УЧРЕЖДЕНИЕ ОБРАЗОВАНИЯ

”ПОЛЕССКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ“

Л.В. Бутрина

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Электронный учебно-методический комплекс

ИНОСТРАННЫЙ ЯЗЫК (АНГЛИЙСКИЙ)

по специальности
1-89 01 01 «Туризм и гостеприимство»

ПОЯСНИТЕЛЬНАЯ ЗАПИСКА
ПРАКТИЧЕСКИЙ РАЗДЕЛ
РАЗДЕЛ КОНТРОЛЯ ЗНАНИЙ
ВСПОМОГАТЕЛЬНЫЙ РАЗДЕЛ

Пинск
ПолесГУ
2017

ПолесГУ

ПОЯСНИТЕЛЬНАЯ ЗАПИСКА

Современная тенденция развития университетского образования к сокращению объема аудиторных занятий при возрастании доли самостоятельной работы обучающихся предопределяет актуальность проектирования учебно-методических комплексов по всем дисциплинам.

Учебно-методический комплекс по дисциплине «Иностранный язык (английский)» разработан для студентов первого и второго курсов УО «Полесский государственный университет», обучающихся по специальности 1-89 01 01 Туризм и гостеприимство (дневная форма обучения). Данный УМК представляет собой систему дидактических средств обучения, разработанных для наиболее полной реализации целей и задач, изложенных в соответствующих образовательных стандартах высшего образования и учебной программе по дисциплине. Структура и материалы УМК имеют четкую направленность на оптимизацию деятельности участников педагогического процесса, повышение доли и роли самостоятельной работы обучающихся, содействие повышению качества образовательного процесса и обеспечение его контроля.

Учебно-методический комплекс четко структурирован в соответствии с рекомендациями Положения об учебно-методическом комплексе на уровне высшего образования и включает следующие разделы:

I. ПОЯСНИТЕЛЬНУЮ ЗАПИСКУ, раскрывающую цели УМК, особенности структурирования и подачи учебного материала.

II. ПРАКТИЧЕСКИЙ РАЗДЕЛ, содержащий учебно-методические материалы, подобранные в соответствии с предметно-тематическим содержанием дисциплины.

Данный УМК состоит из 11 тем: люди, которые меня окружают; английский как мировой язык; моя студенческая жизнь; мир вокруг нас; из истории туризма; туристическая компания; типы туризма; туризм в Беларуси; гостиничный бизнес; ресторанный бизнес; люди в туризме.

Каждая тема включает следующие элементы: лексический минимум; комплекс упражнений, направленных на накопление и систематизацию словарного запаса, необходимого для чтения профессионально ориентированных текстов в рамках данной тематики и общения в рамках изучаемых ситуаций; тексты; упражнения на понимание прочитанного, в т.ч. вопросы дискуссионного плана для развития навыков устной речи.

Авторы УМК посчитали нецелесообразным включать в данный комплекс грамматические упражнения, поскольку в электронном банке данных, накопленном кафедрой иностранных языков, представлены известные учебники по грамматике (J. Dooley, V. Evans ‘Grammarway’, J. Dooley, V.Evans ‘Round up’, R. Murphy ‘English Grammar in Use’ и др.), в т.ч. и на основе лексики делового английского языка (Strutt, P. ‘Business Grammar and Usage’ и др.), из которых можно выбрать упражнения на отработку грамматических навыков исходя из уровня подготовленности студентов.

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III. РАЗДЕЛ КОНТРОЛЯ ЗНАНИЙ, включающий: тематические тесты для текущего контроля (данные тесты можно проходить в компьютерной программе Assist, установленной на всех компьютерах ПолесГУ), перечень вопросов к зачету, содержание экзамена.

IV. Вспомогательный раздел, содержащий УЧЕБНО-ПРОГРАММНУЮ ДОКУМЕНТАЦИЮ (учебную программу учреждения высшего образования по учебной дисциплине «Иностранный язык (английский)» для специальностей 1-89 01 01 Туризм и гостеприимство (дневная форма обучения) / сост.: М. В. Татаревич – Пинск: ПолесГУ), МЕТОДИЧЕСКИЕ РЕКОМЕНДАЦИИ ДЛЯ СТУДЕНТОВ и СПИСОК ИСПОЛЬЗОВАННЫХ ИСТОЧНИКОВ.

Учебная программа отражает общие требования к формированию социально-личностных компетенций, цели и задачи дисциплины «Иностранный язык (английский)», общие требования к уровню освоения ее содержания и требования к практическому владению всеми видами речевой деятельности, включает в себя описание структуры курса и содержания учебной дисциплины, рекомендуемые к использованию в процессе обучения иностранному языку методы и технологии, учебно-методическую карту дисциплины, требования к содержанию и формам промежуточного и итогового контроля по дисциплине, примерный перечень заданий для управляемой самостоятельной работы студентов и рекомендуемую литературу.

Список использованных источников включает перечень учебников и пособий, материалы которых использованы в данном УМК.

Данный УМК может быть дополнен материалами, находящимися в компьютерной базе кафедры иностранных языков ПолесГУ: дополнительными аутентичными профессионально ориентированными текстами по изучаемым темам с комплексами упражнений, аудио и видеоматериалами, презентациями.

Подбор материалов для данного УМК осуществляли следующие преподаватели кафедры иностранных языков: В.В. Ширяев (About you, English as a World Language, My University Life, The World Around Us, Pages from the History of Tourism, Tourist Companies, Types of Tourism), Л.В. Бутрина (Tourism in Belarus, Hotel services, Restaurant services, People in Tourism). Компьютерную верстку осуществила лаборант кафедры С.В. Наривончик.

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Ф 12 - 6.3 - 01

Учреждение образования ”Полесский государственный университет“
(название учреждения высшего образования)

УТВЕРЖДАЮ
Проректор по учебной работе
учреждения образования
”Полесский государственный
университет“
_____ С.П.Вертай
_____
(дата утверждения)
Регистрационный № УД-_____/уч.

ИНОСТРАННЫЙ ЯЗЫК (АНГЛИЙСКИЙ)
(название учебной дисциплины)

Учебная программа
по учебной дисциплине для специальности:

1-89 01 01 Туризм и гостеприимство
(код специальности) (наименование специальности)

2016 г.

