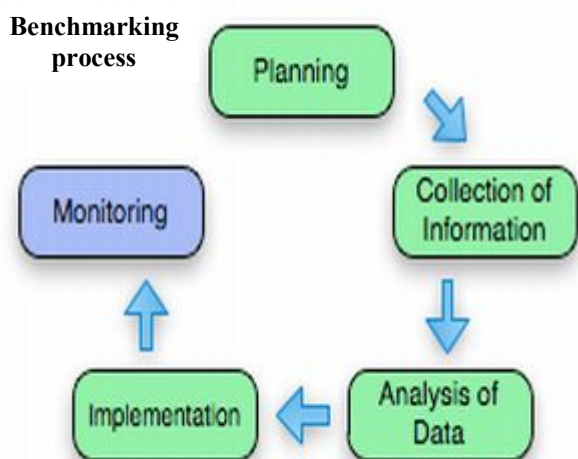
c) 1. Mary wrote a letter to her friends. 2. Then she took it to post office.  
3. She prepared her home-work. 4. She translated two exercises into English.  
5. She transcribed the most difficult words of the text. 6. And finally she learnt the dialogue by heart.

## LESSON 7

### I. Read and translate the following text:

#### BENCHMARKING

Benchmarking is a process whereby a business compares its products or services to industry standards, which are known as benchmarks. These benchmarks result from identification of good



practice or even **best practice** in a specific sector. Benchmarking has two aims: first, to measure performance (through comparisons), secondly, to identify areas for strategic improvement. Benchmarking is increasingly common across most sectors, including higher education. In the tourism industry, benchmarking was initially more common in the **private sector**, especially in **hospitality**, with systems of ratings such as stars for most types of **accommodation**. Increasingly, **public**

**sector** organizations (such as visitor **attractions** and **tourist information centres**) are also taking part in benchmarking programmes organized at a regional or national level. A key criticism against benchmarking in the tourism industry is the fact it leads to **standardization** and contributes to the bland **globalization** of the **tourist experience**.

#### Words and expressions:

identification – опознание, отождествление

to measure – измерять

standardization – стандартизация

#### Exercises:

#### II. Answer the following questions:

1. What is benchmarking?
2. What are benchmarks?
3. Where do they result from?
4. What are the aims of benchmarking?
5. What components take part in benchmarking?

**III. Complete the following sentences using Future Continuous or Future Perfect:**

1. I shall be still studying at 8 o'clock, and my friend . . . .2. Don't come between six and eight, I . . . .3. At this time tomorrow my mother . . . .4. By that time tomorrow we . . . .5. We . . . for a few hours tomorrow.6. While you are reading up for your examination, I . . . .7. Before you ring me up I . . . .

**IV. Insert articles:**

a) 1. It is sometimes very cold in Leningrad on . . . New Year's Eve. 2. I like to see . . . New Year in somewhere out in . . . open. 3. On . . . New Year's Eve I always write letters to my friends and wish them . . . Happy New Year.

b) 1. . . . whole world tuned in to Moscow to hear . . . news of Gagarin's flight. 2. She brought from the woods . . . whole basket of mushrooms. 3. She wanted to know . . . whole truth about the matter. 4. . . . whole country rose against the enemy. 5. My friend has bought . . . whole bag of New Year presents for his children.

**V. Turn following into questions.**

**VI. Retell the text.**

## LESSON 8

### I. Read and translate the text:

#### BUSINESS PLAN



A business plan is an essential business document both for start-up businesses (see **entrepreneurship**) and for existing ones. It provides a detailed description with regard to all key business functions and shows how the venture will be successful, both operationally and strategically. Concretely, it is presented as a report, whose length may vary from fifteen to thirty pages plus appendices. As a narrative, it starts with a vision of the business, followed by pages of texts covering key

business functions (such as **human resources management** and **marketing**).

The last pages usually provide financial data in the form of budgets and cash flows to show that the project is financially viable. It is not only useful to attract and convince potential investors, but also provides a roadmap for new entrepreneurs. It is a live document that needs to be reviewed regularly, comparing **forecasting** to what actually happened, and drawing strategic lessons for the future. There is not a single authoritative format for design and contents of a business plan. Banks and enterprise agencies (such as Business Link in the UK) all have their own

templates, which provide a good blueprint that may then be adapted for the specificities of business (such as its management structure or its industry sector).



#### Business tourism

Business tourism is the name given to all forms of tourism that are work-related, i.e. when people are not primarily motivated by recreational pursuits but travel because of their work, especially to attend meetings, **incentives, conferences** and exhibitions.

The acronym MICE (meetings, incentives, conferences, exhibitions) is sometimes used in business tourism to cover these four core market areas. Business

tourism can occur domestically or internationally, at **short haul** or **long haul** ranges. According to the **World Tourism Organization**, business tourism accounted for 16 per cent or 120 million international tourist arrivals in 2004. The **World Travel and Tourism Council** estimated business travel spend for 2006 at \$672 billion. Business tourism is particularly important for two sectors:

- The airline and airport sector, because business tourism creates most of their revenue from the first- and business-class sections of aircraft.
- City centre hotels and establishments that have conference facilities attached (because attendants are then a captive audience for catering and other amenities).



With the progress in telecommunication technology (video-conferencing, the Internet) it was initially feared that business tourism would decline, but companies still prefer to send representation, as face-to-face contact is still deemed to be the main selling tool for businesses (British Airways has led advertising campaigns stressing that particular point).

### **Words and expressions:**

essential – важный

entrepreneurship- партнерство

forecast- предсказать

### **Exercises:**

#### **II. Ask questions to the text and let your fellow students answer them.**

#### **III. Insert a(n), the, some where necessary:**

1. I like to have . . . good breakfast of . . . bread, . . . butter, . . . milk or . . . cream.
2. Where is . . . butter? – It is in the frig. 3. Put . . . milk on the gas-stove. 4. There is . . . milk in the jug. 5. Pass me . . . cream, please. 6. In England friends often meet at . . . tea-time for . . . chat while they have their cup of . . . tea, . . . cake or . . . bread-and-butter . 7. . . . chalk is white. 8. You must not drink . . . cold water. 9. Give me . . . piece of . . . chalk, please. 10. . . . water in . . . lake is warm. 11. Give me . . . ink to write . . . letter. 12. Some kinds of . . . glass are as strong as . . . metal. 13. Look here, there is . . . glass on the floor. I think some naughty boy has broken . . . glass in . . . window with . . . stone. 14. . . . stonebreaker is . . . machine for breaking . . . stone. 15. Different kinds of . . . artificial silk are very common nowadays. 16. . . . silk of . . . curtains was of the same colour as that of . . . cushions. 17. . . . gas and . . . electricity are the conveniences we have in every flat.

#### **IV. Put into Reported Speech:**

1. My friend said, "Moscow University was opened in 1755". 2. He asked his friend, "Have you written this poem yourself?" 3. He said, "I am working hard as I want to pass my exams by the first of January." 4. Margaret asks me, "Have you brought any English books with you?" 5. The librarian said to the students, "We have just received some new books on travel." 6. The students said to their new teacher, "We read David Copperfield last term". 7. I asked John, "Was Mary at home when you called on her yesterday?" 8. The boy asked his little sister, "What are you writing in your notebook?"

#### **V. Supply the correct tense (Present Indefinite, Present Perfect, Past Indefinite, Past Perfect or Past Continuous):**

One rather drowsy afternoon we . . . in the class-room and . . . what the teacher . . . monotonously (to sit, to take down, to read). Most of us . . . honestly trying to get down the essence of it, but Robert . . . a better way of spending the time (to smile, to find). He . . . listening to the lecture altogether, and . . . delightedly over a pen-and-ink drawing which he . . . (to give up, to smile, to make). This was the first time I . . . him really drawing something (to notice). Though I . . . next to him I . . . what he had at first (to sit, not to see, to draw). But after a few minutes he . . . to me and . . . the paper towards me (to turn, to push). What he . . . me was a rapid but very energetic sketch of the teacher on skates (to show). "It's great," I . . . (to whisper). Then a shadow . . . across the sunlit desk, and the next second the teacher . . . the drawing and . . . it off to his table (to fall, to snatch, to bear).

"Artistic creation," he said in his horrible dry voice. "But I . . . we . . . here for this purpose" (not to think, to assemble). Then he . . . at the picture and . . . it clearly for the first time (to look, to see). For a moment the teacher could think of nothing to say. He just . . . the drawing across (to tear). Then he . . . the two pieces together and . . . them across again (to lay, to tear).



## LESSON 9

### I. Read and translate the text:

#### CATERING

Catering is the commercial provision of food and beverage to the public. In dividing the catering industry into sub-sectors for analysis, several taxonomies can be used, employing criteria



such as ownership (independent operators vs. companies) or system (event catering vs. industrial catering).

Different national systems will have different ways to categories restaurants. In the UK, the British Office for National Statistics has a classification (revised every decade on average in order to reflect changing professional practices) called the Standard Industrial Classification (SCI); with regard to catering, the SCI identifies two main categories simply called 'restaurants' (group H 55.3) and 'bars' (group H 55.4), the former including the provision of food (so pubs that have menus are considered within H 55.3). The SCI subcategories for H 55.3 are:

- 55.30/1 licensed restaurants (including self-service restaurants such as cafeterias and the dining car activities of railway companies);
- 55.30/2 unlicensed restaurants and cafes (including fast-food outlets such as burger bars)
- 55.30/3 take-away food shops such as sandwich bars and ice-cream parlours;
- 55.30/4 take-away food mobile stands.



The SCI also has a particular subcategory called 'catering' in a restricted sense (group H 55.52), which includes food provision in airlines, corporate hospitality at conferences and other functions.

Other countries will have cognate systems, though notions of 'licensed' and 'unlicensed' will need to be reinterpreted. The in-depth study of the catering sector is part of the wider subject of **hospitality** management, which is supported by a well-developed literature with books and specialized professional publications.

#### Words and expressions:

beverage – напиток

taxonomy – наука о налогах

revise – исправлять

**Exercises:**

**II. Answer the following questions:**

1. What is catering?
2. Can we divide catering into sub-sectors?
3. What are subcategories according to SCI?
4. What is another aim of catering?

**III. Supply Past Indefinite or Past Perfect:**

When I was 20, I . . . to Leningrad to study English (to go). At that time I thought I . . . English quite well because I . . . it for nearly ten years (to know, to study). I . . . already . . . my studies at the evening classes of Foreign Languages in our (to finish). In fact I . . . the highest mark at the final examination (to get).

I . . . to Leningrad in August (to come). I . . . never . . . to a big city, so everything . . . me very much (to be, to interest). I . . . a taxi and . . . straight to the hostel where I was to stay till the end of the entrance examinations (to take, to go). When I . . . my luggage in my room, I . . . to go out to see Leningrad (to put, to decide). I . . . never . . . such a beautiful city before (to see)! After I . . . around for an hour, I . . . my way (to walk, to lose). I . . . a militiaman and . . . him that I . . . my way (to find, to tell, to lose). He . . . me the way to the hostel (to show). It turned out that during the past hour I . . . round in a circle, and I . . . quite near the hostel again! (to walk, to be).

**IV. Speak on “Catering”.**

**V. Insert can, could, shall, will, be able, was able:**

S: When John was six, he . . . swim across the swimming-pool, and now he . . . swim from one end to other. Soon he . . . swim . . . a quarter of mile, and then we . . . take him out in a sailing-boat quite safely, which we . . . do now (neg.).

A.: Yes, I . . . quite understand that.

S.: I . . . swim until I was fourteen (neg.). Children . . . learn things much earlier Now than when we were children, . . . they?

A.: Yes, they certainly . . . . And their children . . . learn even earlier, I suppose.

S.: Last week was John’s birthday. I gave him a bicycle, and he . . . ride it already.

A.: Oh, good. Then he . . . go to the swimming-pool on it.

## LESSON 10

### I. Read and translate the text:

#### COMPETITION

Competition refers to the act of competing, with the aim of being better than opposition; it is used in many fields, from ecology to sports to politics. In business and economics, competition usually aims to secure maximum revenue through maximum sales. For consumers, it has several



advantages as it may stimulate innovation and drive prices down, as opposed to situations of monopolies (which explains why, in market economies, monopolies are discouraged and regulated). The travel and tourism industry is highly competitive, with companies needing regularly to improve upon the goods and services they offer (see **product development**). The need to compete dynamically and strive constantly to improve is termed

hyper competition. The airline industry is a good illustration of hyper competition: the drive to gain premium-class passengers sees airlines changing the layout and comfort of their business and first-class products every two to three years. British Airways is in the process of upgrading its ‘Club World’ concept at the cost of £100 million. The new features and services offered by British Airways will prompt other competing carriers to review and where necessary update their product. This constant cycle of one-upmanship is an example of hyper competition. A cognate concept is that of contestable market: it refers to a (niche) market where only one firm is presently operating, although competitors can easily join because of low barriers to entry (and exit). However, this situation of apparent monopoly does not result in anti-competitive pricing strategy: should the firm prove very successful financially in its market, competitors will rapidly appear. The many routes flown by **low cost carriers** are an example of contestable markets: even when only one company operates a seemingly minor route (for example Exeter-Bergerac), prices need to remain competitive could easily lease one more aircraft and contest the market.

#### Words and expressions:

to secure – гарантировать, обеспечивать

revenue – доход

innovation – нововведение

to strive – добиваться, стараться, бороться

to prompt – подсказывать

## **Exercises:**

### **II. Answer the questions:**

1. Where does competition refer to?
2. What does it aim?
3. Why do we have a need to compete?
4. What will it prompt?
5. What are the examples of contestable markets?

### **III. Make up dialogue of your own on the topic “Competition”**

### **IV. Insert prepositions where necessary:**

English tea

It will probably surprise you to learn that when the mistress . . . the house . . . England offers . . . her visitors a cup . . . tea, she sometimes asks: “Russian or English tea?”

. . . “Russian tea” the English mean tea . . . a slice . . . lemon . . . it. “English tea” means very strong tea . . . milk . . . it.

Tea-drinking is quite a tradition with the English. Tea is served . . . almost every house . . . . . the same time, . . . 5 o’clock . . . the afternoon. . . . the table the tea-cups and saucers, with the tea-spoons are laid. The milk-jug and the sugar-basin are also . . . the table. There are small plates . . . bread and butter, or bread and jam, or biscuits. Tea is ready.

The hostess pours (разливает) the tea . . . the cups.

“Do you take milk?” “Yes, please.”

“How many lumps . . . sugar?” “No sugar, thank you,” or: “Two lumps, please.”

“Help yourself . . . some bread and jam,” or “Have some toast and honey.” But one cup . . . tea is not enough.

“Would you like another cup?” “Yes, please,” or: “Half a cup, thank you.”

But if you have had enough, you answer:

“No more, thank you.”

### **V. Make these passive:**

a) 1. You must write the answers on the left side of the paper. 2. He mustn’t take these books of reference to the library. 3. I can arrange everything in time, I assure you. 4. The watchmaker cannot repair my watch. 5. She could tidy up her room in the evening. 6. We couldn’t hand in our papers by Monday. 7. You may leave your hats and coats in the cloakroom. 8. She has to windup her watch regularly. 9. They had to renew the book for another fortnight.

b) 1. Everybody speaks well of this first-year student. 2. We must look into this matter. 3.

Nobody has slept in that room for years. 4. She will look after the little girl well. 5.They left the book behind. 6. Somebody left the light on all the night.  
7. Nobody has ever spoken to me like that before. 8. You must not throw about your things. 9. People will laugh at you wear that silly hat.

## LESSON 11

### I. Read and translate the text:



### CONSUMPTION

Consumption is the purchase of goods and services.

In the tourism industry, it is not always apparent that something is being ‘consumed’ because tourism is usually experienced as a series of **services** or abstract notions (see **gaze, sightseeing**). Tourism providers and tourism managers need to remember that tourists are, first and foremost, consumers, as this has two important corollaries: Tourists as consumers have rights. When dissatisfied with their holidays, they may seek redress or compensation, although their grounds may be limited because of the

**caveat emptor** principle; dubious marketing claims, questionable business practices or blatant lack of **professionalism** may nonetheless result in litigation and lawsuits.

- Tourists as consumers adopt particular behavioural patterns that can be analyzed in order to understand their expectations and to ensure that they are satisfied with their experience. **Consumer behavior** is the study of tourists’ motivation and consumption patterns.

Although in economies the concepts of consumption and production are intrinsically linked, ‘production’ is rarely used in the literature because it is not an appropriate concept to analyse tourism. Production could be said to be **supply** side (the combination of all industry providers as producers), although tourists themselves both ‘produce’ and ‘consume’ their own experience. This is an example of situation where borrowing concepts borrowed from other fields (here, **economics**) does not help the study of tourism.

#### Word and expressions:

purchase – покупка

apparent – кажущийся, явный, очевидный

redress – возмещение

dubious – мнительный, сомневающийся

adopt – издавать, принимать

intrinsically – непосредственно

#### Exercises:

### II. Compose your own questions and answer the questions of your fellow students.

### III. Change into Passive:

1. They told us the time. 2. The director offered him a flat with all modern conveniences. 3. When I arrived at the camp they gave me some hot tea and sent me to bed. 4. They invited him to dinner. 5. This cover is keeping the teapot warm. 6. Who have they given the key to? 7. They will treat her well. 8. Sick people must take medicine regularly.

### IV. Translate into English using *neither ... nor; either ... or; both ... and*.

1. Мы не могли достать эту книгу ни в библиотеке, ни в магазине. 2. И мне и моим друзьям фильм «Гамлет» понравился. 3. Я забегу к вам либо завтра до занятий, либо послезавтра вечером. 4. Ни я, ни мой брат не уезжали из Ленинграда во время войны. 5. Мы не помним ни названия статьи, ни автора. 6. 8-го марта и отец и брат подарили маме и мне чудесные подарки. 7. Наши женщины, бок о бок с мужчинами, защищали родину как на фронте, так и в тылу.

### V. Put the following questions into Reported Speech using the verbs in brackets:

1. He said to her, "How long will it take you to read this book in the original?" (to want to know) 2. She said to him, "May I keep your Oxford dictionary till Monday?" (to ask) 3. He said to her, "Why does he speak so loudly?" (to wonder) 4. She said to him, "Is it the right way to the centre of the city?" (to inquire) 5. She said to her friend, "When are you beginning your holiday?" (to wish to know) 6. He said to her, "Who called while I was out?" (to be interested to know)

## LESSON 12

### I. Read and translate the following text:

#### CRUISING

The cruise industry is one of the most successful sectors of tourism. Geographically, the main areas for undertaking cruises are the Caribbean and the Mediterranean. Conceptually, cruising means that the three tourism elements of **accommodation**, **transportation** and **entertainment** are combined on a ship. According to Cartwright and Baird (1999) the three main reasons for undertaking a cruise are relaxation, safety and the social status that cruising brings. On its website the Passenger Shipping Association highlights the United States as the world's largest market for cruise holidays. Within Europe, the UK accounts for 33 per cent of the market. As cruise passenger numbers grow, so too have the ships. The world's largest cruise ship or 'mega-ship', the *Freedom of the Seas*, was launched in 2006 and can accommodate 4,375 passengers.

The popularity of cruising has seen consolidation taking place within the industry with the three largest operators Carnival, Royal Caribbean (RCI) and Star (including Norwegian Cruise lines (NCL)) operating a number of brands. Over the past decade the cruise product has changed considerably with the introduction of programmes by **tour operators** which have more in common with **package holidays** than the luxury and elegance normally associated with cruising. The dynamics of cruising were further modified by the entrance of 'low cost cruising' by the easy Cruise company which operates one ship on traditional cruise holidays and another on river cruises. The Passenger Shipping Association has categorised cruising as follows:

- Luxury cruising
- Family cruising
- Singles cruising
- Themed cruising
- Wedding and special event cruising
- Working ships (cargo vessels with accommodation)
- Conference and incentive cruises



Freedom of the Sea





## Words and expressions

transportation – транспорт

entertainment – развлечения

package holidays – пакет праздников

luxury – люкс

highlight – выдвигать на первый план

consolidation – консолидация

## II. Give the antonym of the following words.

Main, safe, easy, large, freedom, under, entrance, past.