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Учебная программа составлена на основе образовательного стандарта
(название образовательного стандарта,
высшего образования I ступени ОСВО 1-89 01 01-2013,
(образовательных стандартов), типовой учебной программы
утвержденного и введенного в действие постановлением Министерства
дата утверждения, регистрационный номер
образования Республики Беларусь от 30.08.2013 №88, и учебного плана специальности

СОСТАВИТЕЛИ:

М.В. Татаревич, преподаватель кафедры иностранных языков учреждения образования ”Полесский государственный университет“

(И.О.Фамилия, должность, ученая степень, ученое звание)

РЕЦЕНЗЕНТЫ:

С.Е. Борзенец, доцент кафедры иноязычного речевого общения УО ”Минский государственный лингвистический университет“, кандидат филологических наук

(И.О. Фамилия, должность, ученая степень, ученое звание рецензента)

А.О. Васильченко, зав. кафедрой туризма и гостеприимства УО ”Полесский государственный университет“, кандидат экономических наук, доцент

(И.О. Фамилия, должность, ученая степень, ученое звание рецензента)

РЕКОМЕНДОВАНА К УТВЕРЖДЕНИЮ:

Кафедрой иностранных языков
(название кафедры-разработчика учебной программы)

(протокол № ____ от _____);

Научно-методическим советом учреждения образования ”Полесский государственный университет“

(протокол № ____ от ___.___. 201 г._____)

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ПОЯСНИТЕЛЬНАЯ ЗАПИСКА

1 Цели и задачи учебной дисциплины

Процессы интеграции мирового сообщества, новые политические, социальные и культурные реалии, расширение международных научных и экономических контактов позволяют сегодня рассматривать иностранный язык как неотъемлемый атрибут квалификационной характеристики специалиста. В связи с активным развитием международных контактов и острой нехваткой специалистов, способных осуществлять прямые контакты с иностранными партнерами, иностранный язык становится востребованным, прежде всего как средство профессиональной коммуникации. Заметно повысился статус и престиж иностранного языка в качестве общеобразовательной дисциплины. Иностранный язык сегодня – это активный инструмент межкультурного общения.

Общетеоретическая база, принципы и подходы к определению содержания обучения иностранному языку исходят из единой методологии и дидактических позиций. Программа строится на основе принципов коммуникативного, профессионально-ориентированного и социокультурного развития личности в процессе обучения.

Целью данного курса является коммуникативное и социокультурное развитие личности, способной использовать иностранный язык как средство профессионального общения в диалоге культур: родной и иностранной.

Задачи курса:

- Формирование коммуникативной компетенции, т.е. практическое владение иностранным языком в деловой сфере;
- Свободное и инициативное речевое взаимодействие обучаемых в типичных ситуациях делового и межличностного общения;
- Чтение, понимание, развитие речевых навыков, творческой интерпретации; комментирование, реферирование и аннотирование оригинальных источников по специальности;
- Выработка профессионального умения обобщать, систематизировать материал, выделять главное, делать выводы, анализировать;
- Умение понимать на слух иностранную речь в рамках специальности.

В числе эффективных *педагогических технологий* рекомендуется использовать:

- технологии проблемно-модульного обучения,
- технологии учебно-исследовательской деятельности,
- проектные технологии,
- коммуникативные технологии (дискуссия, пресс-конференция, мозговой штурм, учебные дебаты и другие активные формы и методы),

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- метод кейсов (анализ ситуации),
- компьютерные технологии,
- игровые технологии, в рамках которых студенты участвуют в деловых, ролевых, имитационных играх**,** и др.

2 Место дисциплины в системе подготовки специалиста

Учебная программа предназначена для методического обеспечения дисциплины ”Иностранный язык“ и является нормативным документом, определяющим содержание обучения и устанавливающим требования к объему и уровню подготовки студентов в соответствии с образовательным стандартом и учебным планом по специальности 1-89 01 01 ”Туризм и гостеприимство“ для студентов 1, 2 курса очной и заочной форм обучения.

Данный курс предполагает содержательное пересечение с дисциплинами ”Гостиничное дело“, ”Маркетинг в туризме“, ”Менеджмент в туризме и гостеприимстве“.

3. Требования к уровню освоения учебной дисциплины

В результате изучения дисциплины ”Иностранный язык“ студент должен закрепить и развить следующие академические (АК), социально-личностные (СЛК), общекультурные (ОК) и профессиональные (ПК) компетенции, предусмотренные в образовательном стандарте ОСВО 1-89 01 01-2013:

а) академические:

АК-1. Уметь применять базовые научно-теоретические знания для решения теоретических и практических задач.

АК-2.Владеть системным и сравнительным анализом.

АК-3. Владеть исследовательскими навыками.

АК-4. Уметь работать самостоятельно.

АК-5. Проявлять инициативу и креативность, в том числе в нестандартных ситуациях.

АК-6. Владеть междисциплинарным подходом при решении проблем.

АК-7. Иметь навыки, связанные с использованием технических устройств, управлением информацией и работой с компьютером.

АК-8. Обладать навыками устной и письменной коммуникации.

АК-9. Уметь учиться, повышать свою квалификацию в течение всей жизни.

б) социально-личностные:

СЛК-1. Обладать качествами гражданственности.

СЛК-2. Быть способным к социальному взаимодействию.

СЛК-3. Обладать способностью к межличностным коммуникациям.

СЛК-4. Владеть навыками энергосбережения.

СЛК-5. Быть способным к критике и самокритике.

СЛК-6. Уметь работать в команде.

СЛК-7. Совершенствовать и развивать свой интеллектуальный и общекультурный уровень, добиваться нравственного и физического совершенствования своей личности.

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СЛК-8. Пользоваться одним из государственных языков Республики Беларусь, владеть иностранным языком как средством делового общения.
СЛК-9.Формировать и аргументировать собственные суждения и профессиональную позицию.
СЛК-11 Уважительно и бережно относиться к историческому наследию и культурным традициям, толерантно воспринимать социальные и культурные различия.
СЛК-12.Обладать чувством ответственности.

в) профессиональные:

ПК-3. Вести переговоры с другими заинтересованными участниками.
ПК-4. Готовить доклады, материалы к презентациям.
ПК-5. Пользоваться глобальными информационными ресурсами
ПК-6. Владеть современными средствами телекоммуникаций.
ПК-7. Разрабатывать информационные технологии формирования и продвижения туров и пакетов туристических услуг.
ПК-8. Организовывать проведение маркетинговых исследований спроса и стоимости туристических услуг.
ПК-9. Анализировать и оценивать собственные данные.
ПК-10.Осуществлять разработку концепции программы тура и стоимости туристических услуг.
ПК-11. Обеспечивать разработку программ туристических маршрутов.
ПК-20. Осуществлять эффективную организацию сервиса размещения, питания, развлечения и оздоровления, экскурсионно-сопроводительного, социокультурного и транспортного обслуживания туристов.
ПК-22. Квалифицированно проводить научные и мониторинговые исследования в туристической индустрии, сфере физической культуры и спорта.
ПК-25. Нормировать, контролировать и корректировать нагрузки с учетом состояния здоровья, возраста, пола и уровня подготовленности туристов.

В результате изучения дисциплины ”Иностранный язык“ студент должен овладеть следующими умениями:

Чтение

Студент должен:

- владеть всеми видами чтения (изучающее, ознакомительное, просмотровое, поисковое), предполагающими разную степень понимания прочитанного;
- полно и точно понимать содержание разножанровых аутентичных текстов, в том числе профессионально ориентированных, используя двуязычный словарь (изучающее чтение);
- понимать общее содержание текста (70 %), определять не только круг затрагиваемых вопросов, но и то, как они решаются (ознакомительное чтение);
- получать общее представление о теме, круге вопросов, которые затрагиваются в тексте (просмотровое чтение);
- уметь найти конкретную информацию (определение, правило, цифровые

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и другие данные), о которой заранее известно, что она содержится в данном тексте (поисковое чтение).