## III. Answer the following questions.

1. Where are the main areas for undertaking cruises?
2. What are the main reasons for undertaking a cruise according to Cartwright and Baird?
3. What is the name of the world's largest cruise ship?
4. How many passengers can the Freedom of the Sea accommodate?
5. How has the Passenger Shipping Association (PShA) categorized cruising?

## IV. Put the articles.

1. When my grandfather was ... young man, he studied ... physics.
2. Do you speak ... Spanish?
3. My uncle is ... great specialist in ... biology.
4. ... Japanese is more difficult than ... French.
5. We listened to ... very interesting lecture on ... English literature yesterday.
6. Yesterday at ... lesson of ... geography ... teacher told us ... very interesting things about ... famous travelers.
7. My father speaks ... English and ... French, but he does not speak ... German.
8. We had ... lesson of ... mathematics yesterday. We wrote ... test-paper in ... mathematics. ... teacher said: "I shall correct... test-papers in ... evening. Tomorrow you will know ... results".

## V. Make up a dialogue on the topic "Cruising".

## VI. Insert prepositions.

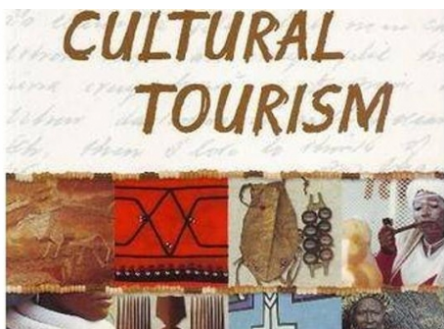
- 1... its website the Passenger Shipping Association highlights the United States as the world's largest market ... cruise holidays.
- 2.The world's largest cruise ship or 'mega-ship', the *Freedom of the Seas*, was launched ... 2006 and can accommodate 4,375 passengers.
- 3.The dynamics ...

cruising were further modified ... the entrance of 'low cost cruising' by the easy Cruise company which operates one ship ... traditional cruise holidays and another ... river cruises. 4. Over the past decade the cruise product has changed considerably with the introduction ... programmes by **tour operators** which have more ... common with **package holidays** than the luxury and elegance normally associated with cruising.

**VI. Write composition on “Cruising”.**

## LESSON 13

### I. Read and translate the following text:



### CULTURAL TOURISM

Curiosity and education are the main motivation of cultural tourists: they want to learn about other people and their culture, a term that must be interpreted here in a broad sense. Cultural tourism is not just 'high arts' (as preserved and presented in **museums**, or as performed on stage) but it may also include popular folklore, traditional **events**, **festivals**, music, food, handicrafts, daily work, etc. Unfamiliar cultures often need to be explained and interpreted, hence the need for **culture brokers** such as **tour guides**, without whose mediation the educational purpose of cultural tourism cannot always be realized. Cultural tourism may be broken down into subcategories in order to distinguish between different foci such as **ethnic tourism**, **heritage tourism**, **industrial tourism** or other **niches** of **special interest tourism** (such as garden tourism). Cultural tourism does not exclude **hedonism**; many recreational holidays do include cultural elements, either incidentally (for example a visit to the local folk museum one day when it is too windy to be on the beach) or systematically (for example a cruise in the Greek islands with daily lectures before the visits of archaeological sites). Besides, the difference between 'cultural' and 'recreational' is not always clear-cut (for example, attending a bull-fighting *corrida* in Spain can be both).



### Words and expressions

curiosity – любопытство

motivation – мотивация

handicraft – ремесленная

broker – брокер

mediation – медиация

heritage – наследие

ethnic – этнический

niche – ниша

hedonism – гедонизм

exclude – исключать

## II. Give the plural forms of the following words:

Bull, term, stage, purpose, folklore.

## III. Answer the following questions.

1. What are the main motivations of cultural tourism?
2. What can we consider as a cultural tourism?
3. Why do unfamiliar cultures often need to be explained?
4. What subcategories does cultural tourism have in order to distinguish between different foci?

## IV. Fill in the blanks with *some, any, no*.

1. There are ... pictures in the book. 2. Are there ... new students in your group? 3. There are ... old houses in our street. 4. Are there ... English textbooks on the desks? - - Yes, there are ... . 5. Are there ... maps on the walls? —No, there aren't ... . 6. Are there ... pens on the desk? - - Yes, there are.... 8. Are there ... sweets in your bag? - - Yes, there are ... . 9. Have you got ... English books at home? -- Yes, I have ... . 10. There are ... beautiful pictures in the magazine. Look at them. 11. There is ... ink in my pen: I cannot write.

## V. Make up a dialogue on the topic “Cultural Tourism”.

### VI. Insert prepositions.

1. Unfamiliar cultures often need to be explained and interpreted, hence the need ... **culture brokers** such as **tour guides**.
2. Cultural tourism may be broken down ... subcategories ... order to distinguish between different foci such as **ethnic tourism, heritage tourism, industrial tourism** or other **niches** ... **special interest tourism** (such as garden tourism).
3. They want to learn ... other people and their culture, a term that must be interpreted here ... a broad sense.

## VII. Write composition on “Cultural Tourism”.

## LESSON 14

### I. Read and translate the following text.

#### CUSTOMER SERVICE



Customer service is the art of gaining and then looking after clients. The phrases 'customer service' and 'customer care' tend to be used interchangeably, and so do the terms 'client' and 'customer'. Because tourism is a **service** industry, customer care is particularly important; it may occur in a range of settings, for example:

- Knowledge transfer occurs when a customer visits a **travel agent** for advice and recommendations. Customers may be put off by a perceived lack of interest shown in their needs, a perceived lack of **professionalism** from staff or disbelief towards the information they receive. The *Travel Trade Gazette*, the main travel newspaper, features a weekly mystery shopper who aims to expose how travel products are sold through traditional travel agents.

- Within the first and business class sections of a flight, a particularly high level of customer service, personal attention and professional friendliness are expected. Frequent flyers on board flights with the majority of the world's airlines expect to be greeted by their surnames and offered the services that they have expressed a preference for in the past, for example with regard to catering.



- In emergency situations and crises, communication is particularly important (see **crowd management**).

The use of customer service questionnaires has become a vital part of the quality feedback loop and of the quality assurance system of many tourism organisations, asking customers to comment on their experience. These questionnaires are useful, although they do have their limits, as satisfied customers do not always fill them in, which might give a distorted view of customer service.

#### Words and expressions

customer- клиент

gain – получать

client – клиент

occur – происходить

perceive – воспринимать

emergency – аварийный

feedback loop – петля обратной связи

assurance system – система менеджмента

distorted view – искаженное представление

## II. Give the derivational forms of the following words.

Use, communicate, person, tradition, recommend, profession, inform, organize, situate, manage, assure, prefer.

## III. Answer the following questions.

1. What do Frequent flyers on board flights with the majority of the world's airlines expect?
2. What does the term 'Customer service' mean?
3. What is important in emergency situations?
4. Why are the customer service questionnaire taken?

## IV. Write the following sentences in interrogative and negative forms?

1. They have done something. 2. He has given them some money. 3. You have brought something for us. 4. I have taken some English books from you. 5. She was reading something. 6. He has written a letter to somebody. 7. Somebody by the name of Smith lives on the third floor. 8. They have some English books. 9. There are some tall trees in front of their house. 10. Peter has something in his box. 11. There are some parks in this town. 12. There are some good book shops in our district.

## V. Make up dialogue of your own on the topic "Customer service"

## VI. Insert prepositions.

1. Because tourism is a **service** industry, customer care is particularly important; it may occur ... a range of settings.
2. Customers may be put off ... a perceived lack ... interest shown ... their needs, a perceived lack of **professionalism** ... staff or disbelief towards the information they receive.
3. Within the first and business class sections ... a flight, a particularly high level of customer service, personal attention and professional friendliness are expected.
4. ... emergency situations and crises, communication is particularly important.

## VII. Write composition on 'Customer service'.

## LESSON 15

### I. Read and translate the following text.

#### DECISION-MAKING



Decision-making is the cognitive process that leads to the selection of one course of action after considering and comparing alternatives. In tourism management, the concept is used in two ways, referring either to the **demand** side (tourists and potential tourists) or to the **supply** side (the tourist industry).

- With regard to tourists, it is important to understand which factors influence their choices (choice of destination, choice of accommodation, etc.); these factors include not only factual knowledge and correct information, but also attitudes, images, preconceived ideas, hearsay, prior experience, gender, constraint, age, budget, opportunities, etc. Consumer behaviour is the study of these factors. It is very difficult to build a comprehensive model that fully deconstructs and represents the complexity of tourists' decision-making.

#### EXECUTIVE DECISION MAKING SYSTEM



- With regard to tourism managers' decisions, on the other hand, it is possible to use and apply some of the decision-making models and tools designed by business management scholars, such as scenario analysis, critical path analysis, decision trees or cost benefit analysis. Decision –making is important not only with regard to long –term policy development, but also on a daily

operational basis. Experienced entrepreneurs and managers are able to make quasi-spontaneous decisions.

#### Words and expressions

demand – требования, потребность, спрос

supply – обеспечения

decision-making – принятие решения

cognitive – познавательный

alternative – альтернатива

influence – влиять

policy – политика

comprehensive – всесторонний

entrepreneurs – предприниматель

complexity – сложность

**II. Give the plural form of the following words.**

Concept, side, process, consumer, experience, gender, behaviour, model, budget, decision.

**III. Answer the following questions.**

1. What kind of process is decision-making?
2. How can you define the terms 'demand' and 'supply'?
3. What kind of factors may influence tourists' choices?
4. What is consumer behaviour?
5. What is possible in tourism managers' decisions on solving tourists' choices?

**IV. Fill in the blanks with one of these words: *somewhere, anywhere, nowhere and everywhere***

1. I put my dictionary ... yesterday and now I can't find it ....-- Of course, that is because you leave your books ... . 2. You must go ... next summer. 3. Did you go ... on Sunday? 4. Let's go ... . The weather is fine. I don't want to stay at home in such weather. 5. I cannot find my glasses .... I always put them ... and then look for them for hours. 6. Today is a holiday. The streets are full of people. There are flags, banners and flowers ... .

**V. Make up a dialogue on the topic 'Decision-making'.**

**VI. Insert prepositions.**

1. Decision-making is the cognitive process that leads to the selection ... one course ... action after considering and comparing alternatives.
2. ... tourism management, the concept is used ... two ways.
3. Consumer behaviour is the study ... these factors.
4. With regard to tourism managers' decisions, ... the other hand, it is possible to use and apply some ... the decision-making models and tools designed ... business management scholars.
5. Decision –making is important not only with regard ... long –term policy development, but also ... a daily operational basis.

**VII. Write composition on "Decision-making".**



## LESSON 16

### I. Read and translate the following text.

#### DEMAND



Together with **supply**, demand is one of the key concepts in **economics**. The demand for a product is the quantity that consumers are both willing and able to purchase. The term 'demand' is confusingly used by specialists to refer to two groups of people:

- Demand in the sense of 'actual demand' (also called 'real demand' or 'effective demand'): refers to the number of tourists in a given location, at a given point of time. This is the figure provided

by statistics about numbers of tourists. In that sense, the demand is restricted to existing visitors: it does not take into account other people who, maybe, were in a position of demand yet failed to come, for a variety of reasons.

- Demand in the sense of 'latent demand' (also called 'suppressed demand') is usually broken down into 'potential demand' and 'deferred demand': both are would be customers but not actual ones, both are likely to travel when circumstances allow it. The difference is as follows:

1 Potential demand did not materialise for reasons related to the tourists themselves (for example they did not have enough time or holidays entitlement, were ill at the last minute or were prevented from travelling for other personal reasons).

2 Deferred demand did not materialise for reasons linked to the supply side, that is the tourist industry (for example accommodation shortages, problems with transport or with booking).

Demand in tourism-generating areas is influenced by several factors including economics (for example exchange rate and personal incomes) and socio-politics (for example, holiday entitlements, taxes); demand in tourism-receiving areas is also affected by several factors such as economics (prices) and politics (policies such as visa restrictions).

#### Words and expressions

quantity – количество

purchase – купить

confusing – непонятный

location – местоположение

restrict – ограничивать

variety – разнообразие

latent demand (suppressed demand) – латентный спрос, скрытая требования

potential demand – потенциальный спрос

deferred demand – отложенный спрос

circumstance – обстоятельство

entitlement – право на что-л.

shortage – дефицит, нехватка

## **II. Give the derivations of the following words.**

Short, accommodate, material, entitle, differ, restrict, tour, policy, visit.

## **III. Answer the following questions.**

1. What is demand?
2. How does demand refer in the sense of 'latent demand'?
3. Demand in the sense of 'latent demand' (also called 'suppressed demand') is usually broken down into two. What are they?
4. What is potential demand?
5. What is deferred demand?

## **IV. Fill in the blanks with following adjectives: *little, a little, few, a few*.**

1. I have ... money, so we can go to the cinema.
2. I have ... money, so we cannot go to the cinema.
3. This girl works very ... , that's why she knows nothing.
4. Mother gave us ... apples, and we were glad.
5. He did not like it at the camp: he had very ... friends there.
6. This lemon drink is sour; if you put ... sugar in it, it will be sweeter.
7. This lemon drink is sour; if you put ... lumps of sugar in it, it will be sweeter.
8. The hall was almost empty: there were ... people in it.
9. I can't buy this expensive hat today: I have too ... money.
10. She left and returned in ... minutes.

## **I. Make up your own dialogue on the topic “Demand”**

## **II. Insert prepositions.**

1. The term 'demand' is confusingly used ... specialists to refer to two groups ... people.
2. They did not have enough time or holidays entitlement, were ill ... the last minute or were prevented ... travelling for other personal reasons.
3. Demand in tourism-generating areas is influenced ... several factors.
4. Demand ... tourism-receiving areas is also affected ... several factors such as economics (prices) and politics (policies such as visa restrictions).

## **III. Write a composition on “Demand”.**

## LESSON 17

### I. Read and translate the following text.



### DESTINATIONS

Destinations may be defined and classified in various ways. As with typologies of **attractions** and **events**, different authors have proposed different criteria and different lists. Four aspects are usually taken into consideration: cultural features, physical resources, climatic conditions and availability of attractions.

« The *cultural features* of a destination are pertinent not only for those forms of tourism that focus on culture (such as **heritage tourism** and **ethnic tourism**), but also for all travellers (familiar brand names from the tourism industry, ease in communicating and interacting with locals, **culture shock**).

- The *physical resources* of a destination include beaches, mountain areas, countryside sceneries and even volcanoes or waterfalls as visitor attractions, but they also have implications for **accessibility** and **infrastructure** development.

- o The *climatic conditions* of a destination are linked to **seasonality** and cyclic fluctuations (**sunlust** destinations attracting North Europeans and North Americans, or the popularity of ski resorts in winter), but they can also affect safety and consequently **demand** (for example, mid-October during the hurricane season in the south-eastern states of the USA).

- o The *availability of attractions* can turn towns and regions (that otherwise would have not had much tourist appeal into tourist destinations; clustering is an important factor in that respect, with a concentration of attractions, for example in Las Vegas or Orlando.

### Words and expressions

destination – назначение

attraction – привлечение, притяжение

consideration – рассмотрение, внимание

heritage tourism – туризм наследия

brand – марка

fluctuation – флуктуация

concentration – концентрация

hurricane – ураган

**II. Make adjectives by adding suffixes from given words.**

Climate – climatic

Tourist, respect, region, cycle, culture, differ, season, mountain, industry, propose, America, Europe, south, west, volcano.

**III. Answer the following questions.**

1. How may the destinations be defined?
2. What are the cultural features of a destination?
3. What do the *physical resources* of a destination include?
4. What are the *climatic conditions* of a destination linked?
5. What can the availability of attractions turn?

**IV. Open the brackets and write appropriate form of adjective.**

1. This man is (tall) than that one. 2. Asia is (large) than Australia. 3. The Volga is (short) than the Mississippi. 4. Which building is the (high) in Moscow? 5. Mary is a (good) student than Lucy. 6. The Alps are (high) than the Urals. 7. This garden is the (beautiful) in our town. 8. She speaks Italian (good) than English. 9. Is the word "newspaper" (long) than the word "book"? 10. The Thames is (short) than the Volga. 11. The Arctic Ocean is (cold) than the Indian Ocean. 12. Chinese is (difficult) than English. 13. Spanish is (easy) than German. 14. She is not so (busy) as I am. 15. It is as (cold) today as it was yesterday. 16. She is not so (fond) of sports as my brother is. 17. Today the weather is (cold) than it was yesterday. 18. This book is (interesting) of all I have read this year. 19. January is the (cold) month of the year. 20. My sister speaks English (bad) than I do. 21. Which is the (hot) month of the year? 22. Which is the (beautiful) place in this part of the country? 23. This nice-looking girl is the (good) student in our group.

**V. Make up a dialogue on topic "Destinations".**

**VI. Insert the prepositions.**

1. Destinations may be defined and classified ... various ways.
2. As with typologies ... **attractions** and **events**, different authors have proposed different criteria and different lists.
3. The *physical resources* ... a destination include beaches, mountain areas, countryside sceneries and even volcanoes or waterfalls as visitor attractions.
4. The *climatic conditions* ... a destination are linked ... **seasonality** and cyclic fluctuations.

**VII. Write a composition on "Destinations".**

## LESSON 18

### I. Read and translate the following text.

#### DETERMINANTS OF TOURISM

The concept of determinants of tourism is used by some authors to try to encompass all the factors that affect a person's ability to travel; other scholars prefer other approaches and models, such as the **push factors/pull factors**. Determinants of tourism are usually broken down into two categories: macro determinants and micro determinants:

- *Macro determinants* refer to the overall situation of the generating area, especially with regard to its political set-up and socioeconomic situation. In the latter respect, the model used is that societies develop from traditional models, mainly substance-based and agrarian, then go through an industrialisation phase with the emergence of a middle class interested in tourism, eventually to reach a stage of high mass **consumption** and **democratisation of tourism**.

- *Micro determinants* refer to the **demand** for tourism products, taking into account individuals as opposed to their societies as a whole. Those personal determinants may be further divided into two subcategories: **lifestyle** determinants and lifecycle determinants. The former include **discretionary income**, employment as well as holiday entitlement, education, physical ability, race/ethnicity, gender and sexual orientation, personal mobility, etc.; lifecycle determinants include age and group dynamics (see **family lifecycle**).

The approach of determinants of tourism is systematic and valuable, but it is sometimes criticised as it fails to consider some other potential factors such as the availability of tourism products (**supply side**) and psychological factors (travellers' **motivations**).

#### Words and expressions

determinant – определитель

encompass – охватывать

consumption – потребление

lifecycle – жизненный цикл

agrarian – аграрный

personal mobility – индивидуальная мобильность

### II. Give the verb form of the given noun.

Product, determinant, consideration, education, opposition, employment, former, accountant, preference, division, development, situation.

### **III. Answer the following questions.**

1. What categories are the determinants of tourism divided?
2. What are macro determinants?
3. What are micro determinants?
4. What is the difference between macro and micro determinants?
5. Why is the approach of determinant criticised?

### **IV. Put the prepositions into the blanks.**

1. My mother is afraid ... rats. 2. "What do you complain ...?" asked the doctor. 3. Don't enter ... the room. 4. What are you laughing ... ? 5. They did not want to listen ... me. 6. Wait ... me. I'll be back ... a few minutes. 7. Yesterday the teacher spoke ... us about the architecture ... St. Petersburg. 8. My grandmother often complains ... headache. 9. I am sorry, I cannot speak ... you now, the professor is waiting ... me. I must go ... the institute and explain ... him some details ... our work. Come ... the evening, I shall listen ... you very attentively and answer ... all your questions. 10. ... nine o'clock the lecturer entered ... the hall, walked up ... the table, put his bag ... it, looked ... everybody and began his lecture. The lecture, as all the lectures ... this professor, was very interesting, and the students listened ... him with great attention. 11. Turn ... the corner ... the house and look ... the flowers grown ... my mother: aren't they beautiful? 12. He was an excellent pupil, and the teachers never complained ... him. 13. She complained ... feeling bad and could not answer ... the questions ... the teacher. 14. We tried to speak ... him, but he did not want to listen ... us. He did not even look ... us and did not answer ... our questions. 15. Your brother complains ... you. He says you always laugh ... him, never speak ... him and never answer ... his questions. 16. When I entered ... the room, everybody looked ... me with surprise: they had not waited ... me. 17. At the end ... the street she turned ... the corner, walked ... the bus-stop and began waiting ... the bus.

### **V. Make up a dialogue on topic "Determination of tourism".**

### **VI. Make up situations by using the following words.**

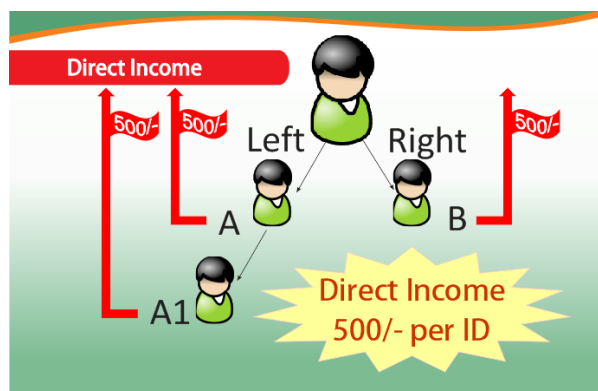
Personal, agrarian, traditional, consider, criticize, society, potential, factor, individual, system, ability, income, lifestyle, develop, whole.

### **VII. Write a composition on "Determinants of Tourism".**

## LESSON 19

### I. Read and translate the following text.

#### DIRECT INCOME



Direct income (also called direct revenue) relates to the amount of tourist expenditure spent on products and services on site; it does not take into account what tourists have paid in advance, for example through package tour arrangements, so it is only a part of tourists' overall expenditure. **Accommodation** and **catering** (food and beverage) are the main categories, but tourists may also spend a

fair amount on shopping, **entertainment**, **sightseeing**, tours, local transport, etc. Tourism receipts also include a wide range of taxes, for example departure taxes such as the 'air passenger duty' tax in the UK, room taxes or *taxe de sejour* in France calculated as a fixed amount per night, visas, gaming licences, etc. Added to **leakage** (products that need to be imported to the destination), this limits the local direct revenue. Increasing direct revenue is a common objective of destination managers; several strategies are possible, for example increasing the number of visitors, or not increasing the number but attracting higher spenders, or developing facilities, to increase spending (for example a casino), or limiting leakage, etc. The overall economic benefits of tourism spending are wider than just direct income, though: a **multiplier effect** rate makes it possible to calculate or at least evaluate the **indirect income** from tourism.



#### Words and expressions.

expenditure – расход

entertainment – развлечения

receipt - получение

calculate – вычислять

leakage – утечка

revenue – доходы

### II. Give the plural forms of the given words.

Rate, facility, casino, destination, entertainment, leakage, income, transport, example, advance,

### III. Answer the following questions.

1. What does the direct income relate to?
2. What are the main categories of direct income?
3. What do the tourism receipts include beside tourism services?
4. What strategies are there in increasing direct revenue?

### IV. Open the brackets and put the verbs in Present Simple, Present Continuous, Future simple.

1. It (to be) cold in autumn. It often (to rain). A cold wind often (to blow). 2. The weather (to be) fine today. It (to be) warm, the sun (to shine) brightly. A soft wind (to blow). Small white clouds (to sail) in the sky. 3. Don't go out: it (to rain) heavily. 4. Take your raincoat with you. I am afraid it (to rain) in the evening and you (to get) wet through if you (not to put) on your raincoat. 5. Every spring birds (to come) to our garden and (to sing) in the trees. 6. Listen! Somebody (to sing) in the next room. 7. It usually (not to snow) at this time of the year. 8. What the weather (to be) like now? It (to snow)? -- No, it .... 9. We (to go) out of town to ski on Sunday? - - Yes, we ... if it (to snow) this week and if there (to be) a lot of snow everywhere. 10. What you (to do) tomorrow? - We (to go) out of town if the weather (not to change) for the worse. You (to come) with us? - - With pleasure if only I (not to have) too much work to do at home.

### V. Make up a dialogue on topic "Direct Income".

#### VI. Put the prepositions.

1. Direct income relates to the amount ... tourist expenditure spent ... products and services.
2. It does not take into account what tourists have paid ... advance.
3. Tourists may also spend a fair amount ... shopping, **entertainment, sightseeing**, tours, local transport, etc.
4. Increasing direct revenue is a common objective ... destination managers.
5. The overall economic benefits of tourism spending are wider than just direct income, though: a **multiplier effect** rate makes it possible to calculate or ... least evaluate the **indirect income** ... tourism.

### VII. Write a composition on topic "Direct Income."



## LESSON 20

### I. Read and translate the following text.

#### Distribution Channels



#### DISTRIBUTION CHANNELS

The term 'distribution channel' refers to the way organisations access their potential customers. The three main methods of distribution available to sell travel and tourism products are:

- agent (both independent and multiple agencies); « direct booking via call centres (less common);
- websites with booking technology (increasingly

common).

**Tour operators** have traditionally used **travel agents** as intermediaries to sell package holidays, ensuring their cooperation through commissions and incentives such as **familiarisation** trips. Symmetrically, the use of travel agents allows customers to gain expert knowledge and to have a dedicated interlocutor for queries, concerns and after-sale service. Tour operators anticipate that their holidays will be offered for sale by supporting travel agents' marketing campaigns and by supplying brochures. Tour operators have tried to control how customers book their holidays by vertically integrating into the travel agency sector, as illustrated by Thomson Holidays' purchase of Lunn Poly in 1974. The lack of control and the cost of offering multi-distribution channels have led tour operators to disengage from traditional booking methods in a process called **disintermediation**, as customers are encouraged to use direct-sale methods to book their holidays.

#### Words and expressions

distribution – распределение

access – доступ

to book – забронировать, бронировать

ensure – обеспечивать, гарантировать

familiarisation – ознакомление

interlocutor – собеседник

intermediation – посредничество

integrate – интегрировать

### II. Continue dividing till the last stem

Ex: independence – independent – dependent – depend

**Disintermediation, familiarization,** interlocutor, cooperation, symmetrically, traditionally, increasingly.

### **III. Answer the following questions.**

1. What does the term 'distribution channel' refer?
2. How many methods of distribution are available to sell travel and tourism products?
3. What is the role of tour agents on booking travels and holidays?

### **IV. Use Past simple or Past Continuous Tenses.**

1. He (to get) up at seven o'clock yesterday. 2. Father (to come) home at six o'clock yesterday. 3. I (to read) a book at six o'clock yesterday. 4. She (to fall) asleep at eleven o'clock yesterday. 5. Mother (to drink) tea at eleven o'clock yesterday. 6. Father (to watch) TV at ten o'clock yesterday. 7. I (to go) to bed at nine o'clock yesterday. 8. I (to finish) my homework at nine o'clock yesterday. 9. I (to play) the piano at five o'clock yesterday. 10. He (to begin) to do his homework at four o'clock yesterday. 11. She (to wash) the floor at four o'clock yesterday. 12. I (to meet) Nick at three o'clock yesterday. 13. When I (to come) home, Kate (to play) the piano. 14. When I (to meet) John, he (to go) to the railway station. 15. When I (to go) to the museum, I (to see) a big crowd of people in the street. 16. They (to play) in the yard in the evening yesterday. 17. They (to play) in the yard the whole evening yesterday. 18. I (to clean) my teeth at eight o'clock in the morning yesterday. 19. We (to go) to the wood in summer. 20. When the teacher (to open) the door of the classroom, the pupils (to sit) at their desks.

### **V. Make up a dialogue on topic "Distribution Channels".**

### **VI. Insert the prepositions.**

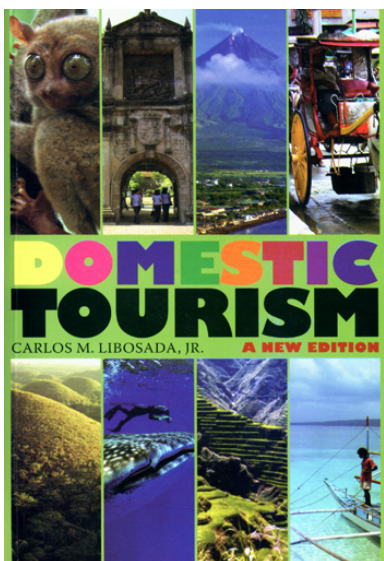
1. The three main methods ... distribution available to sell travel and tourism products.
2. The use ... travel agents allows customers to gain expert knowledge and to have a dedicated interlocutor ... queries, concerns and after-sale service.
3. Their holidays will be offered for sale ... supporting travel agents' marketing campaigns and ... supplying brochures.
4. The lack ... control and the cost ... offering multi-distribution channels have led tour operators to disengage ... traditional booking methods.

### **VII. Write an essay on topic "Distribution Channels".**

## LESSON 21

### I. Read and translate the following text.

#### DOMESTIC TOURISM



Domestic tourism refers to tourists travelling within their own country, as opposed to **international tourism**. Contrary to a common misconception, domestic tourism is by far the main part of tourism: in the USA, domestic tourism accounts for 99 per cent of all tourism, in Australia around 94 per cent and in Great Britain around 80 per cent. It is very difficult to assess precisely the exact size of domestic tourism because there is no reliable system to keep track of flows of tourists domestically. Methods employed include household surveys, destination surveys and cross-referencing information from accommodation providers, but this is far less dependable than the statistics about numbers of international tourists. Nevertheless the **World Tourism Organization** estimates that globally domestic tourism accounts for 70 per cent of the total world demand for commercial accommodation; some tourism scholars give even higher numbers, around 80 per cent. Proportionally, domestic tourism generates less capital than inbound tourism, especially because domestic tourists do not always rely on commercial forms of accommodation, but may instead make use of holiday homes, **second homes** or stay with friends or relatives (see **visiting friends and relatives**). The **purposes** and **motivations** behind international tourism and domestic tourism are seemingly the same, but unlike international tourism, domestic tourism does not enrich the country: it does not bring in foreign currency, but rather redistributes capital within the national territory. From a regional perspective, especially for the regions receiving tourists, it has many of the impacts of inbound tourism. It is also more diffused geographically, does not concentrate on honey pots and repeat visitors tend to be more frequent.

#### Words and expressions

domestic – внутренний

contrary – вопреки, против

assess – оценивать

reliable – надежный

household – семейный, домашний

survey – обзор

enrich – обогащать

inbound – входящий

## II. Give the plural forms of the following nouns.

Capital, territory, honey, currency, accommodation, size, country, misconception, information, part, destination, holiday.

## III. Answer the following questions.

1. What is the domestic tourism? How does it differ from international tourism?
2. How many per cent of American tourism is domestic tourism? What about Australia and Great Britain?
3. What is scholars' thoughts about domestic tourism on world demand for commercial accommodation?
4. Which tourism doesn't rely on commercial form of accommodation?

## IV. Put the modal verbs 'to have to' and 'to be to'.

1. She ... to send a telegram because it was too late to send a letter. 2. They decided that she ... to send them a telegram every tenth day. 3. You ... to learn all the new words for the next lesson. 4. Do you know this man? He ... to be our new teacher of history. 5. Who ... to go to the library to get the new books? — I was, but I couldn't because I ... to finish some work at the phonetic<sup>^</sup> laboratory. 6. It is raining. You ... to put on your raincoat. 7. "The patient ... to stay in bed for a few days," ordered the doctor. 8. The child had stomach trouble and ... to take castor oil. 9. I told her she ... to open the window for a while every day. 10. The agreement was that if Johnny White could not repay the money he had borrowed, then Luke Flint ... to have the right to sell the land. 11. If I don't ring up before six o'clock, then you ... to go to the concert hall alone and wait for me at the entrance. Is that clear? 12. The planters ... to gather their cotton at once, as they had been warned that heavy rains were expected. 13. I ... to wear glasses as my eyesight is very weak. 14. Johnny White ... to borrow from Luke Flint at a high interest, for there was no one else in the district who lent money. 15. "Cheating is a very nasty thing," said the teacher, "and we ... to get rid of it."

## V. Make up a dialogue on topic "Domestic Tourism".

## VI. Insert the prepositions.

1. Domestic tourism refers ... tourists travelling within their own country.
2. It is very difficult to assess precisely the exact size ... domestic tourism.
3. There is no reliable system to keep track ... flows ... tourists domestically.

4. Domestic tourists do not always rely ... commercial forms of accommodation.
5. It does not bring ... foreign currency, but rather redistributes capital within the national territory.

**VII. Write a composition on topic “Domestic tourism”.**

## LESSON 22

### I. Read and translate the following text.



### GRAND TOUR

The term “ Grand tour “ ( which is the origin of the two contemporary words tourist and tourism ) describes the travels undertaken by most young men from the upper classes of the UK, from the seventeenth to the nineteenth centuries. These literature young men (who did not need to mean a living and were from the aristocracy and, increasingly from the upper bourgeoisie ) travelled to continental Europe ( especially France, Greece

and Italy ) for educational and cultural purposes. Their aim was to become educated and civilized by exposure to European art, manners and society. Anthropologically, these journeys, constituting a rite of passage typically lasted two or three years. The wealthier Grand Tourists were accompanied by a retinue of private tutors, guides and servants. The first destination was usually Paris, followed by Italian cities such as Milan, Florence, Rome, Venice and Naples. The itinerary sometimes included Greece, as well as the Alps and the German – speaking states on the way back. Towner (1996) suggest that around 20,000 members of the British leisure classes were abroad at any one time in the eighteenth century. Besides the educational agenda and sightseeing opportunities, the Grand Tour was also important for networking, socializing and partying amongst affluent young men, before going back to settle down in England.

**The Grand Tour has had two types of impact:**

1. Socio- cultural impacts for the United Kingdom: cosmopolitanism and enlightenment, as these travelers from the elite and ruling classes brought continental ideas and values back with them, as well as newly acquired qualities such as self reliance and self confidence.

2. Economic impacts for the destinations: the beginning of a tourism industry with the emergence of specialized services such as souvenir trade and guiding.



Together with early travel to spas such as Vichy in France and coastal resorts such as Brighton and Scarborough in England, the grand Tour represents the beginnings of tourism as we know it today, and is the precursor of cultural tourism with wanderlust motivations.

### **Words and expressions.**

Increasingly- всё более

Cultural - культурный

Exposure- выставление на свет

Sightseeing – осмотр достопримечательностей

Cultural tourism- культурный туризм

Quality- качество

Hospitality- гостеприимство

### **II. Give the plural forms of the following words:**

Tourist, travel, young men, journey, hotel, tutor, women, century settle.

### **III. Answer the following questions.**

1. What is “ Grand Tour “ ?
2. What is the mean “ rite of passage”?
3. Where was the fist destination of grand tour?
4. What are the types of grand tour?
5. What units can you name?
6. What can you say about cultural tourism?

### **IV. Give the synonyms to these words:**

grand tour, tourist, young men, increasingly, journey, educate, self confidence, wanderlust, important, opportunities, abroad sightseeing.

### **V. Make up dialogue of your own on the topic “ Grand Tour”**

### **VI. Insert prepositions.**

1. This literate young man ( who did not need ... earn a living and were from the aristocracy and increasingly, .... The upper bourgeoisie ) travelled ... continental Europe especially France, Greece and Italy... educational and cultural purposes.

2. Their aim was .... Became educated and civilized ... exposure .... European art, manners and society.

3. The itinerary sometimes included Greece, as well as the Alps and German speaking states....the way... .

4. Towner (1996) suggests that .... 20,000 members... the British leisure classes were abroad .. at any one time.... The 18 th century.

**VII. Write composition on “ Grand tour”**



## LESSON 23

### I. Read and translate the following text.

#### HEALTH TOURISM



Historically, travelling for health-related reasons was one of the main motivations for travelers whose journeys were fraught with dangers. In Ancient Greece, the sanctuaries and healing temples of Asclepius (the demi god of medicine and healing) drew thousands of

people who stayed overnight in purpose-built dormitories. Four centuries later, the Romans discovered and popularized the healing powers of mineral spring spas across their Empire (the aptly named town of Bath in England is a perfect illustration. It developed substantially during the Roman occupation, with the building of numerous grand temples and bathing complexes). Those health tourists were also motivated by religious beliefs though, and it is not possible to fully dissociate the health dimension from the religious ones: in many respects, this early health tourism was a form of pilgrimage. Spa tourism with the use of not water for therapeutic purpose has continued through the centuries: in England, it has contributed to the development of places such as Buxton Harrogate and Tunbridge Wells, and in continental Europe to hundreds and etc.

#### Words and expressions

Motivations- заинтересованность

Discover- находить

Journey- путешествие

Occupation -завладение

Pilgrimage- паломничество

Dissociate- разъединять

#### II. Give the plural forms of the following words:

Motivation, traveler, journey, town, people, reasons, medicine, grand, century, temple.

#### III. Answer the following questions

1. What is the Health tourism?
2. What is the mean the word **motivation**?

3. When did Romans discover the Health tourism?
4. What can you say about **pilgrimage**?
5. What is the spa tourism?

#### **IV. Give the antonyms to the following words**

Historically, health- related, danger, continental, development, religious, possible, dissociate, respect, use, illustration, overnight.

#### **V. Make up dialogue of your own on the topic “Health tourism”**

#### **VI. Insert prepositions**

1. Travelling ... health – related reasons was one of the main motivations... travelers whose journeys were with dangers.
2. ... Ancient Greece, the sanctuaries and healing temples ... Asclepius the demi- god... (medicine and healing) drew thousands.... People who stayed overnight.... Purpose- built dormitories.
3. Those health tourists were also motivated.... Religious beliefs though, and it is not possible... fully dissociate the health dimension ... the religious ones: ... many respects, this early health tourism was a form .... Pilgrimage.
4. .... England, it has contributed ... the development.... Places such as Buxton.

#### **VII. Write composition on “ Health tourism”**

## LESSON 24

### I. Read and translate the following text.

#### HOLIDAY CAMP

Holiday camps have strongly marked the history of British tourism. In their holiday ( the decades just before and after the second World War they offered a form of highly structured residential holiday experience in self contained resorts for groups, including whole families. A first generation of camps existed at the very start



of the twentieth century yet the success of the formula substantially grew after the set – up of a second generation of camps from the the mid- 1930 s onwards. The name of the entrepreneur Sir Willam Butlin ( 1899-01980 ) is closely associated with those camps because the Butlins Holidays Camps have to emblemize holiday camps. Particularly emphasizing collective entertainment, camps were popular ( especially amongst working- class families) until the 1960 s when mass tourism and its overseas packages proved too much competition. Having reached the peak of their



life cycle, holiday, camps have gradually reinvented themselves, taking into account contemporary customers needs and expectations, for example they now offer a higher and wider range of accommodation standards with more modern amenities, from landscaped gardens to room service via cocktail bars. On the summer of 2006, Butlins also launched a timeshare apartment scheme, which illustrates their new strategy of loyalty and adoption of modern business management practices. The 1980s sitcom HI –DE\_ HI based on the hapless going one at a Maplins Holiday. Camp whose Yellowcoats staff were obviously inspired by the Butlins Redcoats has made holiday camps well known even to non campers although it has depicted an already outdated image.