Тексты, предназначенные для просмотрового, поискового и ознакомительного чтения, могут включать до 10 % незнакомых слов.

Говорение

Студент должен:

•продуцировать развернутое подготовленное и неподготовленное высказывание по проблемам социокультурного и профессионального общения, перечисленным в настоящей программе;

•резюмировать полученную информацию;

•аргументированно представлять свою точку зрения по описанным фактам и событиям, делать выводы.

Примерный объем высказывания 15 фраз.

•вступать в контакт с собеседником, поддерживать и завершать беседу, используя адекватные речевые формулы и правила речевого этикета;

•обмениваться профессиональной и непрофессиональной информацией с собеседником, выражая согласие /несогласие, сомнение, удивление, просьбу, совет, предложение и т. п.;

•участвовать в дискуссии по теме/проблеме, аргументированно отстаивать свою точку зрения;

•сочетать диалогическую и монологическую формы речи.

Примерное количество реплик - 8-10 с каждой стороны.

Аудирование

Студент должен:

•воспринимать на слух иноязычную речь в естественном темпе (аутентичные монологические и диалогические тексты), с разной полнотой и точностью понимания их содержания;

•воспроизводить услышанное при помощи повторения, перефразирования, пересказа.

•Учебные аудио- и видеотексты могут включать до 5 % незнакомых слов, не влияющих на понимание основного содержания.

Письмо

Студент должен:

•выполнять письменные задания к прослушанному, увиденному, прочитанному, логично и аргументированно излагать свои мысли, соблюдая стилистические и жанровые особенности;

•владеть навыками составления частного и делового письма, правильно использовать соответствующие реквизиты и формулы письменного общения; реферировать и аннотировать с учетом разной степени смысловой компрессии.

ПолесГУ

Перевод

Студент должен:

- адекватно и полно передать смысл и содержание письменных аутентичных текстов средствами родного языка;
- пользоваться различными источниками информации (двуязычными словарями и справочниками) для осуществления перевода;
- осуществлять перевод с учетом стилистических и жанровых норм изучаемого языка в условиях межкультурной коммуникации.

4 Объем дисциплины и виды учебной работы

В дневной форме получения высшего образования изучение дисциплины ”Иностранный язык“ по специальности 1-89 01 01 ”Туризм и гостеприимство“ проводится в форме *практических занятий* ***(120 часов)*** *и управляемой самостоятельной работы* ***(30 часов)***. Общее количество часов по данной дисциплине – 308 ч. Дисциплина изучается на первом и втором курсах в I, II, III семестрах. Формы контроля: зачет в I и II семестрах, экзамен в III семестре. Распределение часов по семестрам выглядит следующим образом:

1-й семестр – **46 часов** аудиторных занятий и **12 часов** управляемой самостоятельной работы, 2-й семестр – **44 часа** аудиторных занятий и **12 часов** управляемой самостоятельной работы, 3-й семестр – **30 часов** аудиторных занятий и **6 часов** управляемой самостоятельной работы.

В заочной форме получения высшего образования изучение дисциплины ”Иностранный язык“ по специальности 1-89 01 01 ”Туризм и гостеприимство“ проводится в форме *практических занятий* ***(34 ч.)***, управляемой самостоятельной работы не предусмотрено. Общее количество часов по данной дисциплине – 308 ч. Дисциплина изучается в I, II, III семестрах. Формы контроля: экзамен – сессия № 3. Распределение часов по семестрам выглядит следующим образом: установочная сессия – **10 часов** аудиторных занятий, сессия №1 – **8 часов** аудиторных занятий, сессия №2 – **10 часов** аудиторных занятий, сессия № 3 – **6 часов** аудиторных занятий.

Контроль усвоения знаний осуществляется посредством тестирования, устных и письменных опросов.

После каждой темы программы рекомендуется проведение промежуточного контроля в виде компьютерного тестирования.

К зачетам и экзаменам допускаются студенты, успешно выполнившие программу по дисциплине.

Контроль усвоения знаний: оценка учебных достижений студентов осуществляется по 10-балльной шкале, утвержденной Министерством образования Республики Беларусь, в соответствии с критериями оценки результатов учебной деятельности обучающихся в учреждениях высшего образования (Письмо Министерства образования Республики Беларусь от 28.05.2013 г. № 09-10/53-ПО).

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СОДЕРЖАНИЕ УЧЕБНОГО МАТЕРИАЛА

- **Тема 1 Люди, которые меня окружают.** Внешность. Характер. Семья и личные отношения. Родственники. Мои друзья.
- **Тема 2 Английский как мировой язык.** Английский в моей будущей профессии.
- **Тема 3** Моя студенческая жизнь.
- **Тема 4** Мир вокруг нас. Деловая поездка**.**
- **Тема 5** Из истории туризма.
- **Тема 6** Туристическая компания. Реклама.
- **Тема 7** Типы туризма. Люди в сфере гостеприимства.
- **Тема 8** Туризм в Беларуси. Экотуризм.
- **Тема 9** Гостиничный бизнес.
- **Тема 10** Ресторанный бизнес.
- **Тема 11** Моя будущая профессия. Люди в туризме.

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Ф 13 - 6.3 - 01

УЧЕБНО-МЕТОДИЧЕСКАЯ КАРТА (дневная форма обучения)

Номер раздела, темы, занятия	Название раздела, темы, занятия; перечень изучаемых вопросов	Количество аудиторных часов				Материальное обеспечение занятия (наглядные, методические пособия и др.)	Формы контроля знаний
		Лекции	Практические (семинарские) занятия	Лабораторные занятия	Управляемая самостоятельная работа студента		
1.	*2.*	*3*	*4.*	*5.*	*6.*	*7.*	*8.*
1.	**Иностранный язык (английский)**		**120**		**30**		
1.1.	1. Устная тема: About You. The Changing State of the Family. 2. Коммуникативные ситуации: Interview Another Student Using a Pie-Chart. 3. Грамматические темы: Word Order, Auxiliary Verbs, Present Simple and Continuous. 4. Письмо: Writing an informal letter.		4		12	Аудиокассеты к курсу «Cutting Edge», Total English, Мультимедийный лингафонный центр, Лексико-грам. тест, Видеофильмы для аудирования	Лексико-грам.тест; контроль говорения;
1.2.	1. **Устная тема**: English as a World Language. 2. Коммуникативные ситуации: Greetings and Introductions, Giving Opinions. 3. Грамматические темы: Past Simple and Continuous, Future Forms.		8 2 2			Аудиокассеты к курсу «Cutting Edge», Мультимедийный лингафонный центр, Лексико-грам.тест, Образцы деловой корреспонденции	Лексико-грам.тест; контроль говорения; неформальное письмо
1.3.	1. Устная тема: Developing Human Intellectual Abilities. My University Life. 2. Коммуникативные ситуации: Do you remember…? (e. g. “Frightening Experiences”) 3. Грамматические темы: Perfect Tenses. Perfect Continuous.		10 2 2			Аудиокассеты к курсу «Cutting Edge», Inside out, Мультимедийный лингафонный	Лексико-грам.тест; контроль говорения; заполнение анкеты