Related to holiday camps are holiday villages such as Center Parks with their mix of outdoor and indoor activities. The first Center Park in the UK opened in 1987 at Sherwood Forest. Holiday

camps are a particularly British phenomenon, although other countries have equivalents especially for children and young people: colonies de vacances in France and summer camps in America.

### **Words and expressions:**

Entertainment- приём гостей

Adoption- усыновление

Residential – избирательный

Modern - современный

Obviously- очевидный, ясный

Village- деревня

### **II. Give the plural forms of the following words.**

Holiday, camp, tourism, history, village, offer, garden, practice, group, children, people, customer.

### **III. Answer the following questions.**

1. What is the “Holiday camp” ?
2. What is the collective entailment?
3. What about mass tourism?
4. When did open Center Park in London ?

### **IV. Insert articles:**

1.... First generation of camps existed at ... very start of ... twentieth century, yet .... Success of... Formula substantially grew after ... set- up of .... Second generation of camps from .... Mid - 1930s onwards.

2. Having reached.... Peak of their life cycle, holiday camps have gradually reinvented themselves, taking into account contemporary customers' needs.

3. .... First Center Park in... UKI opened in 1987 at .... Sherwood Forest.

4. Holiday camps are... particularly ... British phenomenon.

5. In their holiday they offered .... form in highly structured residential holiday experience in self contained resorts for groups, including whole families.

### **IV. Make up dialogue of your own on the the topic “Holiday camp”**

### **V. Insert Prepositions:**

1. ... their holiday they offered a form ... highly structured residential holiday experience ... self contained resorts.... Groups, including whole families.

2. The 1980s sitcom HI- DE- HI based... the hapless going ons .... a... M. Holiday camp whose Yellow coats staff were..... obviously inspired.... the Butlins
3. Holiday camps well obviously inspired... the Butlins although it has depicted an already... outdated image.
4. Holiday camps are... a particularly.... British phenomenon, although others.

**VI. Write composition on “ Holiday camp”**

## LESSON 25

### I. Read and translate the following text.



### HOSPITALITY

The concept of hospitality refers to the provision of food and beverage, licensed drinking as well as accommodation services in all types of destinations as well as resort, casinos and clubs. It is usually broken down into two branches: accommodation and catering. Both are important contributors to local economies, especially with regard to employment, and both are key elements of tourism, even if accommodation requires more investment. Whether or not they work in the hospitality sector, tourism

managers need some understanding of the key contemporary issues affecting the hospitality sector, such as concentration in the hotel sector and segmentation in the restaurant sector. The development of theme parks has led to interesting developments in the hospitality industry, as many theme parks have their own themed hotels.

#### Words and expressions:

Hospitality-гостипримство

Food- пища, еда

Accommodation- удобство

Quality- качество

Investment-инвестирование

Sector- сектор



#### II. Give the plural forms of the following words:

Accommodation, industry, park, investment, branch, segmentation, restaurant, sector, industry, hotel, market, work, key, tourism.

#### III. Answer the following questions:

1. What is the hospitality?
2. What is the accommodation's services types?
3. What is investment?
4. What is the restaurant sector?
5. What about theme parks?

**IV. Use the words in brackets by meanings.**

1. Whether or not they work in the hospitality sector, tourism managers (must, need, can ) some understanding of the key contemporary issues affecting the hospitality sector.
2. The development of theme ( gardens, works, villages, parks ) has led to interesting developments in the hospitality industry.
3. As ( much, many, few, little ) theme parks have their own themed hotels.
4. Both are ( important, need, favorite) contributors to local economies, especially with regard to employment.

**V. Make up dialogue of your own on the topic “ Hospitality “**

**VI. Insert prepositions.**

1. The concept ... hospitality refers ... the provision ... food and beverage, licenced drinking as well as accommodation services ... all types.... destinations.
2. It is usually broken .... ..... two branches:
3. The development ... theme parks has led.... To interesting developments.... The hospitality industry.

**VII. Write composition on “ Hospitality”**

## LESSON 26

### I. Read and translate the following text.



### HOST AND GUESTS

The title of a pioneering book published in 1977, *Hosts and Guests* has become a common phrase in tourism studies to refer to the interactions taking place between tourists and locals. The words *host* and *guest* do not have their usual meaning in that phrase as in daily parlance: Hosts receive and entertain in their own home, whilst guests are explicitly invited and receive free

hospitality. In tourism settings, the relationship between the so-called hosts and guests is particularly complex for three reasons:

Firstly, it is a commercial relationship, even, when professionalism makes service provision and delivery seem most friendly.

Secondly, it can involve hostility or misunderstanding from both parts: when tourists, because of their ethnocentrism, fail to understand locals' culture and tradition, or when locals get irritated by tourists' behavior.

Thirdly, guests are not necessarily invited, despite their desire to get into the backstage, and hosts do not necessarily want to welcome visitors in their community.

Many scholars work on research projects about the interactions between hosts and guests in order to better understand their dynamics and also to articulate strategies to optimize them.

#### Words and expressions.

Host- хозяин

Guest- гости

Entertain- развлекать

Daily- ежедневный

Relationship- связь, отношение

Common- общий

### II. Give the plural forms of the following words:

Host, guest, title, setting, relationship, complex, reason, behavior, visitor, dynamic, place.



### III. Answer the following questions

1. Who is the host?
2. What about the guest?
3. What kind of relation between host and guest?
4. How many reasons between the so called hosts and guests is particularly complex for?
5. What kind of guests do you prefer?

### IV. Put in *the/ a* where necessary.

1. .... Title of a pioneering book published in 1977, host and guests has become ... common phrase in tourism studies to refer to ... interactions.
2. It is ... commercial relationship, even when.... Professionalism makes service provision and delivery seem most friendly.
3. In tourism settings, ... relationship between... so- called hosts.

### V. Make up dialogue of your own on the topic “Hosts and guests”

#### VI. Insert prepositions:

1. The book published ... 1977, hosts and guests has become a common phrase ... tourism studies ... refer ... the interactions taking place ..... tourists and locals.
2. The words host and guest do not have their usual meaning ... that phrase as ... daily parlance: Hosts receive and entertain ... their own home , whilst guests are explicitly invited and receive free hospitality.
3. .... tourism settings, the relationship ..... the so- called hosts and guests is particularly complex .... three reasons
4. Hosts do not necessarily want ... welcome visitors ... their community.

### VI. Write composition on “Hosts and guests “

## LESSON 27

### I. Read and translate the following text.

#### IMPACTS OF TOURISM



The very frequently used phrase impacts of tourism refers to the consequence of tourism on destinations. The study of the impacts of tourism is probably the most developed subfield of tourism management as an academic discipline, with thousands of examples and critical analyses in books and journals, usually in the form of case studies. The

impacts of tourism may be positive or negative: they fall in there categories: economic impacts, socio- cultural impacts and environmental impacts. Overall, the economic impact tends to be positive ( hence the view of tourism as a tool of economic development) whilst the socio- cultural and environmental impacts tend to be negative. Tourism impacts are often summarized in a table reminiscent of a cost benefit analysis.

The difficulties associated with the study of the impacts of tourism include:

Difficulty of measuring the impacts precisely, even the economic impacts, although some new tools such as Tourism Satellite Accounts can help:

Difficulty of comparing and prioritizing impacts ( for example, are some negative impacts worse than others)

Difficulty in not overstating not oversimplifying impacts:

Difficulties of using research findings for practical purpose such as tourism development policies.

#### Words and expressions:

Journal- журнал

Development- развитие

Account-счёт

Purpose-цель

Environmental-окружающий

### II. Give the plural forms of the following words:

Impact, phrase, frequently, case study , category, difficulty, new, policy.

### **III. Answer the following questions:**

1. What is the impact of tourism?
2. What is the case studies?
3. What kind of difficulties associated with the study of the impacts of tourism include?
4. What is the tourism satellite?

### **IV. Use the words in brackets by meanings:**

1. The study of the impacts of tourism is probably the ( more, than, most) developed subfield of tourism management as an academic discipline , with thousands of examples and critical analyses in books and journals, (usually, always, seldom, often ) in the form of case studies.
2. The impacts of tourism may be positive or negative : they (fall, have ) in three categories: economic impacts, socio- cultural impacts and environmental impacts.
3. Overall , the economic impact tends to be positive ( hence the view of tourism as a (tool, book, journey, symbol ) of economic development whilst the socio- cultural and environmental impacts tend to be negative.

### **V. Make up dialogue of your own on the topic “ Impact of tourism “**

#### **VI .Insert prepositions:**

1. The very frequently used phrase impacts ... tourism refers ... the consequence ... tourism ... destinations.
2. The study ... the impacts ... tourism is probably the most developed subfield ... tourism management as an academic discipline, with thousands ... examples and critical analyses ... books and journals, usually ... the form ... case studies.
3. The impacts ... tourism may be.... positive or negative: they fall ... there categories: economic impacts, socio- cultural impacts and environmental impacts.
4. Overall , the economic impact tends to be positive ..... (hence the view .... tourism as a tool ... economic development ) whilst the socio- cultural and environmental impacts tend to be negative.
5. Tourism impacts are often summarized ... a table reminiscent ... a cost benefit analysis.

### **VII. Write composition on “Impacts of tourism”**

## LESSON 28

### I. Read and translate the following text.

#### INDUSTRIAL TOURISM



A form of special interest tourism, industrial tourism (sometimes called factory tourism) is about visits to industrial sites such as food processing wineries, dairies, mining operations, power stations and even nuclear plants, ports operations, timber milled or large scale building sites. Education and cultural curiosity are key motivations. Industrial tourism may be either incidental or part of a

specialized tour: there might be some overlap with business tourism, for example in the case of fact – finding missions for a group of professionals whose itinerary is principally designed around such visits. Unlike heritage tourism which is turned towards the past (for example visiting old canals or disused mine buildings) industrial tourism is interested in sites that are currently busy and operating.

For health and safety reasons as well as interpretation purpose, visitors are usually escorted by a tour guide. Purpose built centres and viewing galleries are part of the facilities sometimes provided for tourists. Although participants normally pay a small fee, the main benefits for the company are not financial, but rather in terms of public relations, publicity and customer relations.



#### Words and expressions

Curiosity-любопытство

Tour- поездка

Health-здоровье

Participate-участвовать

Escort-сопровождать

### II. Give the plural form of the following words:

Tourism, operation, mill, building, education, key, motivation, health, relation.

### **III. Answer the following questions:**

1. What is the industrial tourism?
2. What is the business tourism?
3. What about heritage tourism?
4. What is tour guide?
5. What means public relations?

### **IV. Insert articles:**

1. ... form of special interest tourism , industrial tourism ( sometimes called factory tourism) is about visits to industrial sites.... such as food processing wineries, dairies, mining operations, ...power satiations and even nuclear plants, ports operations, timber milled or large scale building sites.
- 2.....Education and cultural curiosity are.... key motivations.
3. Industrial tourism may be either incidental or part of ... specialized tour: their might be some overlap with.... business tourism, for example in .... case of fact – finding missions for ... group of professionals whose itinerary is principally designed around .... such visits.
4. Unlike heritage .... tourism which is turned towards .... past ( for example visiting old canals or disused mine buildings)... industrial tourism is interested in ....sites that currently... busy and appertaining .

### **V. Make up dialogue of your own on the topic “Industrial tourism “**

### **VI. Insert prepositions:**

1. Unlike heritage tourism which is turned towards the past (... example visiting old canals or disused mine buildings) industrial tourism is interested ... sites that currently busy and appertaining .
- 2.... health and safety reasons as well as interpretation purpose, visitors are usually escorted ... a tour guide.
3. Purpose built centre's and viewing galleries are part of the facilities sometimes provided ... tourists.
4. Although participates normally pay a small free , the main benefits ... the company are not financial, but rather ... terms of public relations, publicity and customer... relations.

### **VII. Write the compositions on “Industrial tourism”**

## LESSON 29

### I. Read and translate the following text.

#### INSEPARABILITY

One of four characteristics of services ( along with intangibility, perish ability and variability) inseparability refers to the fact that a service cannot be separated from its provider. Put another way productions and consumption occur at the same time and at the place: a continental breakfast in a Parisian hotel is produced and consumed at the same time, unlike a frozen pizza. From a tourism business perspective, inseparability has several consequences.



It makes quality control more difficult, as there may not always be an opportunity to implement quality control mechanisms.

It reinforces the importance of the professionalism of the staff involved in service delivery as their work strongly contributes to the consumer's experience and satisfaction.

It reinforces the challenges of fluctuation in demand, as tourism services cannot be stored for a later use.

#### Words and expressions

Service- сервис

Quality- качество

Difficult- трудно

Several -несколько

Demand-требование

### II. Give the plural forms of the following words:

Host, guest, title, setting, relationship, complex, reason, behavior, visitor, dynamic, place.

### III. Answer the following questions:

1. What is the inseparability?
2. What is the quality?
3. What is professionalism?
4. What do need tourism managers and markets?

**IV. Use the words, where necessary. ( quality, professionalism, strongly, service)**

1. It makes .... control more difficult, as there may not always be an opportunity to implement ..... control mechanisms.
2. It reinforces the importance of the ..... of the staff involved in service delivery as their work ..... contributes to the consumer's experience and satisfaction.
3. It reinforces the challenges of fluctuation in demand, as tourism .....
4. the fact that a ..... cannot be separated from its provider.

**V. Make up dialogue of your own on the topic “ Inseparability “**

**VI. Insert prepositions:**

1. It reinforces the challenges of fluctuation ... demand, as tourism services cannot be stored.... a later use.
2. Put another way productions and consumption occur ... the same time and ... the place: a continental breakfast ... a Parisian hotel is produced and consumed... the same time , unlike a frozen pizza.
3. One ... four characteristics ... services ( along with intangibility, perish ability and variability) inseparability refers ... the fact that a service cannot be separated .... its provider

**VII. Write the composition on “ Inseparability”**

## LESSON 30

### I. Read and translate the following text.

#### DRUG TOURISM



Drug tourism can be defined by focusing on one activity; buying (recreational) drugs that are illegal or unavailable in one's home country. It is helpful to distinguish between journeys where drugs constitute the main purpose of the trip and journeys where drug buying or drug-taking is only incidental; this latter aspect is quite common in some forms of youth tourism, such as backpacking. Commenting on such aspects of drug tourism is

difficult because it is a culturally disputed terrain which has its proponents and opponents and not much research has seemingly been published on the topic. A related issue is drug smuggling by tourists who attempt to bring back illegal substances with them; because of the criminal element, this is a more serious issue akin to other interfaces between tourism and crime. Amsterdam is a well known destination for cannabis smokers because of the Dutch government's legislation and policy of tolerance. Cannabis in the Netherlands is most commonly sold in so – called coffee shops patronised mainly by foreign tourists. South America and South – East Asia are other drug tourism destinations, though often for harder drugs which are linked to a certain imagery of cultural heritage. Whilst the mass media occasionally report on such drug tourism journeys, supported by a predatory , shadowy industry , in the absence of formal systematic research it is impossible objectively to analyse and distinguish between myth and reality. In other terms, drug tourism is still a taboo area of tourism, or at least one where more research is necessary, although this may be particularly difficult because of the ethical issues involved.

#### DUAL USE

The phrase 'dual use' is frequently used in leisure management about recreation facilities that can be used by two distinct groups of people, for example a swimming pool built in an educational establishment but also establishment to be used by the local community. In tourism, the phrase 'dual use' refers to the use of amenities by both tourists and locals, for

dual



example restaurants, shopping precincts, performance venues such as theatres, local transportation such as taxis and buses etc. This shows why, in urban areas, it is not easy to delineate and measure the exact contribution of tourism to the economy. In rural areas, the concept of dual use is often underpinned by the political argument that locals should arguably be encouraged to make use of tourist amenities. Benefits may then include thwarting the ghettoisation of tourists and maximising the income of local tourist businesses. In some resorts in developing countries, dual use is much more complex: firstly, many locals are economically unable to patronise tourist venues; secondly, tourist venues may be of very limited interest to them; thirdly, they may not be welcome at all.

### Words and expressions

|                      |                             |
|----------------------|-----------------------------|
| illegal-не легальный | heritage-завещание          |
| drug-лекарство       | distinct-ясный, однозначный |
| tolerance-терпимость | amenity-удобство            |

### II. Answer the following questions:

1. What kind of activity do include the drug tourism?
2. Why South America and South-East Asia are enter in drug tourism destinations?
3. Where do use the phrase 'dual use'?
4. Why is not easy to delineate and measure the exact contribution of tourism to the economy?
5. What does mean benefits in tourist business?

### III. Translate into English:

Койко-место, номер, плавучие отели, отели-люкс, конгресс-отель, бизнес-отель, туристские базы, курортные гостиницы, кемпинги, размещение, клуб, общежитие, бассейн.

### IV. A business person is looking for a hotel in Tokyo. Complete the dialogue with the words and expressions in the box . Use the hotel information below to help you.

is it's there is how many are there any  
are there's there are is there are a there are

A: Where ..... the hotel ?

B: ..... Not far from the centre of Tokyo. It has a great view of Tokyo Bay

A: ..... rooms does it have ?

B: About nine hundred

A: ..... restaurants?

B: Yes, ..... eleven . You have a great choice

A: And ..... fitness centre?

B: Yes, ..... And ..... a swimming pool as well .

A: ..... the meeting rooms big ?

B: Yes, ..... . Big enough for eight to ten people.

**You are in a hotel. Use can / could I ...? Or can / could you ...? To make requests, as in the example.**

1 (have/double room) Could I have a double room, please?

2 (tell/the price) .....?

3 (give/my room key)..... ?

4 (stay/an extra room).....?

5 (tell/the time).....?

6 (have/breakfast in my room) .....?

7 (pay/credit card).....?

8 (send/ a fax) .....?

**V. Now match the requests in with the responses below .**

a Yes, of course. It's 1 per page. ....

b I'm sorry , but we only have a single for tonight. ....

c Yes, certainly. It's seven thirty. ....

d Yes, of course. It's 63 per night, including breakfast .....

e I'm afraid we only serve meals in the restaurant. ....

f I'm sorry. But we only accept cash or traveler's cheques. ....

g Yes, of course. Can you tell me your room number?.....

h Let me check, sir. So that's four nights and not three?.....

## LESSON 31

### I. Read and translate the following text.

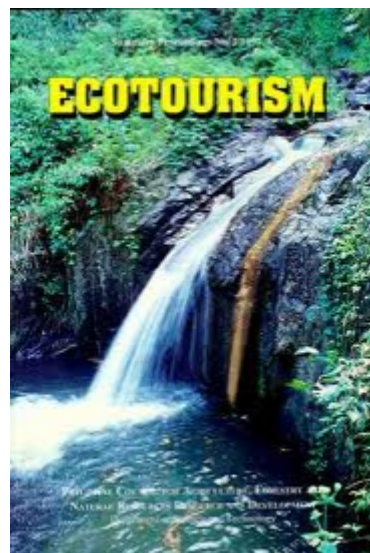
#### ECONOMICS



Economics can be concisely defined as the study of the allocation of resources; it is a social science that uses scientific techniques to understand how people, organizations and societies organise themselves and their resources in order to satisfy their needs and wants. Economics is usually broken down into two branches: macroeconomics and microeconomics. Both are relevant for the study of tourism management:

With regard to macroeconomics, tourism is an important contributor to national economies; concepts such as the multiplier effect, leakage, balance of payments and foreign exchange are at the interface of tourism and macroeconomics. With regard to microeconomics, tourism covers the economic activities of millions of consumers and of service providers from the tourism industry; concepts such as opportunity costs, competition and cross elasticity of demand are at the interface of tourism and microeconomics.