ПолесГУ

						центр, Лексико-грам.тест, Образцы деловой корреспонденции	
1.4.	1. Устная тема: The World around Us. Business Trip. 2. Коммуникативные ситуации: Getting About the Town, “Recommending and Advising”, “Round-the-World Trip”. 3. Грамматические темы: Comparatives and Superlatives. Adverbs.		10 4 2			Аудиокассеты к курсу «Cutting Edge», Мультимедийный лингафонный центр, Лексико-грам.тест, Видеофильмы для аудирования, Газеты и журналы	Лексико-грам.тест; контроль говорения;
	ИТОГО ЗА 1-Й СЕМЕСТР		**46**		**12**		**ЗАЧЕТ**
1.5.	1. Устная тема: Pages from the History of Tourism. 2. Грамматическая тема: Articles and Pronouns. 3. Письмо: Filling in an application form.		4 2		6	Мультимедийный лингафонный центр, Лексико-грам.тест, Видеофильмы для аудирования, Образцы деловой корреспонденции	Лексико-грам.тест; контроль говорения; деловая переписка
1.6.	1.Устная тема: Tourist Companies. Advertising. 2. Проект: Sorting out companies in Tourism. 3. Грамматическая тема: Modals.		10 2 4			Аудиокассеты к курсу «Cutting Edge», Inside out, Мультимедийный лингафонный центр, Лексико-грам.тест, Образцы деловой корреспонден	Лексико-грам.тест; контроль говорения; сопроводительное письмо; деловая игра

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						ции	
1.7.	1.Устная тема: Types of Tourism. People in Hospitality. 2. Грамматическая тема: Passive Voice. 3. Письмо: Electronic correspondence. .		12 4 2			Мультимедийный лингафонный центр, Лексико-грам.тест, Образцы деловой корреспонденции, Газеты и журналы	Лексико-грам.тест; контроль говорения; запросы
1.8.	1. Устная тема: Leisure and Business Tourism in Belarus. Проект: Ecotourism in Belarus. 2. Коммуникативная ситуация: Booking a guiding-tour. 3. Грамматическая тема: Infinitive and Gerund.		2 2		6	Мультимедийный лингафонный центр, Лексико-грам.тест, Образцы деловой корреспонденции, Газеты и журналы, Презентации	Лексико-грам.тест; контроль говорения; презентации
	ИТОГО ЗА 2-Й СЕМЕСТР		**44**		**12**		**ЗАЧЕТ**
1.9.	1.Устная тема: Hotel Services. 2. Коммуникативная ситуация: Methods of Payment. Travellers Cheques. 3. Грамматическая тема: Reported speech.		6 2 2			Аудиокассеты к курсу «English for Business Studies», Мультимедийный лингафонный центр, Лексико-грам.тест, Образцы деловой корреспонденции, Газеты и журналы, Презентации	Лексико-грам.тест; контроль говорения; презентации
1.10	Устная тема: Restaurant Services. Коммуникативная ситуация: Ordering in a Restaurant. Грамматическая тема:Conditionals. Wishes.		6 2 2			Мультимедийный лингафонный центр, Лексико-грам.тест, Образцы деловой корреспонден	Лексико-грам.тест; контроль говорения; презентации

ПолесГУ

						ции, Газеты и журналы, Презентации	
1.11	1.Устная тема: My Future Career. People in Tourism. 2. Коммуникативная ситуация: Making a Formal Telephone Call. 3. Грамматическая тема: Consolidation. Revision. 4. Деловая игра: Choosing a career in Tourism.		6 2 2		6	Мультимедийный лингафонный центр, Лексико-грам.тест, Образцы деловой корреспонденции, Газеты и журналы, Презентации	Лексико-грам.тест; контроль говорения; презентации
	ИТОГО ЗА 3-Й СЕМЕСТР		**30**		**6**		**ЭКЗАМЕН**
	ВСЕГО ЗА КУРС ОБУЧЕНИЯ		**120**		**30**		

Ф 13 - 6.3 - 01

УЧЕБНО-МЕТОДИЧЕСКАЯ КАРТА (заочная форма обучения)

Номер раздела, темы, занятия	**Название раздела, темы, занятия; перечень изучаемых вопросов**	**Количество аудиторных часов**				**Материальное обеспечение занятия (наглядные, методические пособия и др.)**	**Формы контроля знаний**
		Лекции	**Практические (семинарские) занятия**	**Лабораторные занятия**	**Управляемая самостоятельная работа студента**		
1.	***2.***	***3***	***4.***	***5.***	***6.***	***7.***	***8.***
1.	**Иностранный язык (английский)**		**34**				
1.1.	1. Устная тема: About You. The Changing State of the Family. 2. Коммуникативные ситуации: Interview Another Student Using a Pie-Chart. 3. Грамматические темы: Word Order, Auxiliary Verbs, Present Simple and Continuous. 4. Письмо: Writing an informal letter.		2 2			Аудиокассеты к курсу «Cutting Edge», Total English, Мультимедийный лингафонный центр, Лексико-грам. тест, Видеофильмы для аудирования	Лексико-грам.тест; контроль говорения;
1.2	1. **Устная тема**: English as a World		2			Аудиокассеты	Лексико-

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.	Language. 2. Коммуникативные ситуации: Greetings and Introductions, Giving Opinions. 3. Грамматические темы: Past Simple and Continuous, Future Forms.		2			к курсу «Cutting Edge», Мультимедийный лингафонный центр, Лексико-грам.тест, Образцы деловой корреспонденции	грам.тест; контроль говорения; неформальное письмо
1.3.	1. Устная тема: Developing Human Intellectual Abilities. My University Life. 2. Коммуникативные ситуации: Do you remember…? (e. g. “Frightening Experiences”) 3. Грамматические темы: Perfect Tenses. Perfect Continuous.		2 2			Аудиокассеты к курсу «Cutting Edge», Inside out, Мультимедийный лингафонный центр, Лексико-грам.тест, Образцы деловой корреспонденции	Лексико-грам.тест; контроль говорения; заполнение анкеты
1.4.	1. Устная тема: The World around Us. Business Trip. 2. Коммуникативные ситуации: Getting About the Town, “Recommending and Advising”, “Round-the-World Trip”. 3. Грамматические темы: Comparatives and Superlatives. Adverbs.		4 2			Аудиокассеты к курсу «Cutting Edge», Мультимедийный лингафонный центр, Лексико-грам.тест, Видеофильмы для аудирования, Газеты и журналы	Лексико-грам.тест; контроль говорения;
	ИТОГО ЗА УСТАНОВОЧНУЮ И 1-Ю СЕССИЮ		**18**				
1.5.	1. Устная тема: Pages from the History of Tourism. 2. Грамматическая тема: Articles and Pronouns. 3. Письмо: Filling in an application form.		2			Мультимедийный лингафонный центр, Лексико-грам.тест,	Лексико-грам.тест; контроль говорения; деловая переписка

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						Видеофильмы для аудирования, Образцы деловой корреспонденции	
1.6.	1.Устная тема: Tourist Companies. Advertising. 2. Проект: Sorting out companies in Tourism. 3. Грамматическая тема: Modals.		2 2			Аудиокассеты к курсу «Cutting Edge», Inside out, Мультимедийный лингафонный центр, Лексико-грам.тест, Образцы деловой корреспонденции	Лексико-грам.тест; контроль говорения; сопроводительное письмо; деловая игра
1.7.	1.Устная тема: Types of Tourism. People in Hospitality. 2. Грамматическая тема: Passive Voice. 3. Письмо: Electronic correspondence. .		2			Мультимедийный лингафонный центр, Лексико-грам.тест, Образцы деловой корреспонденции, Газеты и журналы	Лексико-грам.тест; контроль говорения; запросы
1.8.	1. Устная тема: Leisure and Business Tourism in Belarus. Проект: Ecotourism in Belarus. 2. Коммуникативная ситуация: Booking a guiding-tour. 3. Грамматическая тема: Infinitive and Gerund.		2			Мультимедийный лингафонный центр, Лексико-грам.тест, Образцы деловой корреспонденции, Газеты и журналы, Презентации	Лексико-грам.тест; контроль говорения; презентации
	ИТОГО ЗА 2-Ю СЕССИЮ		**10**				
1.9.	1.Устная тема: Hotel Services. 2. Коммуникативная ситуация: Methods of Payment. Travellers		2			Аудиокассеты к курсу «English for Business	Лексико-грам.тест; контроль говорения;

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	Cheques. 3. Грамматическая тема: Reported speech.					Studies», Мультимедийный лингафонный центр, Лексико-грам.тест, Образцы деловой корреспонденции, Газеты и журналы, Презентации	презентации
1.10	Устная тема: Restaurants Services. Коммуникативная ситуация: Ordering in a Restaurant. Грамматическая тема:Conditionals. Wishes.		2			Мультимедийный лингафонный центр, Лексико-грам.тест, Образцы деловой корреспонденции, Газеты и журналы, Презентации	Лексико-грам.тест; контроль говорения; презентации
1.11	1.Устная тема: My Future Career. People in Tourism. 2. Коммуникативная ситуация: Making a Formal Telephone Call. 3. Грамматическая тема: Consolidation. Revision. 4. Деловая игра: Choosing a career in Tourism.		2			Мультимедийный лингафонный центр, Лексико-грам.тест, Образцы деловой корреспонденции, Газеты и журналы, Презентации	Лексико-грам.тест; контроль говорения; презентации
	ИТОГО ЗА 3-Ю СЕССИЮ		**6**				**ЭКЗАМЕН**
	ВСЕГО ЗА КУРС ОБУЧЕНИЯ		**34**				

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ИНФОРМАЦИОННО-МЕТОДИЧЕСКАЯ ЧАСТЬ

1 Перечень основной и дополнительной литературы:

Основная литература

1. Мошняга, Е.В. Английский язык. Туризм. Гостеприимство / Е.В. Мошняга. – М.: Сов. Спорт, 2007. – 241 с.
2. Dubicka, I. English for International Tourism: Pre-Intermediate Students' Book / I. Dubicka, M.O'Keeffe. – Pearson Education Limited, 2004. – 143 p.
3. Cunningham, S. Cutting Edge Intermediate: Students' Book / S. Cunningham, P.Moor. – Longman, 2005. – 168 p.
4. Viney, P. Survival English / P.Viney. – Macmillan, 2003. – 96 p.
5. Cunningham, S. Cutting Edge Intermediate: Workbook / S. Cunningham, P.Moor. – Longman, 2004. – 96 p.
6. Kay, S. Inside Out Intermediate: Student's Book / S.Kay, 2007. – 159 p.
7. Kay, S. Inside Out Upper-Intermediate: Student's Book / S.Kay, 2009. – 158 p.
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9. Карпышева, Н.М. Практическая грамматика английского языка / Н.М. Карпышева, В.Н. Янушков. – Минск : Амалфея, 2005. – 492 с.
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11. Корженевич, Ю.В. Spoken English: практикум для студентов специальностей "Биология (по направлениям)", "Садово-парковое строительство", "Промышленное рыбоводство" дневной и заочной формы обучения в 2 ч. / Ю.В. Корженевич. – Пинск : ПолесГУ, 2013. – Ч. 2 . – 91 с.
12. Млявая, С.В. Business Life: Английские экономические тексты / С.В. Млявая. – Минск: Амалфея, 2008. – 208 с.
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Дополнительная литература

14. Сербиновская, А.М. Английский язык для турбизнеса и сервиса: учебник для вузов / А.М. Сербиновская. – М.: Издательско-торговая корпорация, 2006. – 428 с.
15. Dooley, J. Grammarway 2 /J. Dooley, V.Evans. – Express Publishing, 1999. – 192 p.
16. Dooley, J. Grammarway 3 /J. Dooley, V.Evans. – Express Publishing,

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1999. – 269 p.
17. Redman, S. English Vocabulary in Use: Pre-Intermediate & Intermediate / S. Redman. – Cambridge University Press, 1997. – 269 p.
18. Murphy, R. English Grammar in Use / R. Murphy. – Cambridge University Press, 2004. – 391 p.
19. Jones, L. New Progress to First Certificate: Workbook / L. Jones. – Cambridge University Press, 2001. – 128 p.
20. Jones, L. New Progress to First Certificate: Self-study Student's Book / L. Jones. – Cambridge University Press, 2001. – 288 p.
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22. Богацкий, М. Бизнес-курс английского языка / М.Богацкий, Н. Дюканова. – Москва: Айрис-Пресс, 2003. – 352 с.

Материальное обеспечение занятий

1. Jones, L. New. Progress to First Certificate: Audio / L. Jones. – Cambridge University Press, 2001. – 1 электрон. опт. диск (CD-ROM)
2. Презентации.
3. Электронный переводчик Лингво.
4. Лексико-грамматические тесты.
5. Аудио к курсу Cutting Edge Intermediate
6. Аудио к курсу Inside Out Intermediate, Upper-Intermediate
7. видеофильмы

2 Перечень средств диагностики результатов учебной деятельности:

Оценка и диагностика достижений студентов выполняется поэтапно, включая текущий контроль в письменной (выполнение разноуровневых заданий, написание эссе, резюме, работа с образцами деловой корреспонденции) и устной (выступление на практических занятиях, коллоквиумы) формах, промежуточный контроль в форме тестирования и опроса на практических занятиях, а также другие формы контроля по конкретным модулям учебной дисциплины. Контроль управляемой самостоятельной работы осуществляется в форме лексического тестирования, проверки выполненных письменных переводов, лексических упражнений, составленного глоссария по теме.
Итоговый контроль в форме экзамена.