Ecotourism May be surprisingly defining ecotourism is difficult because of the proliferation of definitions and the consequent lack of consensus even amongst specialists. In 2001, David Fennell found over 80 different definitions of ecotourism, from both academic and industry sources. The International Ecotourism Society defines ecotourism as responsible travel to natural areas that conserves the environment and improves the well-being of local people. Other definitions share a similar ethos and concern for local communities and the destinations natural environments, but they will stress particular aspects, such as the fact that ecotourism is a form of alternative tourism with a focus on ecology, that it is underpinned by principles of sustainable development and a desire for both conservation and interpretation. In practice, ecotourism may overlap with other forms of tourism, for example bushwalking is a form of nature –based tourism, whilst aboriginal tourism in Australia is a form of ethnic tourism. Ecotourism is often presented as one of the fastest growing forms of tourism, although it is not easy to compile precise frame of reference. Despite of the praise it generates and the obvious benefits for the destinations, ecotourism has also been criticised for



several reasons, notably the fact that some of the destinations visited by ecotourists are very fragile and that even careful, well-meaning travelers can damage them. Besides, the remote and exotic locations of ecotourism a negative image as the expensive, politically correct holiday of a self-indulgent elite.

### Words and expressions

Proliferation-быстрое увеличение

comparable-сопоставимый

definition-определение

precise-точный

aspect-внешний вид

remote-отдаленный, дальний

### II. Answer the following questions:

1. What is the definition of economics?
2. What are two branches of economics?
3. What concepts are at the interface of tourism and macroeconomics?
4. What is bush walking?
5. What's the definition of ecotourism?

### III. Translate into English:

Техническое оборудование, общественное помещение, парковка автомобиля, обязательные услуги, дополнительные услуги, система звезд, вилла, гостиничные цены, франчайз, ценовал политика, обучение персонала, огромные возможности, государственные тарифы, цены для пожилых.

**IV. Read this information about Dubai in the United Arab Emirates. Then fill in the gaps in the sentences below. There is only one word per gap.**

### DUBAI

#### GETTING THERE

72 airlines operate flights to Dubai .

British airways offers two or three flights per day from London

From Dubai airport to city centre : 5 km/(10 minutes by taxi)

#### Banks

8.00-12.00 Saturday to Wednesday

8.00-11.00 Thursday

#### Shops

10.00 a.m-9.00 p.m.

Some shops are not open 1.00-4.00 p.m.

A: Is there a good choice of flights to Dubai?

B: Yes, the national airlines are Gulf Air and Emirates, but you can also go by British Airways .

A: How ..... Does British Airways fly there?

B: Two or three times a day.

A: How ..... is the airport from the city centre?

B: About five km.

A: And how ..... does it take to get there ?

B: About ten minutes . You have to take a taxi.

A: What about banks?..... do they open in the morning ?

B: At eight o'clock. And they usually ..... at midday.

A: ..... they open on Friday?

B: No, they are not . Friday is a religious day .

A: Oh, yes of course . And when ..... shops close ?

B: At about nine in the evening . But be careful, because some shops aren't ..... Between one and four in the afternoon

## LESSON 32

### I. Read and translate the following text.



#### ECOTOURISM

Based on pun on the word ecotourism, the neologism 'egotourism' is an invitation to cast a critical eye on all the tourism practices that fall under the umbrella term of alternative tourism. The argument is that these new tourists are probably more motivated by an egocentric, self – indulgent desire to feel they engage in ethical tourism , rather than really caring about ecology and sustainable development. This point is linked to the socio – demographics of ecotourists as educated, affluent Westerners for whom expensive ecotourist holidays are a legitimized way to discover unique destinations where few other travelers will have been. This mix of elitism and hedonism may also be accompanied by some snobbery the hoi polloi of mass tourism. Besides, the tourist industry itself is not immune to critique as it actually encourages egotourism. Not to mention the fact that some businesses increasingly using ecotourism and similar claims of environmental friendliness as a marketing ploy to attract tourists. Because of their unacademic style . the words egotourism and ecotourist tend to be used more in the mass media than in academic writing; Brian Wheeler is sometimes acknowledged as the person who coined the word egotourism .

#### EMOTIONAL LABOUR

The term was coined by American sociologist Arlie Russell Hochschild in her 1983 book *The Managed Heart* where analysed the way female flight attendants learn to repress any negative feeling and emotion for the sake of professionalism .Emotional labour is about controlling and managing one's emotions and feelings because of the particular



demands of a job. A service industry such as tourism puts such particular demands on staff in service encounters and this concept is useful in terms of human resource management. Hochschild's findings about cabin crew can be generalized to other service encounters in the tourism industry where employees are required to control their emotions , especially in the transport sector, for example in tense situations of flight delays or cancellations, problems with overbooking or lost luggage. In the UK, this is dramatically reflected in the BBC's fly – on – the – wall documentary

Airport or ITV's Airlines. Anthropologically, travelers are in a liminal, transit zone, without the relative security of either home or their final destination, as a consequence, they are particularly vulnerable and prone to fits of anxiety.

### EMPIRICAL RESEARCH

Strictly speaking, empirical research is based on observation and experience; in a broader sense, the term 'empirical research' is used to contrast a more hands a form of research to pure theorisation consisting in conceptualizations and abstract judgments. In tourism, most research tends to be empirical; the quality of the research carried out is then assessed through criteria such as validity and reliability. A particular challenge in tourism is the fact that some important concepts difficult to observe, appreciate and describe for example the tourist experience, which it is one of the conceptual cornerstones of tourism yet is difficult to address empirically.



#### Words and expressions

рун-игра слов

critical-критический

alternative-альтернативный

elitism-теория элиты

snobbery-снобизм

consequence-последствие

particularly-особенно

contrast-сравнивать

challenge-трудность

appreciate-ценить

#### II. Answer the following questions:

1. Who found over 80 different definitions of ecotourism?
2. What is egotourism?
3. Who is acknowledge as the person who coined the word 'egotourism'?
4. What is the name of American sociologist who analysed the way female flight attendants learn to repress any negative feeling and emotion for the sake of professionalism in the book "Managed heart"?
5. What is emotional labour?
6. What is empirical research based on ?
7. What is the term empirical research used to?
8. What is the particular challenge in tourism?

### III. Translate into English:

Санитарно-технические средства, коммерческий отдел, отдел закупок, гостиничные услуги, бронь, финансовый директор, служба питания, официант, горничная, прачечная, химчистка, акционерная общество, частный владелец.

### IV. Choose the correct word to complete these dialogues.

B: Do you have any/ a luggage to check in?

A: Yes, I have a/some suitcase here. Can I have a window seat, please?

B: I'm afraid there aren't some/any more seats by the window madam.

A: Excuse me. I want to buy a/some souvenirs to take home. Are there any/some souvenir shops near here?

C: Yes, there's a /some very good shop just on the corner.

A: How much/many time do we have before our train?

D: Forty minutes.

A: Do you want another drink?

D: No, you have a/some drink. I want to look in the shops.

D: I want to buy some/any wine at the duty-free. Do you want a/any cigarettes?

A: Yes, please.

D: How much/many do you want-200 or 300?

A: 200 is fine. Here, I'll give you a/some money.

### AIRBUS

Founded in 1970, airbus sells its planes to more than 180 airlines world wide. Based in Toulouse, France, it is a truly international organization, employing around 40,000 people of over 30 different nationalities. Its shareholders are two leading European aerospace companies: the European Aeronautic Defence and space company and BAE systems of the United Kingdom.

Airbus's product line is divided into three aircraft families – the A320 Family with 107-185 seats, the A300/A310 Family with 220-266 seats and the A330/A340 Family with 253-380 seats. In response to market demand for very high capacity aircraft, Airbus is also developing the A3xx Family, starting with 555 seats. In 30 years of operation, Airbus has received orders for some 400 aircraft.



Airbus has factories all over Europe, subsidiaries in the United States and China, regional offices in Sydney, Tokyo, Singapore, New Delhi, Moscow, Brussels, and Dubai spare parts centres in Hamburg, Beijing and Singapore and training centres in Toulouse, Miami, and Beijing.

**IV. Now choose the correct word to complete the questions, as in the example. Then answer the questions.**

1 How many customers does Airbus got/have worldwide?

It has more than 180

2 Does/Has it got any American shareholders?

.....

3 How many American shareholders does/has it have?

.....

4 Have/has the shareholders got the same share in the company?

.....

5 How many employees has/does the group have ?

.....

6 Do/does A300 planes have more than 200 seats?

.....

7 How many spare parts centres has the company got/get?

.....

8 Where does/has the company got training centres?

.....

## LESSON 33

### I. Read and translate the following text.

#### EMPLOYMENT



Employment refers to the situation of being employed: it is a contract between two parties, the employer and the employee. According to the World Travel and Tourism Council (WTTC) in their 2006 travel and Tourism Economic Research report, the travel and tourism industry worldwide generates 234 million jobs, representing over 8 per cent of global employment. The WTTC estimates that by 2016 the number of people employed in travel and tourism will have reached 279 million, this represents 9 per cent of the workforce globally or one in every 11 jobs. This includes direct employment but also indirect employment, with calculations based on the relative contributions of other sectors. The European Union has calculated that 8 million people are directly employed within the tourism sector in Europe and it is anticipated that employment opportunities will grow by a further 2 million within the next decade; some scholars argue that such statistics are inflated yet the relative importance of tourism as an employer cannot be underestimated .

Employment in the sector suffers from specific problems: Jobs tend to be low paid, compared with other sectors. In certain instances, they tend to be low – skilled with few opportunities for progression and career development. Employment tends to be seasonal or part – time in nature. In certain areas, technological progress requires fewer staff to be employed.

#### **Enclave tourism**

In political geography, an enclave is a piece of land which is totally surrounded by a foreign territory, like West Berlin before the 1990 German reunification. By analogy, enclave tourism refers to holidays in self – contained resorts, usually located in tropical, coastal areas offering activities such as scuba – diving and amenities such as swimming pools and tennis courses. Sandals Resorts and Club Med are typical examples.

Enclave tourism is characterized by:

- High level of leakage, as the resorts usually belong to multinational firms and most goods are imported.

- Very limited interactions between hosts and guests, with the exception of low – paid resort staff.
- Limited benefits for the local community outside the all – inclusive resort, because tourists hardly leave the complex, which prevents an informal tourism sector to develop.
- Local resentment against a form of segregation considered as neocolonialism.  
Enclave tourism creates a ‘golden ghetto’ for tourists; this is an illustration of dependency theory and vertical integration.

### Words and expressions

argue-спорить                      complex-совместный  
coastal-прибрежный              illustration-пример  
host-хозяин

### II. Answer the following questions:

1. What is the employment?
2. How many jobs does the travel and tourism industry worldwide generate according to the World Travel and Tourism Council?
3. What specific problems does employment in the sector suffer from?
4. What is the estimation of the people employed in travel and tourism made by WTTC by 2016?
5. What are two types of employment?
6. What is an enclave?
7. What is enclave tourism characterized by?
8. What does enclave tourism create for tourists?

### III. Translate into English:

маркетинг, рыночная экономика, безопасность, окружающая среда, материальная база, комфорт туриста, транспортное обеспечение, телекоммуникация, торговое и бытовое обслуживание, туркомплекс, контроль поставщиков материалов, электронная система, поставщики продуктов, правовая защита, безопасность, стратегия управления, цель технического менеджмента.

### III. Choose the words for each question, as in the example. One word is left. What is it?

knife      beans      menu      waiter      chef  
sorbet      glass      onions      pear      fork  
cheese      juice      wine      cream      cup

chicken    orange    beef    fruit salad

- 1 types of vegetable    beans
- 2 types of meat .....
- 3 types of drink.....
- 4 dairy products(made from milk).....
- 5 you use these for drinking .....
- 6 you eat with these .....
- 7 they work in a restaurant .....
- 8 types of dessert .....
- 9 types of fruit .....

**IV. Read these descriptions of famous dishes from around the world. What are their names?**

**Use a dictionary to help you, if necessary.**

- 1. It's a type of sandwich. It is filled with a piece of meat, which is cooked on a grill. The meat is usually topped with mayonnaise and ketchup and sometimes cheese.
- 2. They are little creatures with shells and you find them in the garden in many countries. They are cooked in a garlic and parsley sauce and served hot as a starter.
- 3. The base is a type of bread, made with flour and water. This is topped with a special tomato sauce and grated mozzarella cheese. You can also put pieces of meat or vegetables on top. It's cooked in the oven at a very high temperature.
- 4 It's usually a main course and there are many different types of dish. It's made with meat, fish or vegetables. It's cooked in a sauce made with different spices, and it's often served with rice. It's an Indian specialty.

**Now write a short description of a dish from your country.**

.....  
.....  
.....  
.....  
.....

**Here some sentences you would hear or use in a restaurant. Chose words from the box below to complete the second gap in each sentence. Then write a or some in the first gap, as in the example.**

wine     bottle     fruit     spoon  
knife     sugar     glass     receipt

1 And what would you like to drink, madam?

I'll have a bottle of mineral water , please.

2 Excuse me. Could I have ..... for my soup?

3 I'd like ..... with my main course.

Me too. Do you prefer red or white ?

4 How can I help you?

Could you bring me ..... of water , please

5 I don't have ..... for these cheese.

You can take mine. I don't want any cheese.

6 Would you like a dessert ?

Yes, I think I will have .....

7 Could you bring me ..... for my coffee, please?

8 Here's my credit card. Could I have ..... , please?

Yes, I'll bring it immediately.

**V. Match the sentences on the left with the responses on the right.**

- |                                       |                                      |
|---------------------------------------|--------------------------------------|
| 1 Could I book a table for three?     | a No, thanks. I'll just have coffee. |
| 2 What do you recommend?              | b Yes, I'll bring it immediately.    |
| 3 Could I have the wine list, please? | c Downstairs, sir.                   |
| 4 Would you like a drink?             | d Do you take VISA?                  |
| 5 Would you like some dessert?        | e No. This is on me.                 |
| 6 Where are the toilets?              | f I'm sorry. We're full tonight.     |
| 7 How would you like to pay?          | g Yes. I'd like a whisky, please.    |
| 8 Please. Let me pay.                 | h It's a pleasure.                   |
| 9 Thank you for inviting me.          | i I suggest the lasagna              |

## LESSON 34

Read and translate the following text.

### ENTERTAINMENT



Entertainment is about liberation from boredom, from alienation and other mental constraints. Psychologically it is regarded as a healthy part of life. It is not specific to tourism, although when they are away from their home environment most tourists will seek some forms of entertainment; this not the just case of recreational tourists, but also of business tourists, hence the social programmes that often complement conferences and conventions. Sources of entertainment include artificial attractions, events, performances, or visits. In cases, entertainment can be the explicit purpose of a trip or it may just be incidental, spontaneous and unplanned. The entertainment industry is often regarded as part of the leisure industry and the academic study of entertainment is rather part of leisure than tourism. Entertainment is subjective: what is entertainment for one person may mean boredom for another person. When entertainment is meant to also be educational , the neologism ‘edutainment’ is sometimes used; this is the case in an increasing number of modern museums, for example the Museum of the Moving Image or the Cite des Sciences et de Industrie.

### ENTREPRENEURSHIP

The terms ‘entrepreneurship’ and ‘enterprise’ are often used interchangeably in tourism, although some authors might define them slightly differently. It is generally accepted that entrepreneurship and enterprise have two complementary meanings:



They can refer to the process of formulating and setting up a business; this involves identifying a business opportunity, developing the initial idea into business plan and starting up the venture properly speaking. Franchising is an example of entrepreneurship, and so are all the small-scale, independent local businesses that make up the book of the tourism industry. They can refer to the skills and mindset necessary to be a successful entrepreneur, including persistence, resilience, resourcefulness, optimism, ambition, strategic vision and creativity. Case studies of famous tourism entrepreneurs help understand what makes a good entrepreneur in the tourism industry, though it is important to remember that these millionaires are not representatives of entrepreneurship as a whole.

Governments and development agencies are usually very keen to encourage and support entrepreneurship because new businesses are the motor of local economies, creating new jobs and

resulting in taxes and commercial transactions , particularly in the tourism sector .

## ETHICAL TOURISM

Strictly speaking, ethics is the branch of philosophy concerned with what is right and what is wrong. By extension, the world also refers to codes of behaviour, deontology and value judgments. The concept of ethical tourism is based on principles of sustainable development, justice and respect with the implication that both tourists and tourism businesses should act ethically towards local communities and towards one another. In that respect, it is sometimes used as a synonym of alternative tourism and sustainable tourism. In 2001, the World Tourism Organization published an important document entitled Global Code of Ethics for Tourism, it defines as a comprehensive set of principles whose purpose is to guide stakeholders in tourism development: central and local governments, local communities, the tourism industry and its professionals as well as visitors, both international and domestic. The code itself is not very long; it is composed of nine articles setting policy guidelines for destinations, governments, tour operators, developers, travel agents, workers and travelers themselves. The tenth article is about impletation, which of course is the most difficult: whilst most will readily agree that tourism should be ethical, it is not always easy to ensure that it is in practice.



## ETHNIC TOURISM



Ethnic tourism is a type of cultural tourism where the prime motivation is the desire to interact with people from a different ethnic group, typically in less economically developed countries. European or American tourist traveling to northern Thailand to meet hill tribes people are a good example of ethnic tourism. Ethnic tourists can be compared to the early field anthropologists who, animated by cultural curiosity went to stay for month with remote communities in order to study them. By its invasive nature, ethnic tourism presents some dangers such as commodification and acculturation, but when properly managed it can prove beneficial to the host community. This is the case when it takes place through respectful schemes of community tourism with explicit concern for sustainability, ethics and responsible tourism. At its best, ethnic tourism is not just a setting up of interactions between hosts and guests but an opportunity for cross – cultural communication and ethnic relations; local tour guides play a particularly important role in this respect. Because it

implies a high degree of cultural difference between tourists and locals, the main destinations of ethnic tourism from the West are on the Pacific Rim and in Africa.

### **ETHNOCENTRISM**

The word was coined and conceptualized by American sociologist William Graham Sumner. The belief in the cultural superiority of one's own ethnic group is accompanied by a disparagement of all other cultures and even hostility towards them. In the context of tourism, this is a useful concept that helps us understand the reactions of some tourists who experience cultural shock, are not able to accept socio – cultural differences and find refuge in negative stereotypes and generalizations. Experienced travellers, on the other hand, tend to be more open minded and more aware of cultural relativism. Travel writing sometimes indulges in ethnocentrism, consciously when the author does not realize that they look down upon outgroups because of cultural differences. Ethnocentrism can be analysed as part of wider theme of cross cultural communication; an important model in that respect is the developmental model of intercultural sensitivity proposed by the American scholar Milton Bennett in the 1980s to compare, map and explain the varied reactions of people to cultural differences.

#### **Words and expressions**

alienation-отчуждение

explicit-явный

mental-умственный

persistance-выносливость

seek-искать

ambition-стремление

#### **II. Answer the following questions:**

1. What is entertainment?
2. What do sources of entertainment include?
3. What 2 complementary meanings do the terms “entrepreneurship” and enterprise have?
4. Who is Richard Branson?
5. Why are governments and development agencies usually very keen to encourage and support entrepreneurship?
6. What does an Environmental Impact Assessment investigate?
7. What is the Ethnic tourism?
8. What is the prime motivation of Ethnic Tourism?
9. What kind of dangers does ethnic tourism present?
10. How can travel writing indulge in ethnocentrism unconsciously?



### III. Translate into English:

Экономия ресурсов, персонал по обслуживанию, тур оператор, гостеприимство, профессиональные цели, категория отеля, структура управления, бизнес-центр, фитнес-центр, номерный фонд, финансовый план, долгосрочный план, стратегия достижений, линейное управление, функциональное управление, технический менеджмент, орудия труда,

### IV. Fill in the gaps using the verbs from the box below in the correct form.

**Mike Hodgkinson is the Chief Executive of British Airports Authority. This is his diary for last week.**

get      leave      see      have      be  
visit      arrive      make      meet      go  
travel      attend      go      return

#### **Monday**

I..... up early and ..... at the office at 8.00 a.m. At 9.00 I ..... a meeting with Gabriele Renzully , the director of Naples Airport. After a nice lunch I ..... to the bank to discuss future investments. At 5.00 p.m I..... the office and ..... to the Millennium Dome by boat. I ..... delegates for the ACI conference. In the evening there ..... A conference dinner at the Dorchester Hotel.