Примерное содержание итогового экзамена:

Письменная часть:

1. Лексико-грамматический тест.
2. Чтение и письменный перевод оригинального текста с иностранного языка на родной со словарем. Объем – 1300-1500 печатных знаков. Время – 45 мин.

Устная часть:

ПолесГУ

1. Подготовленное высказывание по заданной ситуации и неподготовленная беседа с преподавателем в рамках данной ситуации (по предметно-тематическому содержанию дисциплины).
2. Реферирование аутентичного или частично адаптированного общественно-политического, культурологического, научно-популярного текста; беседа на иностранном языке по содержанию текста. Объем текста – 900 печатных знаков. Время – 5-7 мин.

3 Примерный перечень заданий управляемой самостоятельной работы

1)Тема «People around You» *(12 ч.)*

1. Развитие лексических умений и навыков.

Unit 33. “Describing People - appearance” and Test.
Unit 34. “Describing People - character” and Test.
Unit 35 “Relations” and Test
Do all the exercises in “Family Relationships”

2. Развитие грамматических умений и навыков

Auxiliaries in questions and answers (Cutting Edge, Students’ Book, p. 6-7)
Present Continuous and Present Simple (Unit 3-4, English Grammar in Use, R.Murthy)

3. Развитие умений и навыков чтения.

a) Read the text “A Quite Revolution” (Cutting Edge, module 1, p.8-9) and do the exercises before and after the text
b) Read the text “Generation Gap” and answer the questions.
c) Do all the exercises from Inside Out and speak on the topic “Generation Gap”
d) Read the text “Mi-ran Lee” and do the exercises
e) Read the text “Family: Perspectives” , “The Changing American Family”, “Family as the Key Social Structure”: make up a glossary and be ready to speak on the topic “Family and its Types”

4. Read the text “Character and Appearance”: make up a glossary and be ready to speak on the topic “Personal Identification”

5. Study the Unit about Correspondence and write your own letter

6. Do the computer test “Family Life”.

2) Тема “From the History of Tourism” (6 ч.)

1. Развитие лексических умений и навыков.

Vocabulary on the topic “Pages from the History of Tourism”

2. Развитие умений и навыков чтения.

Read all the texts and do all the exercises in Unit 3 ‘Pages from the History of Tourism’

3. Speak on the Topic “From the History of Tourism”.
4. Learn all the vocabulary on the topic “Pages from the History of Tourism”
5. Do the computer test “From the History of Tourism”.

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3) Тема ‘Leisure and Business Tourism in Belarus’ (6 ч.)
1. *Развитие лексических умений и навыков*.
Vocabulary on the topic “Ecotourism”
2. Развитие умений и навыков чтения.
Read all the texts and do all the exercises in Unit 5 ‘Ecotourism’

3 Speak on the Topic “Ecotourism”.
4 Learn all the vocabulary on the topic “Ecotourism”
5 Make a presentation on the topic “Ecotourism in Belarus”.

4) Тема ‘My Future Career. People in Tourism’ (6 ч.)
1. *Развитие лексических умений и навыко*в.
Vocabulary on the topic “People in Tourism”
2. Развитие умений и навыков чтения.
a) Read all the texts and do all the exercises in Unit 1 ‘People in Tourism’
3. Speak on the Topic “People in Tourism”.
4. Learn all the vocabulary on the topic “People in Tourism”
5. Do the test “People in Tourism”.

4 Примерный перечень вопросов к зачету (1-й семестр):

1. The Changing State of the Family
2. English as a World Language
3. English in My Future Career
4. My University Life
5. Higher Education in Belarus
6. Education in Great Britain
7. Traditions and Customs in Different Countries
8. A Place I’d Like to Visit
9. Business Trip
10. At the Customs. Travelling by Air

Примерный перечень вопросов к зачету (2-й семестр):

1. Туризм как отрасль экономики
2. История туризма
3. Деловой туризм
4. Образовательный туризм. Познавательный туризм
5. Спортивный туризм. Медицинский туризм
6. Туристические компании.
7. Реклама в туризме.
8. Туризм в Беларуси
9. Туризм в развитых странах
10. Экотуризм

ПолесГУ

5 Примерный перечень вопросов к экзамену:

1.The Changing State of the Family
2. English as a World Language
3. English in My Future Career
4. My University Life
5. Higher Education in Belarus
6. Education in Great Britain
7. Traditions and Customs in Different Countries
8. A Place I'd Like to Visit
9. Business Trip
10. At the Customs. Travelling by Air
11. My Future Career
12Tourism as a branch of Economy
13 History of Tourism
14 Types of tourism
15 Tourist companies
16. Advertising in Tourism
17 Tourism in Belarus
18. Tourism in developed countries
19. Ecotourism
20 Hotel services
21. Restaurant services

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ПРОТОКОЛ СОГЛАСОВАНИЯ УЧЕБНОЙ ПРОГРАММЫ

Название дисциплины, с которой требуется согласование	Название кафедры	Предложения об изменениях в содержании учебной программы по изучаемой учебной дисциплине	Решение, принятое кафедрой разработавшей учебную программу (с указанием даты и номера протокола)
Гостиничное дело	Кафедра туризма и гостеприимства	согласовано	Рекомендовать к утверждению учебную программу (прот. № от_____)
Маркетинг в туризме	Кафедра туризма и гостеприимства	согласовано	Рекомендовать к утверждению учебную программу (прот. № от_____)
Менеджмент в туризме и гостеприимстве	Кафедра туризма и гостеприимства	согласовано	Рекомендовать к утверждению учебную программу (прот. № от_____)

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ДОПОЛНЕНИЯ И ИЗМЕНЕНИЯ К УЧЕБНОЙ ПРОГРАММЕ

на_____/ _____ учебный год

№№ пп	Дополнения и изменения	Основание

Учебная программа пересмотрена и одобрена на заседании кафедры иностранных языков
(протокол № от 20_ г.)

Заведующий кафедрой
Ю.Н. Русина

_____ _____ _____
(степень, звание) (подпись) (И.О.Фамилия)

УТВЕРЖДАЮ
Декан факультета

_____ _____ _____
(степень, звание) (подпись) (И.О.Фамилия)

ПолесГУ

ABOUT YOU

Topical Vocabulary

appearance
attractive
beautiful
handsome
ugly
plain
height
tall
short
medium height
weight and build
thin
medium-build
fat
hair
straight
curly
wavy
long
short
medium-length
eyes
face
chin
nose
lips
forehead
body
head
ears
mouth
character
kind
honest
reliable
humorous
hard-working
lazy
sociable
aggressive
modest

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intelligent

Exercise 1
Look at the students of your group and say:
1) who has the following type of hair
a) straight, long, short, curly, wavy
b) fair, dark, blonde, black, brown, grey
2) whose constitution can be characterized as
a) short, tall, of medium height
b) slim, plump, very thin
3) who has: plump cheeks, cheeks with dimples; round face, expressive eyes

Exercise 2
Look at the following words used to describe people's character. Make two columns of 1) what you think are bad characteristics; 2) what you think are good characteristics.
tolerant
generous
sympathetic
irresponsible
unsociable
cruel
ambitious
intelligent
sly
patient
silly
even-tempered
thrifty
sincere
greedy
shrewd
rude
ill-mannered

Exercise 3
How would you describe a person who:
...likes to talk with other people?
...hates to communicate?
...looks on the bright side of things?
...looks on the black side of things?
...gives his or her last to other people?
...never lends you money?
...has a high opinion of himself or herself?

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...easily flies into a rage?
...never loses his or her temper?
...tell the truth to others?
...cheats other people?
...is practical in approach to life?
...is dreamy in approach to life?
...never praises himself or herself?

FAMILY AS THE KEY SOCIAL STRUCTURE

There are many different views on family life. Some people say they cannot do without the support and love of their families. Many others say it is the source of most of their problems. Yet it is difficult to give the definition of a ”normal“ family.

What exactly is a family? Broadly speaking the family is a group of people related by blood or law, living together and joined by marriage for a common purpose.

Sociologists divide families into two general types: the nuclear family and the extended family. In highly developed industrial countries, especially in their large cities, the nuclear family is regarded as normal. Most people think of it as consisting of two parents and two-children. But even this type is changing; there are a lot of families with one child only, which means that the nuclear family is shrinking year by year.

The variety of family types exiting at present also includes unmarried couples living together, two-person childless families, single-parent homes which are becoming steadily more common.

I believe that everything has beginning in the family. Family is important for every person because it gives you a feeling of having understanding. In happy families parents are honest with their children. At weekends they have breakfast together. They broadly smile and look cheerful. In a friendly family people are gentle, respectful and loving.

At wedding ceremonies couples are sure that they will have and hold each other from this day forward. Marriage is a very responsible decision. Common interests, mutual respect are no less important than love. Children need to know that their parents love them and they also love each other.

I suppose the saying is true that small children create small problems while the big ones bring big problems. The older we grow, the more patient our parents should be with us.

Every generation is different from the previous one. Parent’s judgments on many things are sensible and reasonable, but at the same time I suppose that children have the right to make their own mistakes and to overcome their own hardships.

I want to admit that/sociologists think that the family reflects all the processes of modern society and, like any social phenomenon, it keeps changing.

Exercise 1

Find in the text English equivalents of the following words and word combinations:

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поддержка; уменьшаться; нуклеарная семья; расширенная семья; неженатые пары; бездетная семья; неполная семья; ответственное решение; общие интересы; свадебная церемония; поколение; преодолевать трудности.

Exercise 2

Answer the questions:

1. Is it easy to give the definition of a ”normal“ family? Why?
2. What is a family?
3. What are two general types of the family? Can you name any other types of families?
4. Why is family important for every person?
5. Can you describe a happy family?
6. People should think everything over before they get married, shouldn’t they?
7. Is it easy for people of different generations to live together? Why?
8. Will any new types of families appear in the future?

FAMILY: PERSPECTIVES

Household and/ or Family?

A household is any single person or group of people who make up the people at a common residence and who share facilities or have a meal a day in that place. They may or may not be a family. They allow a label for when there is no family resident.

It is important to realize that some people live in destitution, without a home, living on the streets and in poverty, moving from shelter to shelter. They often seek an address in order to improve chances of getting work. They may need help from social services and other agencies.

There are four main types of families:

Nuclear family.

This is limited to two generations of a mother, father and child or children. It is what people often imagine a family to be, but it is often not the reality.

Extended family.

This is where generations are added on to the nuclear family. It can be extended horizontally to brothers and sisters or cousins. It can be extended vertically to include a grandparent or more, with three or even four generations.

Lone parent family.

Here there is one parent only and his or her children.

Reconstituted family.

Here we have social parents (raising the children) who may not be the biological parents for all or some of the children. There are a high number of reconstituted families due to separations, divorces and adoptions of children.

What do families do?

Families carry out important roles of providing physical (actual), emotional and economic support.

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According to functionalists, the family plays a very important positive role in raising the next generation.

• Families reproduce and raise the next generation. Not only do they carry out this rather obvious point, but they show how to do it. They pass on and display a model of rearing children, through (often) a monogamous sexual relationship and techniques of child rearing. This model is passed on to the next generation and is seen as the way to do child rearing by others in society.

• Families nurture children into the values and norms of society. They transmit the culture of society and how to conform. It is said that family is the essential bedrock of society: if families are in harmony then society will be in harmony. This is called primary socialization because it is a crucial, early and continuing part of socialization for the child.

• Families give emotional and psychological support. They are safe places (when they work properly). One expects comfort, sympathy and support from other family members regarding the stresses of going to school, college and work, and through all the difficulties of ill health and life crises.

• Families offer structures of economic support. This can be physical support, such as shelter and food, but also allows for economic development, such as families offering each other work or money for businesses, as well as support for when times are hard.

Exercise 1

Find in the text English equivalents of the following words and word combinations:

Семейство (домочадцы); жить в нищете; приемная семья; развод; усыновление; производить на свет; показывать пример воспитания детей; приобщать к ценностям и нормам поведения в обществе; основа (фундамент) общества.

DISCUSSION

Do you agree or not? Comment on the following statements.

1. Everything has its beginning in the family.
2. Small children create small problems while the big ones bring big problems.
3. Every generation is different from the previous one.
4. Like father like son.
5. A good husband makes a good wife.
6. A tree is known by its fruit.

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Test

Complete the sentences:

1. Some people say they can not do without ….
2. The family is a group of people ……
3. Sociologists divide families into two general types: ….
4. The variety of family types existing at present also includes …..
5. Family is important for every person because …
6. At wedding ceremonies couples are sure that ….
7. The older we grow…
8. Sociologists think that the family ….
9. A household is any single person or group of people who …
10. Families carry out important roles of providing …
11. A nuclear family is limited to …
12. An extended family is …
13. Families pass on and display a model of …

Match the words and phrases in column A with the those in column B.