#### **Tuesday**

I ..... the opening speech for the ACI and then ..... different talks and seminars during the day . I ..... lots of old contracts.

#### **Wednesday**

A normal morning at the office. I had lunch with a journalist who wanted to hear about our future plans. In the afternoon I attended a board meeting and made a presentation on our future strategy. In the evening my wife and I ..... our son and daughter -in-law for dinner.

#### **Thursday**

Trip to Stansted Airport. I met a lot of staff and customers. I ..... to London in the evening and ..... to the opera to see La Boheme.

### V. Change the order of these words to make questions , as in the example. Then answer the questions.

1 morning who he Monday on did meet?

Who did he meet on Monday morning? He met Gabriele Renzully

2 the Dome time he did what visit?

..... ? .....

3 travel how he there did?

..... ? .....

4 he evening on dinner where have did Monday?

..... ? .....

5 on did lunch he who Wednesday have with?

..... ? .....

6 he who on evening did visit Wednesday?

..... ? .....

7 did Thursday on where he evening go?

..... ? .....

8 see he did what?

..... ? .....

## LESSON 35

### I. Read and translate the following text.



#### E-TOURISM

The term 'e-tourism' is a way of describing the advance of electronic front and back office systems. According to Dimitrios Buhalis, one of the specialist of e-tourism, e-tourism refers to the digisation of the processes found within the value chains of the tourism,

travel and hospitality industries. The reason behind this transformation is an organization's need to make its operations more efficient and effective and thus allow easier communications with its costumers. The development of e-tourism has been championed by low cost airlines with Ryan air for example achieving over 98 per cent of its bookings via the Internet, which substantially helps reduce commission and administration costs associated with selling its seats. It is not just low cost airlines that have seen the Internet as a major cost saver, as other carriers such as British Airways are also promoting the benefits of booking online with a target of 100 per cent of sales througy such means. The Internet has also created a new set of travel companies often referred to as e-mediaries. Examples of e-mediaries include Expedia.co.uk and Opodo.co.uk and Travelocity.co.uk. These travel companies are able to use the power of Global Distribution Systems which are often linked to their ultimate owners to find customers the cheapest deals. Tour operators have also started to recognise the benefits of e-tourism, as evidenced by the growth of dynamic packaging, enabling e-customers to tailor their own holidays. E-tourism has further advantages for both organizations and customers: Customers gain the ability to check –in online, which allows seats to be chosen, frequent flyer details to be entered and meal requests to be made.

Airlines have integrated their booking and reservation systems to achieve greater logistics efficiencies when loading aircraft, resulting in quicker turnarounds.



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## EUROZONE

Strictly speaking, the Eurozone refers to the twelve European Union member countries that acquiesced to monetary union and the implementation of a single currency called the euro. The euro was introduced on 2 January 2002 in the following twelve countries: Austria, Belgium, Finland, France, Germany, Greece,



Ireland, Italy, Luxembourg, Netherlands, Portugal and Spain. For tourists the Eurozone makes traveling much easier as there is no need to change currencies or worry about exchange rate fluctuations. It also makes comparisons much easier with regard to tourism products. The small European states of Monaco, Andorra, San Marino and Vatican city also use the Euro, although they are not officially members of the EU. Some other countries outside the EU such as Montenegro have also adopted the Euro. The United Kingdom, Denmark and Sweden have so far declined to join. The ten new members who entered the EU in May 2004 have been given various timelines to implement monetary union, for example Slovenia aims to join the Eurozone in 2007 and Cyprus in 2008. The Eurozone partly overlaps with the Schengen zone.

### Events

Events are attractions that occur at a certain point in time; they can be classified in many ways according to several criteria such as:

time: regular (for example the yearly Edinburgh International Festival) or irregular (for example a royal wedding);

theme: sports (for example the FIFA World Cup), heritage (for example a commemoration), arts (for example an outdoor concert);

size: from small-scale (for example a local festival) to mega-events;

geography: one venue only (for example the Changing of the Guard at Buckingham Palace) or several (for example the Tour de France);

artificiality: from natural events (for example the yearly coral spawn that attracts divers) to artificial ones (for example a fireworks extravaganza at Walt Disney World Magic Kingdom).

Events attract tourists, which is why they often play a central role in tourism marketing; like tourism as a whole, though they have a range of impacts which is why they need to be properly planned and managed. They also raise particular issues because of concentration of people, especially with regard to health and safety. From an academic viewpoint events are usually studied as part of leisure management, although event management is becoming a multidisciplinary subject in

its own right.

### **EXCHANGE RATE**

The exchange rate is the amount of one currency required to purchase another currency. It is dependent on the strength of the currencies being transacted and consequently on wider international economic dynamics. Exchange rates affect the travel and tourism industry in two:



Firstly, the price of travel-related products will be affected by the oil price. Oil as a commodity is priced in dollar barrels. Therefore, how the dollar to the producer's home currency affects the price of services offered. To counter oil price fluctuations, airlines and tour operators can hedge that is buy currencies when it is favourable to do so or add a surcharge to the cost of the holiday to counter currency fluctuations. The second effect that exchange rates have upon the travel and tourism industry is reflected in the affordability of a destination for tourists. Resorts within a country that have a strong currency will find it difficult to tempt tourists compared to areas that are perceived as being 'cheap'; this is a current problem for the United Kingdom, as the British pound is very strong. This has a positive impact on outbound tourism, though, as outbound tourists are comparatively better – off when they travel abroad.

Within the European Union, the eurozone gives travelers the ability to move between countries with one currency thereby removing the need to worry about free floating exchange rates.

### **Words and expressions**

|                  |                     |
|------------------|---------------------|
| strictly-строго  | overlap-сблизиться  |
| monetary-монетар | range-ряд           |
| implement-орудие | safety-безопасность |

### **II. Answer the following questions:**

1. What is "e-tourism"?
2. What has the development of e-tourism been championed by?
3. What is Eurozone?
4. What 12 countries began using euro on 2 January 2002?
5. What is the definition of events?
6. What small European cities also use the Euro although they are not officially members of the EU?
7. Why does Eurozone make traveling much easier for tourists?

8. What is exchange rate?

9. In what 2 ways do exchange rates effect the travel and tourism industry?

### III. Translate into English:

гостиничный рынок, гостиничная услуга, услуги сферы гостеприимства, неустойчивость спроса, контроль качества, регистрация, бронирования номера, администратор, двойное бронирование, скидки, расселение, визитная карта, пластиковая карточка, дорожный чек, регистрация гостей, оплата за проживания, заезд, выезд, гостиничная касса, питание в ресторане.

### IV. Read this dialogue between a Polish businessman and his British colleague. Choose correct form of the verb in italics, as in the examples.

Eric: Hello. I'm Eric Johnstone. I work / I'm working here in the IT department.

Jan: Nice to meet you. I'm Jan Mazowiecki, from PDS Poland. I visit / I'm visiting the head office here in London.

Eric: Ah yes. I heard you were here. Would you like a cigarette?

Jan: No, thanks. I don't smoke / I'm not smoking. But please go ahead.

Eric: Thanks. So where in Poland do you come / are you coming from Jan?

Jan: I'm from Gdansk.

Eric: And how long do you stay / are you staying here in England?

Jan: I work / I'm working here for three months. I learn / I'm learning about PDC's operations in the UK. What about you? Are based in London?

Eric: Yes. I have / I'm having a permanent office here, I travel / I'm traveling abroad a lot-three, or sometimes four days a week.

Jan: Where do you go / are you going on your business trips?

Eric: To Europe and sometimes South America. So do you enjoy /are you enjoying your stay here ?

Jan: Yes, it is very interesting.

Eric: And do you find / are you finding time to go sightseeing in London?

Jan: No, not really. But I hope to have time before I leave.

### New tourist boom in Argentina

Tourism is one of the fastest growing industries in the world and Argentina is a country where the tourism sector is booming . At the moment seven out of ten visitors to the country stay in the capital , Buenos Aires. However, the Tourism Secretary . Santiago Lombardi, is hoping to

interest tourists in the country's other attractions, such as the waterfalls of Iguazu and the spectacular wildlife and landscape of Patagonia.

Buenos Aires is currently attracting millions of dollars of investment in the tourist sector. Between 1991 and 1996, hotel groups invested about \$800 m in building projects. This figure doubled to more than \$1.6 billion between 1996 and 1999. This year alone they are building twenty-six new hotels. This include a new 66-room luxury Hilton hotel and shopping complex in Puerto Madero, an area of the city which was an industrial wasteland only few years ago.

Buenos Aires is also developing its resources as a centre for business conventions. British Airways now operates direct non-stop flights between London and Buenos Aires five days a week. According to the President of Congresos Internacionales, a Buenos Aires-based conference organizer, the capital receives between sixty and seventy conferences a year. He estimates annual growth at about 15%.

**V. Find words or expressions in the text that mean the following.**

- 1 economically active and successful.....
- 2 places for sightseeing .....
- 3 animals in their natural environment .....
- 4 countryside / open spaces .....
- 5 increased by 100% .....
- 6 an area with old factories that are no longer used .....
- 7 expansion / increase in size .....

**VI. Complete the questions, as in the example. Make sure you use the appropriate question form (present simple, present continuous, or past simple).**

1 Where are they building they a hotel and shopping complex?

In Puerto Madero.

2 Where do seven out of ten visitors stay?

In Buenos Aires.

3 What ..... Mr Lombardi .....

To interest tourists in other parts of the country.

4 How much ..... hotel groups ..... between 1991 and 1996?

About \$800m

5 How many hotels ..... they .....this year?

Twenty-six

6 How often ..... British Airways ..... flights to Buenos Aires? Five days a week.

## LESSON 36

### I. Read and translate the following text.

#### EXCURSIONIST



Asia tourist is technically defined as a person away from their usual place of residence for more than 24 hours, an excursionist, consequently is technically defined as a person away from their usual home less than 24 hours. ‘Day tripper’ is a common synonym. When they cross borders, excursionist become international excursionists; Britons off a duty –free cross-channel day trip to Calais are a very good example. The World Tourism Organization defines an international as excursionists as follows: A visitor residing in a country who travels the same day for a country other than that in which he has his usual environment for

less than 24 hours without spending the night in the country waited and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.

Excursionists contribution to tourism may be quite limited and some destinations deplore the fact that visitors do not stay overnight, as this would substantially increase tourism revenue through accommodation and taxes. In the UK, this is the case of cities such as Winchester and Oxford which are within easy access of London, attracting day-trippers based in London. In other rural regions, excursionism represents a non –negligible input to the economy; this is particularly the case in hinter-lands and back countries which are easily accessible by car from main cities. The study of diffusion and rural tourism helps explain how some places become destinations for excursionists and later, tourists.

#### FAIR TRADE TOURISM

Although the fair trade movements is primarily about the production and distribution of agricultural commodities, the concept has also been associated to tourism in developing countries. It then refers to tourism products that benefit the local communities, instead of exploiting their cultural and natural resources. On that basis, fair trade tourism is directly associated concepts of sustainable tourism and alternative tourism; the phrase ‘equitable tourism’ can sometimes be encountered too. Several organizations and pressure groups campaign about fair trade tourism, for example with the International Fair Trade in Tourism Network set up in 1999 by Tourism Concern. Pro-poor tourism and community tourism are strategies based on a fair trade ethos. To be implemented, principles of





fair trade tourism need the support of everybody, both tourists themselves and tourism providers. The movement is still in its infancy; the first international and interactive exhibition of fair trade in tourism took place in Brussels in 2006.

### FAMILIARISATION TRIPS

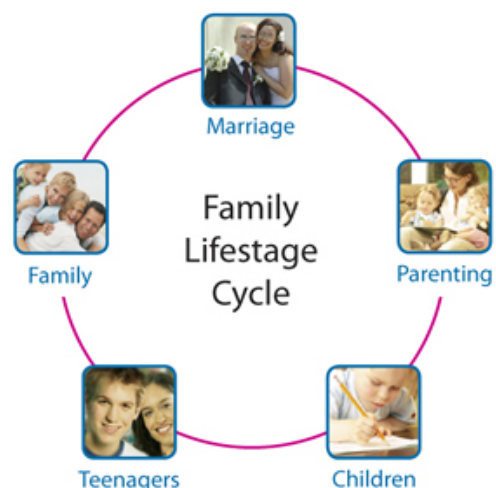
Familiarisation trips are incentives offered by tourism operators to some of their suppliers and agents in order for them to discover a particular product and to encourage them to recommend it to tourists. Familiarisation trips are usually free because they are seen as an investment. For example, a destination may organize a familiarisation trip for travel journalists and travel agents, in order to showcase particular facilities



or a new local attraction may offer free tickets to local hotel receptionists. Based on principles of loyalty and gratitude, the logic is that the beneficiaries of the familiarization trips will later recommend the tour or attraction. The travel agents may be chosen as a reward for sales they have already achieved for that particular tour operator. Such incentives are very common in some parts of tourism industry; they are seen as a counterpart for the sometimes low salaries; they also create a sense of community amongst workers from different sectors. Familiarisation trips are an essential marketing tool very typical of the tourism industry.

### FAMILY LIFECYCLE

The family lifecycle represents the demographical position an individual has reached within a traditional representation of families. Travel and tourism marketers place much importance upon this model, as it has considerable affects upon the types of products that an individual or family are prepared to purchase. For example, a young couple who are both in paid employment but without a child have more potential to use long haul, luxury products as their family circumstances and income enable them to move freely. Family units with young children represent a very different market segment as they may well prefer protection offered by tour operators to allow everyone the opportunity of a break with the use of kids clubs and nanny provision. The progression of the family unit into adolescence and then children leaving home can



be seen as a further opportunity for marketers to promote different type of products, moving towards senior tourism . The family lifecycle is a useful model for marketing segmentation, although its underpinning heteronormativity and traditional view of family units may not be fully in line with contemporary changes in society.

### Words and expressions

|                              |                      |
|------------------------------|----------------------|
| rural-деревенский            | presence-присутствие |
| destination-место назначения | occasional-случайный |
| hostile-враждебный           |                      |

### II. Answer the following questions:

1. How does the World Tourism Organization define an international excursionist?
2. What is the help of the study of diffusion and rural tourism?
3. What do you know about sustainable tourism and alternative tourism?
4. When Fair Trade Tourism Network is set up and by whom?
5. What does the family lifecycle represent?
6. For what is purpose familiarisation trips carried out?
7. What does it mean the destination or attraction?

### III. Translate into English:

предупредительность, оперативность, срок проживания, уборочная работа, искусство обслуживания, порты, полет, бронирование мест, задержка полета, скидка цен, увеличение цен, выдача багажа, начало посадки, стоимость билета, расписание поездов, вагон-ресторан, авиакомпания, стюардесса, маршрут, обслужить посадку в самолет, регистрация, лишний вес .

### IV. Elizabeth and Laura are discussing their plans for the weekend. Complete the spaces using an appropriate form of the words in the brackets, as in the example.

E: What are you doing this weekend? (you/do)

L: ..... away. (I/go)

E: Where .....? (you/go)

L: Paris.

E: How ..... there? (you/get)

L: At a small hotel near the river.

L: What about you. What .....? (you/do)

E: ..... some friends. (we/visit)

L: When .....? (you/leave)

E: On Friday evening and ..... back on Sunday. (we/come)

L: .....with you? (Jack/go)

E: No. .... as usual. .... my sister. (he/work); (I/take)

L: Well, have a good weekend!

E: You too!

**V. Write the appropriate date next to these events. Write the date in full, then in figures in American(USA) and British (UK) style, as in the example.**

1 Valentine's Day 14 February GB 14/2 USA 2/14

2 Christmas Day ..... ..

3 New Year's Day ..... ..

4 Bonfire Night ..... GB 5/11 .....

5 Hallowe'en ..... ..

6 Your birthday ..... ..

**VI. Complete these sentences with the appropriate ordinal number.**

1 March is the ..... month of the year.

2 The person who finishes ..... wins a silver medal.

3 2000 was the ..... Year of the new millennium.

4 July ..... is a public holiday in France.

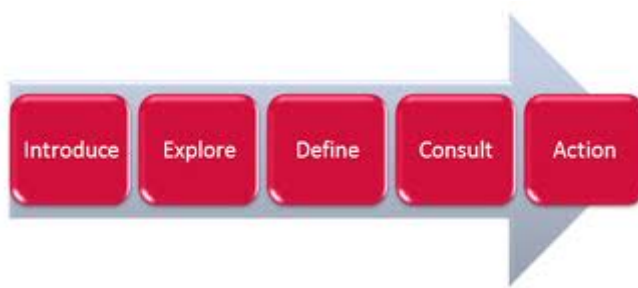
5 20%=one.....

6 July ..... is a public holiday in the USA

## LESSON 37

### I. Read and translate the following text.

#### EXPLORATION STAGE



The exploration stage of the Butler Sequence is at the very start of the destination lifecycle when tourism is a new phenomenon in a place. The main characteristics of the exploration stage are:

The first tourists are few in number; they can be described as allocentric and they stay for rather extended periods of time. There is no attraction designed specifically for tourists: the first visitors are interested in local culture and local fauna and flora. Commercial accommodation is limited or non-existent; the local population is employed in other sectors but will be directly involved in providing all the hospitality services. Infrastructure and transport are limited to the needs of the host population, so access may be difficult. Negative impacts of tourism are very limited; the multiplier effect is high. Exploration is sometimes described as pre-tourism. Places still at that stage can be found in the Amazon basin in some parts of the Australian interior and of rural China, as well as northern Canada and Siberia, that is environments rather hostile or difficult to reach.

#### EXTREME TOURISM

Extreme tourism is a type of active sports tourism; the phrase is increasingly used to refer to holidays which involve traveling to dangerous places and participating in extreme sports. Unlike staged authenticity in artificial, heavily controlled environments, extreme tourism is real, which raises many issues for organizers in terms of healthy and safety. Dangers may be minimized and due precautions



taken, but there are always elements of risk and accidents do occur. The presence of danger is a key motivator for extreme tourists, who range from amateurs, engaging in forms of extreme tourism for an occasional adrenaline rush, to professionals who travel to a destination specifically to partake in extreme sports. As a form of special interest tourism, extreme tourism can be further broken down into subcategories and niche markets according to the environment or to the activities. As there is an increasing number of commercial operators and clubs involved in extreme tourism, tourism researchers have started to examine the motivations, impacts and development of extreme tourism.

## Words and expressions

pressure-оказывать давление

effect-последствие

individual-индивидуальный

identity-личность

provision-обеспечивать

amusement-развлечение

## II. Answer the following questions;

1. What are the main characteristics of the exploration stage?
2. what is the extreme tourism?
3. What kind of danger does extreme present?

## III. Translate into English:

Нелетная погода, вагон, вокзал, путь отправление, прибитые, носильщик, таможенные пошлинные, этическое качество, система управления, квалификация, обходительность, повышение качества, категория отеля, орудие трудакультурно-исторические места, обслуживающий персонал, путешественник, материально-техническая база, тактика управления.

## IV. Study this notes, then complete each sentence with the word travel, trip or journey.

to travel: travel is a verb. We cannot say a travel.

a journey: journey is a noun. When we travel from A to B, and we describe the process of getting there, we call it a journey.

trip: trip is also a noun. When we travel from A to B, and we are describing what we did and where we went, we call this a trip.

1 Thank you for visiting us, and have a safe..... Home.

2 How was your ..... to Paris last weekend? Did you have a nice time?

3 When we were in Dubrovnik, we went on sightseeing ..... Round the islands.

4 I..... lot for my work.

5 How many business ..... do you make every year, on average?

6 How long does the ..... to Madrid take by train?

7 It was a very long ..... , because there was a lot of traffic on the road.

## V. Choose the correct words to complete these dialogues.

A: That's a beautiful car. Where did you sell / buy it?

B: At a garage in Rome. It's worth / worse 15,000 but I paid / bought 12,000

C: Hi! How is the new job?

D: It's Ok but I don't win / earn enough.

C: Where are you living?

D: In a new flat. I lent / borrowed some money from the bank, but I think I will have to sale / sell my car.

E: How are you?

F: Fine. I'm going to the Bahamas next week.

E: Really? That's expensive. How can you offer / afford it?

F: I bought some parts / shares in a high tech company and I sold them last week at a big benefit / profit

## LESSON 38

### I. Read and translate the following text.

#### FLIGHTS (CHARTER)



Charter airlines contract out their services to third parties, usually tour operators. As a consequence, the timetable they follow and the routes they serve are dictated by the needs of the tour operator. Most charter airlines offer a one-class service, although certain charter carriers such as Thomson fly and First Choice Airways have developed a premium service at a

supplement to the passenger. Although charter carriers tend to concentrate on short haul routes, a number of the larger carriers that are vertically integrated do offer flights to exotic long haul destinations such as the Far East (Thailand in particular), the Caribbean and Africa. The types of contract offered by charter airlines include: time series charters part charters ad hoc charters

#### FLIGHTS (SCHEDULED)

Scheduled airline services can be characterized by:

A fixed timetable: flights will operate even if empty as the return journey may have a full complement of passengers. A rigid route structure: the routes are all published in advance to enable passengers and travel agents to book.

The product offered: unlike most charter flights, scheduled airlines tend to offer a variety of products to cater for different market segments. Most long haul carriers offer three classes of service, namely First, Business and economy. For certain long haul carriers, the distinction between first and business class has become blurred: Continental Airlines, for example, has introduced a BusinessFirst product giving the benefits to travelers of both products. The class of travel will affect the seat pitch, entertainment and meals available, as well as ground services.

Booking procedure: due to increased competition between traditional scheduled carriers and the low cost carriers, companies like British Airways are turning more to the Internet as a means for passengers to book their flights. British Airways is currently working towards selling 100 per cent of its seats via its own website.

## FOCUS GROUP



Focus groups offer qualitative researchers a valuable alternative to working with separate informants and respondents: instead of carrying out semi-structured or unstructured interviews on a one-to-one basis, focus groups give researchers the chance to meet a small group of people and interview them as a group. Group interactions, with participants in discussion, enable the researcher to gain better insight into the topic at stake, for example a group of young mothers talking about the facilities they would ideally like to see in a child-friendly airport, or a group of summer camp staff discussing the development of new types of activities for a research project. Participants are invited because of their relevant experience, knowledge or possible contribution, although they are not expected to be experts as with research employing Delphi Methods. In marketing, focus groups can help gather feedback on an existing product or a new one in more depth than through a survey. The researchers role is to facilitate rather than systematically led the discussion, which is why they need to be properly trained. Data collection may be done in complementary ways, for example by not taking and type-recording the discussion. Data analysis may be particularly difficult because of the richness and complexity of the material.

## FORMAL VS. INFORMAL SECTOR



The concepts of formal sector and informal sector come from labour economics, where the informal sector encompasses all the activities that take place outside the control of the state, as opposed to the formal sector which is subject to official regulation and remuneration. In developed countries, most business are in the formal sector, as opposed to clandestine or underground activities. In tourism especially in developing countries, the informal sector can play an important role by providing many local with a source of revenue. It can include unregulated guest houses and unlicensed tour guides, market stalls, prostitution, street vending, souvenir hawkers, pedicab drivers, etc. Local authorities usually try to discourage such activities for several reasons: they don't bring in any tax revenue; there is no quality assurance system to protect tourists as consumers; they may annoy tourists who take home a negative image of destination and discourage other potential visitors. That latter argument is sometimes mistaken because, paradoxically, some tourists may well expect and anticipate beggars and children as part of the experience of a participate destination, instead of a sanitized version.



## FRANCHISING

A franchise is a commercial arrangement by which one company agrees to another company using its name, logo and brand in return for a royalty payment or percentage of income generated. Franchisees are expected to pay an initial set-up cost to cover issues of training and to gain practical advice; they are also bound by a contract which will affect the quality of the product supplied and the purchasing of raw materials. Depending on the contract, they may also have to pay a regular amount besides the royalty percentage. Franchising has become popular within hospitality sector as a way of extending brands; many fast food brands operate with systems of franchise. For franchisee, the advantage of franchising is the ability to sell a well-known brand that people are familiar with due to advertising and previous experience. Franchising is often presented as a way to set up a business with limited risks as the product or system has proved successful elsewhere.



### Words and expressions

cater-обслуживать

revenue-доход

complexity-сложность

hawkers-агрессивный

facilitate-облегчать

### II. Answer the following questions:

1. What is the charter airlines?
2. What will affect the class of travel?
3. What is the booking procedur?
4. What is role of researches in focus group?
5. What is the “Delphi methods” ?

### III. Translate into English:

охрана жизни, катастрофа, экологическое страхование, экологические бедствие, авария, защита экологических прав, запретные товары, мониторинг, фестиваль, старательность, разбор жалоб, сокращение штатов, увольнение, обучение, переобучение инициативность, надзор и контроль, коллективный договор, трудовое законодательство, аттестации.

**IV. This is a conversation between a hotel manager and a guest. Put the sentences in order, as in the example.**

- a Is it the same price?
- b You're welcome. Shall I send a porter to move your luggage?
- c I'm very sorry about this, sir. I'm surprised, because the system was checked last week.
- d No, it's a little more, but we won't ask you to pay the difference.
- e Maybe it was, but could you send someone to look at it again?
- f No, that's OK, thanks. I can manage.
- g Good morning, sir. Did you sleep well?
- h Yes, please, if you have one.
- i Let me check. Yes, Room 312 is free. That's on the third floor.
- j No, not really. I think there is a problem with the air-conditioning in my room. It's very noisy.
- k Thank you. That's very kind of you.
- l I'm afraid that's not possible on a Sunday. Would you like me to find you another room for tonight?

**V. Complete the dialogue below using the words in the box. Mailed contract      advertising staff  
lease discount turnover premises competitors rent.**

A: How' business, Carlo?

B: Not very good at all. Our ..... is down 20% compared with last year.

A: Why is that?

B: Well, we lost a big ..... in Japan. One of our ..... offered a much better price.

A: That's too bad. How are the ..... ?

B: They are not very happy. I couldn't give them a pay rise in January.

A: I'm sure things will get better.

B: Maybe in the new ..... . We are moving in June.

A: Why?

B: The ..... came to an end and the owners wanted to increase the ..... by 30% . That makes 4,000 per month for 200 m . It's too much.

A: So what are you doing to get more business?

B: We ..... our new brochure to 10,000 addresses and we are offering a 15% ..... to all new customers. We are also ..... on local radio.

A: OK. Well, good luck

**VI. Two friends are discussing possible careers. Match sentences in 1-5 with the appropriate responses in a-e.**

1 What are you planning to do when you graduate? -----

2 How about continuing your studies? -----

3 What about registering with a recruitment agency? -----

4 I registered with Manpower. You should also start looking in the newspapers . -----

5 In that case, why don't you look on the Internet?

Maybe you'll get some ideas -----

a That's a possibility. Can I borrow your PC?

b I'm not sure really. I must start looking.

c That's out of the question. I want to earn some money.

d I got The Times this morning , but I'm not really sure what kind of job I want.

e That's a good idea. Do you know a good one?

## LESSON 39

### I. Read and translate the following text.

#### INTERNATIONAL TOURISM



International tourism refers to the flows of tourists across national borders, as opposed to **domestic tourism**. The concept of international tourism is broken down into inbound tourism (from the perspective of tourist-receiving countries) and outbound tourism (from the perspective of tourist-generating countries). International tourism is regarded as an export for the visited country and consequently as an import for the country of origin;

this might sound paradoxical, but the perspective taken is that of flows of foreign currency. When international tourists travel from developed countries to developing countries, the latter ones earn foreign currency that heavily contributes to their national income. Their **balance of payments** is affected in a positive way, which is why inbound tourism has been used as a tool of economic development by many developing countries. According to the reliable **World Tourism Organization**, in 2004, the top five receiving countries in terms of international tourist arrivals were:

1. France: 75 million
2. Spain: 52.5 million
3. US: 40.4 million
4. Italy: 39.6 million
5. China: 33 million

International tourism has contributed to **globalisation**, both in terms of international understanding and in terms of economic activity (especially with transnational companies like multinational hotel corporations).

#### Words and expressions

Inbound – прибывающий, входящий

Oppose - быть против

Outbound – выходной

Paradox – парадокс

Perspective – перспектива, ракурс, проекция

## II. Answer the following questions.

1. What is the international tourism?
2. What parts is the international tourism divided into?
3. How does the travelling of tourists from developed countries influence to the national income of developing countries?
4. Which countries include the five top receiving countries?

## III. Complete the text with the negative form of the verbs in brackets.

Two families, the Montagues and Capulets, live in Verona, Italy, but they (get on) ... with each other. Romeo, son of Montague, thinks he is in love with Rosaline, but unfortunately she (love) ..... him. He goes to see her at a party at the house of his enemy Capulet, but there he sees Juliet, Capulet's daughter. She c (know) ..... his name because he has a mask Tybalt, one of the Capulet family, tries to fight with Romeo, but Capulet (allow) .....this. However, Tybalt (agree) ..... with him, and (forgive) .....Romeo for coming to the house. Romeo manages to talk to Juliet, and he kisses her. They (understand).....that their families are enemies. When Romeo learns the truth, he (care) .....that his love for Juliet could be very dangerous. Later he goes back to the house and stands in the garden. Juliet is standing on the balcony talking to herself about Romeo, but (see) ..... him below in the garden. After he talks to her, they soon show their love for each other, and agree to get married. However, they (realize) ..... that a terrible tragedy is about to happen.

## IV. Put the article into the blank.

In ... small town in ... East there was once ..., man who had ... parrot. ... parrot was taught to say ... words: "There is no doubt about it." It used to repeat these words all ... day long. Every time it was asked ... question, it gave ... same answer, "There is no doubt about it." One day ... man decided to sell ... bird; so he put ... parrot into ..., cage and went to ... market with it. "Twenty pounds for ... very clever parrot!" he cried. ... man who was passing by heard this and turned to ... parrot "Are you worth twenty pounds?" he asked. "There is no doubt about it!" answered ... parrot. "What ... clever parrot!" said ... man and bought ... bird, He took ... parrot home and invited his friends to look at ... clever bird. ... friends came and looked at ... parrot and talked to it. Now you must know that ... man was not rich. In ... fact, he was often short of ... money. So ... week or two later, sitting in ... armchair and looking at ... parrot, he said: "What ... fool I was to throw away such ... lot of ... money!" "There is no doubt about it!" cried ..., parrot. And this time ... bird was right.

## V. Make up a dialogue on the topic "International tourism".

**VI. Insert prepositions.**


1. The concept ... international tourism is broken down ... inbound tourism and outbound tourism.
2. When international tourists travel ... developed countries ... developing countries, the latter ones earn foreign currency.
3. Inbound tourism has been used as a tool of economic development ... many developing countries.
4. Their **balance of payments** is affected ... a positive way.

**VII. Write an essay on topic “International tourism”.**

## LESSON 40

### I. Read and translate the following text.

#### INVESTMENT



Investment relates to the placing of finance into tourism products or properties with the aim of achieving either economic goals or social ones. Tourism investment from the public sector usually looks at creating the infrastructure needed to develop tourism. In developed countries, the involvement of the public sector within tourism can be seen as a way of helping communities diversify away from traditional failing industries, which is why it can have a social dimension. For instance, the Welsh Development Agency and the European Union have given considerable sums of money to help create attractions in Wales where there were once thriving coal mines. The use of public sector money to boost tourism infrastructure and enterprises should not however be seen outside the contexts of other regional development priorities such as education and health, as this can lead to further detrimental affects on the local economy (opportunity costs). The private sector will invest, not for social, but for economic gain. All investment opportunities require the development of a business plan to help secure finance for the scheme and create a workable strategy. A related concept is 'return on investment' (ROI), also called 'rate of return' or just 'return', calculated in finance through mathematical models in order to compare the money earned through the investment to the amount of money invested.

#### Word and expressions

Investment – инвестирование, вложение денег, капитала

Relate – относиться, иметь отношение, затрагивать; быть связанным

Property – имущество; собственность

Infrastructure – инфраструктура

Diversify – разнообразить; изменять, модифицировать

Priority – первенство, преимущество, приоритет, старшинство

### II. Answer the following questions.

1. What is the investment?
2. What is tourism investment?
3. What is the goal of the private sector in investment?

### III. Read the text and then re-tell the story, in your own words

In Glasgow, Scotland in 1818, Charles Macintosh was busy running his factory, which produced dyes for fabrics. He used ammonia produced from coal tar to make his dyes, but this left a lot of waste coal tar sludge. A brilliant chemist, Macintosh discovered that naphtha oil could be obtained from the coal tar sludge. He found that naphtha was an excellent solvent for natural rubber. This gave him the idea to produce a rubberised cloth. He dissolved the natural rubber in the naphtha and produced a rubber solution. Then he laid out a cloth and spread a layer of his rubber solution over the top of it. Finally, he placed another layer of cloth on top, producing a 'rubber sandwich' and created the first rainproof fabric. He used his rubberised cloth to make a raincoat, but when he stitched the material, the water got in through the holes.

Another chemist, Thomas Hancock, was also interested in developing a rubberized fabric. He had discovered a method of sticking pieces of rubber together by heating them. In 1824, Hancock and Macintosh went into business together producing raincoats called *mackintoshes*.

Although the raincoats were popular in Britain, they weren't as popular in the United States because of the country's temperature extremes. In the north it gets very cold in winter while summers in the south are very hot. When this particular rubber got cold, it became stiff and brittle, and when it got hot, it became sticky and gooey.

### IV. Put the articles.

Three men came to ... New York for ... holiday. They came to ... very large hotel and took ... room there. Their room was on ... forty-fifth floor. In ... evening ... friends went to ... theatre and came back to ... hotel very late. "I am very sorry," said... clerk of ... hotel, "but ... lifts do not work tonight. If you don't want to walk up to your room, we shall make ... beds for you in ... hall." "No, no," said one of ... friends, "no, thank you. We don't want to sleep in ... hall. We shall walk up to our room." Then he turned to his friends and said: "It is not easy to walk up to ... forty-fifth floor, but we shall make it easier. On ... way to ... room I shall tell you some jokes; then you, Andy, will sing us some songs; then you, Peter, will tell us some interesting stories." So they began walking up to their room. Tom told them many jokes; Andy sang some songs. At last they came to ... thirty sixth floor. They were tired and decided to have ... rest. "Well," said Tom, "now it is your turn, Peter. After all ... jokes, I would like to hear ... sad story. Tell us ... long and interesting story with ... sad end." "... story which I am going to tell you," said Peter, "is sad enough. We left ... key to our room in ... hall."



**V. Complete the text with the past simple affirmative, negative or question forms of the verbs in brackets.**

**Louis Pasteur 1822-1895**

As a young man, Pasteur (study) ... at the Ecole Normale in Paris. Then at the age of just 32, he (become) ... a professor at the University of Lille. In 1856, Pasteur c (receive) ..... a visit from a man called Bigo who d (own) a factory that (make) ... alcohol from sugar beet. He (have) ... a question for Pasteur: why (the alcohol / tum / to acid?) ..... ? When this (hap pen) ... , they (not can) use it and (throw) ....it away Bigo (ask) ..... Pasteur to find out the reason for this.

At first, Pasteur (not know) .. . , but when he (examine).....the alcohol under a microscope, he (find)....thousands of tiny micro-organisms. He (believe) .... that they (cause) ..... the problem. (milk, wine and vinegar / behave /in the same way?)... ..

Other scientists (disagree) ..... with him, and newspapers (make) ..... fun of him. However, Pasteur (continue).....with his work, he (invent) .....methods of testing his theory and (prove) .....that he was right. Later he (work) ..... together with two doctors and (develop) ..... vaccines for diseases such as anthrax and rabies.

**VI. Make up a dialogue on topic “Investment”.**

**VII. Write an essay on topic “Public sector and Private sector in Investment”**

## LESSON 41

### I. Read and translate the following text.

#### LEISURE



Depending upon the context, leisure has two related meanings: it can refer to free time or to the activities taking place in that free time. In the first sense, leisure is the free time a person enjoys outside work (paid employment as well as non-paid work such as family duties, care or housekeeping) and other essential needs (such as sleep and meals). In the second sense, leisure refers to the activities one may do during that free time; these activities are sometimes grouped under the umbrella term of recreation

The leisure industry is the group of providers of activities and opportunities to structure one's leisure, either at home (television, philately, etc.) or outside (sports, concerts, etc.).

The conceptual relationship of leisure and tourism is a complex one: in some cases, tourism is regarded as part of leisure (travelling being one leisure activity amongst others), in other cases leisure is regarded as part of tourism (recreational activities at a holiday destination).

The terms 'leisure studies' and 'leisure sciences' refer to the academic study of leisure, which can be done from several perspectives, such as sports (kinesiology) to social work (with a focus on community leisure) to history (comparing leisure in different societies) and psychology (the human need for leisure).

#### **Leisure management**

The concept of leisure management is presented here using the same approach as the concept of tourism management; leisure management (or recreation management) refers to both an academic subject and a professional practice.

#### **Word and expressions**

Leisure – досуг, свободное время

Sense – чувство; ощущение

Essential – важнейший; необходимый; основной

Philately – филателия

Destination – назначение, предназначение, предназначение, предопределение

Kinesiology – кинезиология (наука о движении животных или человека)

## II. Answer the following questions.

1. What are the meanings of leisure?
2. What does the term 'leisure studies' (leisure sciences) mean?
3. What is leisure management?

## III. Put the articles.

'William Shakespeare, ... greatest English playwright, was born in 1564 in ... Stratford-upon-Avon in ... England. ... Stratford is ... small country town in ... farming district near ... centre of ... England. ... Avon, which is ... pretty river with ... grass and ... trees all along its banks, runs through ... Stratford, Not much is known of ... Shakespeare's father. He was ... farmer who, at... different times of his life, sold ... meat and bought and sold ... wool. He was poor and was often in ... money difficulties. Very little is known about ... life of his only son William also. ... little house in which ... great writer was born still stands. It is now ... museum. William went to ... school in ... Stratford. In 1586 he went to ... London. Probably ... first work he did there was at one of the two theatres that there were in ... London at that time. Then he became ... actor and soon began to write... plays for ... company of actors to which he belonged. Shakespeare bought... largest house in his home town in 1597, but he did not spend much time there till 1610. He spent ... last years of his life mostly in ... Stratford, but he often visited ... London. He died in 1616.

## IV. Complete the sentence with the past simple or past continuous form of the verb in brackets.

### Alexander the Great

While he (grow up) .... the philosopher Aristotle was his teacher. Alexander (become).....interested in science, medicine, philosophy and literature. While his father Philip (attend)..... his daughter's wedding, a young nobleman (murder).....him. Alexander was king of Macedonia at the age of 20. While he (fight) ..... his enemies in the north, the Greeks in the south (start) .....a rebellion. He (destroy) ..... all their cities. He (lead) ..... his army against the Persian Empire through what is now Turkey While he (stay) ..... in the ancient city of Gordium, he (undo) ... .. the Gordian knot. A legend said that only a future king of Asia could do this. While his army (march) ..... through Persia, it (defeat) ..... Darius, the king of Persia. He (found) ..... the city of Alexandria at the mouth of the Nile while he (visit) .. ... Egypt. While he (travel)..... with his army, he (give).....his name to many other towns. He (kill) ..... his friend Clitus in a quarrel, while they (have) .....dinner. While he (attack) ..... the city of Mali in India, he (receive) ..... a serious wound from an arrow. While he (attend) ..... a banquet in Babylon in 323 BC, he (fall) .....ill and (die)..... .

**V. Read the article. Look for the answers to your questions.**

**New Restaurant with That Special Dog in Mind**

Do you want to get your dog a special birthday present? If you live in Chicago, you can take Spike or Fifi out to dinner at the Pet Cafe. It has tables for the humans and eating stands for the dogs. A meal costs less than four dollars. For that price, your dog gets an entree, a fortune dog biscuit (the canine version of a fortune cookie), and a bowl of peanut-butter flavored ice cream. You, the owner, on the other hand, are only offered candy. You may think a restaurant for dogs is strange. However, restaurant owner Vera Carter does not. She says, "People want to return the loyalty and love their animals give them. For a dog, the best way to do that is to give them good food." Carl Gregory, a pet-industry expert agrees. He says Americans are not just buying food; they are spending millions of dollars on toys, beds, classes, and even clothing for their pets. In fact, today Americans spend twice as much on their pets as they did in 1994. In that year, they spent about 17 million dollars. In 2004, they spent more than 34 million dollars. For these reasons, many different types of businesses are offering services to pet owners. Some hotels now rent pet-friendly rooms. Some even have room service for dogs. Mail-order companies offering steak for dogs have become more popular. There are also many bakeries selling pet treats in addition to pies and cakes for people. More and more restaurants are adding food for pets to their menus. However, there aren't many sit-down pet restaurants like the Pet Cafe. Some people don't like the idea of a restaurant for dogs. As Web blogger Jack Simpson says, "Dog restaurants are absurd." Dog owner Sherry Evans doesn't agree. She went to the Pet Cafe with her dog, Lulu. "No, it's not ridiculous," she says. "Everyone has to feel needed. Lulu is my sweet, precious baby."

**VI. Make up a dialogue to the topic "In my free time"**

**VII. Write an essay on topic "Leisure".**

## LESSON 42

### I. Read and translate the following text.



### JOINT VENTURE

A joint venture occurs where two organisations come together and share the costs of setting up a new venture. The use of joint ventures is common in some sectors of the tourism **industry**, especially airlines and cruise companies (see **airline alliances, cruising**). It allows operators to gain experience in areas where they have limited expertise, or to bypass regulations that may otherwise have stopped the development of services/routes. Joint ventures normally have a new name, for example the combination of First Choice Holidays with Royal Caribbean Cruises led to the creation of Island Cruises. The advantages First Choice Holidays brought to the venture were unbeatable marketing and sales knowledge of the UK holiday market, whilst Royal Caribbean Cruises brought an unprecedented knowledge of operating cruise ships. Through Island Cruises as a joint venture, both partners formed a symbiotic relationship: First Choice Holidays gained the chance to compete with other tour operators who had already entered this market, such as Thomson Holidays, whilst Royal Caribbean Cruises gained the opportunity to attract passengers from Mediterranean cruises onto one of their more luxurious ships based in the Caribbean. A joint venture is different from **mergers and acquisitions** as the parent companies remain independent: the joint venture is a new, separate legal entity, jointly controlled.

#### Word and expressions

joint venture - совместное предприятие

expertise - экспертиза; экспертная оценка

unprecedented - беспрецедентный; беспремерный

symbiotic – симбиозный (Сожительство двух или более организмов, при котором они приносят пользу друг другу.)

merger – поглощение

acquisition – приобретение

parent - вышестоящий орган

### II. Answer the following questions.

1. What kind of organization is a joint venture?
2. What does the joint venture allow to operators?

3. What does the word 'symbiotic relationship' mean?
4. What is the difference of the joint venture from mergers and acquisitions?

**III. Complete the questions at the bottom of the page. Then ask your partner the questions and complete the text.**

The game of football was invented by 1)\_\_\_\_\_. Or was it? Certainly today's game follows the rules which were written by a schoolmaster nearly 150 years ago. On October 26th, 1863, a group of London clubs agreed to follow them. This group called themselves 3)\_\_\_\_\_ . So, the rules of today's game were started by the English, but what about the origins of the game itself? The earliest form of the game was played in **China** in 200 BC. The Chinese called the game *tsu chu*, which means 5)\_\_\_\_\_ . The ball, which was made of animal skin, was kicked between two 10-metre bamboo poles to score a goal. About two hundred years later, in 4 BC, 7)\_\_\_\_\_ enjoyed playing a game which they called *pheninda*. In this game, players could kick, run with and handle the ball. Soon afterwards came the **Romans**. Their game was called *hapastum*. The object of the game was for teams to kick and throw the ball to each other while moving forward and eventually throw it beyond the opponents' goal-line to score a goal. In 9)\_\_\_\_\_, **Japanese** Imperial society played *kemari*, which means *kick ball*. Eight players kicked the ball to each other on a square playing ground. There were no goalposts or teams (so no winners and losers) because this was a ceremony for the emperor rather than a competition. In **Mexico** and **Central America** in 600 AD, the creation of the rubber ball brought about a game played on a court with a tall wall at each end. In the middle of each wall was a 11)\_\_\_\_\_ . A goal was scored by kicking or throwing the ball through the ring. In the 13th century, Marco Polo visited China. He is thought to have met a Japanese *kemari* player there who explained *kemari* to him. As we know, Marco Polo brought back 13)\_\_\_\_\_ from China, changing the Italian diet forever, but did he also bring back the game of football? Who knows, but we do know a game called *calcio* (from the verb *calciare* meaning *kick*) was developed in Florence, **Italy** in the 15th century. In **England**, although the game was played as far back as the 12th century, it was a mob sport and people were often injured or killed. For hundreds of years, 15)\_\_\_\_\_ tried to ban the game, without success. In the 19th century, public schools like Eton, Harrow, Rugby and Uppingham adopted ball games to encourage team spirit and discipline. The game developed by Rugby school is now named after the school (rugby), but it was the headmaster of Uppingham School, called Edward Thring, who wrote down the first set of football rules. These rules lead to the foundation of The Football Association and today's game is based on them. So, clearly the rules may have originated in England, but the game has been around for a lot longer.

**Write the questions.**

1 Who \_\_\_\_\_ ?

3 What \_\_\_\_\_ ?

5 What \_\_\_\_\_ ?

7 Who \_\_\_\_\_ ?

9 When \_\_\_\_\_ ?

11 What \_\_\_\_\_ ?

13 What \_\_\_\_\_ ?

15 Who \_\_\_\_\_ ?

The game of football was invented by the English. Or was it? Certainly today's game follows the rules which were written by a schoolmaster nearly 150 years ago. On 2) \_\_\_\_\_, a group of London clubs agreed to follow them. This group called themselves The Football Association. So, the rules of today's game were started by the English, but what about the origins of the game itself? The earliest form of the game was played in **China** in 200 BC. The Chinese called the game 4) \_\_\_\_\_, which means *kick ball*. The ball, which was made of 6) \_\_\_\_\_, was kicked between two 10-metre bamboo poles to score a goal. About two hundred years later, in 4 BC, the **Greeks** enjoyed playing a game which they called *pheninda*. In this game, players could kick, run with and handle the ball. Soon afterwards came the **Romans**. Their game was called 8) \_\_\_\_\_. The object of the game was for teams to kick and throw the ball to each other while moving forward and eventually throw it beyond the opponents' goal-line to score a goal. In about 500 AD, **Japanese** Imperial society played *kemari*, which means 10) \_\_\_\_\_. Eight players kicked the ball to each other on a square playing ground. There were no goalposts or teams (so no winners and losers) because this was a ceremony for the emperor rather than a competition. In **Mexico** and **Central America** in 600 AD, the creation of the rubber ball brought about a game played on a court with a tall wall at each end. In the middle of each wall was a stone ring. A goal was scored by kicking or throwing the ball through the ring. In 12) \_\_\_\_\_, Marco Polo visited China. He is thought to have met a Japanese *kemari* player there who explained *kemari* to him. As we know, Marco Polo brought back pasta from China, changing the Italian diet forever, but did he also bring back the game of football? Who knows, but we do know a game called *calcio* (from the verb *calcicare* meaning *kick*) was developed in 14) \_\_\_\_\_ in the 15th century. In **England**, although the game was played as far back as the 12th century, it was a mob sport and people were often injured or killed. For hundreds of years kings and queens tried to ban the game, without success. In the 19th century, public schools like Eton, Harrow, Rugby and Uppingham adopted ball games to encourage team spirit and discipline. The game developed by Rugby school is now named after the school (rugby), but it was the headmaster of Uppingham School, called 16) \_\_\_\_\_,

who wrote down the first set of football rules. These rules lead to the foundation of The Football Association and today's game is based on them. So, clearly the rules may have originated in England, but the game has been around for a lot longer.

**Write the questions.**

- 2 When \_\_\_\_\_ ?
- 4 What \_\_\_\_\_ ?
- 6 What \_\_\_\_\_ ?
- 8 What \_\_\_\_\_ ?
- 10 What \_\_\_\_\_ ?
- 12 When \_\_\_\_\_ ?
- 14 Where \_\_\_\_\_ ?
- 16 Who \_\_\_\_\_ ?

**IV. Read the story of Archimedes and his bath. Then complete the text with the correct form of the verb in brackets.**

Archimedes, the Greek mathematician, is probably most famous for the story of King Hieron II of Syracuse and the gold crown. The king (want).. .....to give a gold crown as a gift to the gods, and (give) ..... a carefully weighed amount of gold to a goldsmith. The man (produce) .. ..a beautiful crown, but the king was worried that the craftsman (not use) .....all the gold to make the crown. Dishonest craftsmen often (mix)..... gold with silver, which was cheaper, but the king could not find a way of proving that the man (do) ..... this. He (ask) ..... Archimedes to solve the problem. Archimedes (know) ..... that gold and silver have different densities. The problem was that nobody could calculate the mass of an object like a crown. While Archimedes (think) ..... about this problem, he decided to go to the public baths to relax. While he (climb) ..... into the bath, he (notice) ..... some water on the floor. It (spill) ..... over the side of the bath, and he (realize) ..... that he (solve) ..... the problem by accident. The total amount of water that (spill) ..... out of the bath must be the same as the volume of his body. He could use a piece of pure gold and calculate its volume, and then test the crown and see if it was the same. According to the story, he (jump) ..... straight out of the bath and (run) ..... down the street calling 'Eureka - I've found it.' The goldsmith soon (admit) ..... that he (cheat) ..... the king, and was punished. Archimedes (discover) ..... a principle of buoyancy.

**V. Make up a dialogue on topic 'Joint venture'.**

**VI. Write an essay on topic 'Joint venture'.**



## LESSON 43

### I. Read and translate the following text.

#### MASS TOURISM

Mass tourism is one of the most important concepts in the academic field of tourism management. It helps explain the development of tourism in the second part of the twentieth century, as well as the recent changes in the tourism industry and in the philosophical vision of what tourism should and should not do. Mass tourism is a historical phenomenon of outbound international tourism that started in developed European countries in the late 1950s. Thanks to growing affluence, longer holidays and cheaper transportation, an unparalleled number of tourists started taking summer holidays abroad, typically in Mediterranean destinations such as the French, Spanish and Italian Rivas. This seasonal phenomenon was mainly motivated by 3S tourism, and also to a minor extent by cultural tourism and nature-based tourism. Awareness of the negative impacts of mass tourism emerged in the 1970s, when mass tourism and tourism in general started being criticised, although one must not forget that it enabled millions of tourists to discover new horizons and contributed strongly to the economic development of many destinations. The initial socio-cultural impacts of mass tourism were not easy to evaluate because tourist flows were not initially directed to developing countries. The availability of less expensive package tours to more exotic destinations contributed to the development of international mass tourism to developing countries (especially in the pleasure periphery), where some uncontrolled forms of tourism proved detrimental to both the environment and the local culture. As a reaction against mass tourism, new approaches to tourism emerged:

integrated and controlled tourism planning and tourism management by tourism authorities (at local, regional or national level);

new products offering an alternative tourism that is more respectful of the destinations and local residents; a new understanding of what tourism should do: contribute to sustainable development on a global scale.

#### Words and expressions

Mass - массовый, широкий, многочисленный

Vision – зрение, вид, зрелище

Affluence - достаток, богатство, изобилие

Minor - незначительный, несущественный, второстепенный

Extent - пространство, протяжение, расстояние, протяженность; объём

Impact - удар, толчок; сотрясение; импульс

Emerge - появляться; всплывать; выходить

Evaluate - оценивать; устанавливать стоимость; определять количество

Periphery - внешняя граница; периметр

Sustainable - устойчивый; жизнеспособный

## **II. Answer the following questions.**

1. When did the mass tourism start in developed European countries?
2. When did the negative impact of tourism emerge?
3. What is mass tourism?
4. How are the initial socio-cultural impacts of mass tourism evaluated?

## **III. Read the extracts and do the exercises.**

### **Karen**

Democracy is the best form of government that has been created so far in human history. A system in which everyone is able to vote and therefore have a say in how the country is run is fairer than one where power is in the hands of a small group of people. Living in a democracy means you have more control over your own life.

It's infuriating when people – often young people – say there's no point in voting because it doesn't change anything. That's so obviously not true. The parliaments we elect are always passing laws that affect people's lives, either for better or worse.

And when people say the candidates are 'all the same', it just shows they're not paying enough attention. Sure, we might think our political parties are too similar, but if you can be bothered to study their proposals you'll always see there are differences you can base your choice upon.

We should take a look at the history books and remember that huge numbers of people around the world have fought and died for democracy. We should value our vote and think hard about how best to use it. There's no excuse for apathy.

### **Andy**

What do we actually mean by 'democracy'? Going out and voting once every few years – is that it? In most so-called democracies the important decisions are taken by a small group of people at the top of the political party in power – we, the voters, don't have any *direct* influence.

Also, you can't say we live in a full democracy when the information we receive at election time is so limited. For a start, the party with the most money can usually get its message across more easily than its opponents. And then there's the media, which has a lot of influence and is generally biased

in favour of one party, making sure most voters *don't* see the full picture.

Actually, though, I'm not sure how well democracy can address what is the probably going to be the biggest issue in future – the environment. If industrialised countries like ours don't start slowing down their consumption of the world's resources, we're probably heading for catastrophe. Would people vote to avoid that, or are most of us too selfish and too addicted to our current lifestyle? Sometimes I think the only solution will be if we are *forced* to change, which suggests a more authoritarian form of government. It's not a comfortable thought.

Here are some simple definitions for words that appear in the text above. Find the words they refer to and fill in the gaps.

### **Karen**

1. If you \_\_\_\_\_ a \_\_\_\_\_ (phrase) in a situation, your opinion has some influence (even if, sometimes, that influence is only very small).
2. If something or someone is \_\_\_\_\_ (adjective), it makes you angry.
3. \_\_\_\_\_ (verb): to choose someone by voting, so that they represent you or hold an official position.
4. To \_\_\_\_\_ (verb) a law means to introduce it and make it official. In most democracies this usually involves a vote in parliament.
5. If you do not \_\_\_\_\_ (verb) to do something, you don't do it, either because there seems to be no good reason or because it involves too much effort.
6. \_\_\_\_\_ (noun): a plan or suggestion (especially a formal one that a group has to consider).
7. \_\_\_\_\_ (noun): the feeling of having no interest in a situation, or of not wanting to make any effort to change it.

### **Andy**

8. \_\_\_\_\_ - \_\_\_\_\_ (adjective): used for showing that you think the word used to describe something or someone is not suitable.
9. \_\_\_\_\_ (adjective): preferring one person, thing or idea to another, in a way that is unfair.
10. If you \_\_\_\_\_ the \_\_\_\_\_ (phrase), you are aware of all the aspects of a situation, not just some aspects.
11. If you \_\_\_\_\_ (verb) an issue or problem you deal with it, for example by thinking

carefully about it, or by doing things to improve the situation.

12. A country that is \_\_\_\_\_ (adjective) has a lot of industry.

13. \_\_\_\_\_ (noun): disaster.

14. If you are \_\_\_\_\_ (adjective) to an activity you are unable to stop doing it (or, in the case of a harmful drug, unable to stop taking it).

15. \_\_\_\_\_ (adjective): controlling everything and forcing people to obey strict rules and laws.

#### **IV. Open the brackets and put the verbs in appropriate tenses.**

1. He (to run) now. He (to run) for ten minutes without any rest. 2. What they (to do) now? — They (to work) in the reading-room. They (to work) there for already three hours. 3. Where he (to be) now? — He (to be) in the garden. He (to play) volley-ball with his friends. They (to play) since breakfast time. 4. I (to live) in St. Petersburg. I (to live) in St. Petersburg since 1990. 5. She already (to do) her homework for two hours; but she (not yet to do) half of it. 6. I (to wait) for you since two o'clock. 7. What you (to do)? — I (to read). I (to read) for already two hours. I already (to read) sixty pages. 8. This man (to be) a writer. He (to write) books. He (to write) books since he was a young man. He already (to write) eight books. 9. What you (to do) here since morning? 10. Lena is a very good girl. She always (to help) her mother about the house. Today she (to help) her mother since morning. They already (to wash) the floor and (to dust) the furniture. Now they (to cook) dinner together. 11. This is the factory where my father (to work). He (to work) here for fifteen years. 12. You (to find) your note-book? — No! I still (to look) for it. I already (to look) for it for two hours, but (not yet to find) it. 13. You (to play) with a ball for already three hours. Go home and do your homework. 14. Wake up! You (to sleep) for ten hours already. 15. I (to wait) for a letter from my cousin for a month already, but (not yet to receive) it. 16. It is difficult for me to speak about this opera as I (not to hear) it. 17. I just (to receive) a letter from my granny, but I (not yet to receive) any letters from my parents. 18. The weather (to be) fine today. The sun (to shine) ever since we got up. 19. Every day I (to wind) up my watch at 10 o'clock in the evening. 20. Come along, Henry, what you (to do) now? I (to wait) for you a long time. 21. Where your gloves (to be)? — I (to put) them into my pocket.

#### **V. Read the text about earthquakes. Then complete the question for each answer.**

### **EARTHQUAKES**

When an earthquake occurs, part of the Earth's surface moves. In fact, the surface of the

Earth moves all the time. The tectonic plates which make up the surface press against each other very slowly. Over thousands of years, this movement creates great stress. In some places where the layers of rock are weak, this eventually causes a sudden movement – an earthquake. Thousands of earthquakes happen every day, but most are very small and cause no damage. A large earthquake shakes buildings to the ground, or causes a tsunami wave. The effects are usually very serious. Severe earthquakes are common in southern Europe, and on 1 November 1755 a powerful earthquake hit the city of Lisbon in Portugal. Between 60,000 and 100,000 people died. After the earthquake a tsunami struck the city, and there was also a fire, which caused nearly total destruction.

People as far away as Finland felt the shock, and the tsunami reached Barbados in the West Indies. Geologists now believe that the strength of the earthquake was as high as 9 on the Richter scale. This is the same strength as the Indian Ocean earthquake of 26 December 2004.

a) What moves when an earthquake occurs ?

Part of the Earth's crust moves when an earthquake occurs.

b) What .....

The movement of tectonic plates creates this stress.

c) How many .....

Thousands happen every day.

d) What .....

It shakes buildings or causes a tsunami wave.

e) When .....

On 1 November 1755.

f) How many.....?

Between 60,000 and 100,000.

g) In which distant country .....

In Finland.

h) What.....?

That the strength of the earthquake was as high as 9 on the Richter scale.

**VI. Make up a dialogue on topic ‘Summer holiday’.**

**VII. Write an essay on theme “Mass tourism in Uzbekistan”.**

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