A	B
1. christian name	a. прозвище
2. teenager	b. назвать чьим-либо именем
3. twenty odd	c. достичь совершеннолетия -
4. look one's age	d. родом из
5. come from	e. говорить на ломаном английском языке
6. native tongue	f. вдовец
7. be good at languages	g. мачеха
8. nickname	h. предки
9. be of age	i. сводный брат
10.speak broken English	j. воспитать детей
11.bring up children	k. хорошо владеть иностранным языком
12.a widower	l. выглядеть не старше своих лет
13.an old maid	m. двадцать с лишним
14.stepmother	n. подросток
15.ancestry	o. имя
16.call smb after	p. родной язык
17.halfbrother	q. старая дева

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ENGLISH AS A WORLD LANGUAGE

Topical Vocabulary

an official language
mother tongue/ native language
to be borrowed
dialect
standard English
vocabulary
pronunciation
an international language
international communication
English-speaking countries
to speak English fluently
to make up topics and dialogues
aspects of English
grammar
lexicology
phonetics
to be good at pronunciation
an accent
to make a mistake
to learn (learnt, learnt) a language
a foreigner
to travel abroad
the knowledge of languages
to communicate with people
to occupy a special place
to be used in various spheres of life
to have a command of a foreign language
the most used language
can't do without
all over the world
the language of progressive science and technology
to address international mail
to store computer texts
to get a good working knowledge of a language
a language teacher
computer-literate
the most widespread language on the earth
second language
native speakers
to learn professional vocabulary

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to study English grammar
to take a lot of time and patience

Exercise 1

Match the word combinations from two columns and translate them into Russian.

To have a command of	time and patience
To be good at	English
To take a lot of	a foreign language
To make up	pronunciation
To be used in	topics and dialogues
To communicate with	various spheres of life

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Exercise 2
Translate into English:
англо-говорящие страны; родной язык; во всем мире; занимать особое место; быть заимствованным; международный язык; говорить бегло; делать ошибки; составлять темы и диалоги.

Exercise 3
Fill in the missing prepositions.
1. English is the most widespread language … the earth.
2. It is the language … progressive science and technology.
3. English is used … various spheres of life all … the world.
4. If you want to travel abroad and communicate … people, you should be good … pronunciation and speak English fluently.
5. During the English course students make … different topics and dialogues and study English grammar.

WHY FOREIGN LANGUAGES LEARNING IS IMPORTANT FOR US

Nowadays it is very important to learn foreign languages. You can't imagine an educated person, who doesn't know any foreign language. Some people learn languages because they need them in their work; others travel abroad; for the third studying languages is a hobby. Every year thousands of people go from one country to another either on business or for pleasure and the knowledge of languages helps them to communicate with people and understand them.

English occupies a special place, as it is a language spoken by many people and used in various spheres of life. English is very important for the development of international contacts. More and more contacts are established with the countries of Europe, with the USA and other English-speaking countries. Our foreign partners need specialists who have a command (to know) of one or more foreign languages and can speak them fluently.

A real professional can't do without knowing foreign languages, especially English as it is an international language. Hundreds and hundreds of books, magazines and newspapers are printed in English and read all over the world. Half of the world's scientific literature is written in English. It's the language of progressive science and technology, trade and cultural relations, commerce and business.

English is the language of international communication. The majority of international telephone calls are made in English. More than seventy per cent of international mail is written and addressed in English.

Eighty per cent of all computer texts, including all web sites, are stored in English.

English is a world language. It's the most widespread language on earth, and it is second only to Chinese in the number of people who speak it. It's spoken in the British Isles, the USA, Australia, New Zealand and much of Canada and South

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Africa. English is also a second language of another 300 million people living in more than 60 countries. English is indeed a world language. English is spoken by more than 400 million people. It is the official language of the UK, the USA, Australia and New Zealand. In our country English is very popular. It is studied at schools, colleges and universities.

At our university the course of English runs for three years. During the course students read and translate texts on their specialty, make up different topics and dialogues, learn professional vocabulary and study English grammar.

Learning a language is not an easy thing. It's a long and slow process that takes a lot of time and patience. But it's a must (necessity).

Exercise 1

Find in the text English equivalents of the following words and word combinations:

иностранный язык; общаться с людьми; развитие международных контактов; говорить бегло; самый распространенный язык; отнимать много времени и терпения; необходимость.

Exercise 2

Answer the questions:

1. Why do people learn foreign languages?
2. Is English important for the development of international contacts? Why?
3. Where is English used?
4. Why is English called a world language?
5. How is English taught at universities?
6. Is it easy to learn a foreign language?

HOW TO LEARN A FOREIGN LANGUAGE

The importance of foreign language study is quite obvious. There are different ways to improve your command of a foreign language. First of all you should work hard every day. You are to work systematically.

Learning a foreign language is a hard job. But this hard work can nearly always bring success, when you do your best in learning the language.

First of all you are to have a desire to learn the language; otherwise you can't be successful. Learning a foreign language requires a lot of mental and physical activity. You should learn different aspects of the language - phonetics, grammar, vocabulary. Besides you should acquire habits and skills in hearing (listening comprehension), speaking, reading, and writing.

To master a foreign language means to learn and know how to ask questions and answer them on a topic, a text or a picture (orally and in writing); to make up a story on a picture, to speak about a topic; to understand tape recorded texts, dialogues, songs; to read aloud the text correctly and understand new texts based on the language material already learnt; to divide texts into logically connected units, entitle the units and retell the texts with the help of the titles used as a plan.

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The most important thing is to learn a foreign language as a means of communication and a means to acquire cultural background information. In order to know a foreign language well you are to work with a dictionary, reference literature, tape recorder, videos; you need to train your memory. To achieve this you are to learn by heart as many words, word combinations, colloquial phrases, dialogues and mini texts as you can.

To know a foreign language you are to learn grammar structures and substitute them with different proper words; to apply your knowledge of grammar and vocabulary in talking, reading books, doing various exercises, that is to develop practical skills and habits.

You are to be active in a foreign language learning. Collecting stamps, postcards where English is used, learning English songs, reading books, listening to tapes, translating, carrying on conversations on different topics and so on may increase your vocabulary and speaking practice. Try to test your knowledge of grammar and vocabulary. In short, you are to master the language while reading, listening, writing and speaking. You need practical knowledge of the language. Don't be afraid of making mistakes. Try to repeat everything while listening. Learn a foreign language through practice and you'll be successful.

Exercise 1

Find in the text English equivalents of the following words and word combinations:

совершенствовать уровень владения языком; приобретать навыки и умения; устно и письменно; работать со словарем и справочной литературой; тренировать память; учить наизусть слова и словосочетания; расширять словарный запас; проверять знания; делать ошибки.

DISCUSSION

Do you agree or not? Comment on the following statements.

1. If we speak a different language, we would perceive a somewhat different world.
2. Practice makes perfect.
3. To have another language is to possess a second soul
4. A different language is a different vision of life.
5. Language is the road map of a culture. It tells you where its people come from and where they are going.
6. There is no royal road to learning.

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TEST

Complete the following sentences:

1. Some people learn languages because…
2. Every year thousands of people go from one country to another either…
3. English is very important for…
4. It is the official language of ...
5. During the English course students …
6. Learning a foreign language is…
7. Learning a foreign language requires…
8. To master a foreign language means…
9. In order to know a foreign language well you are…
10. You are to master the language while…

Match English and Russian equivalents:

1. English speaking countries **2.** To undergo changes **3.** Peculiar pronunciation **4.** Under the influence **5.** Differences in vocabulary and pronunciation **6.** All over the world **7.** To be preserved in the countryside **8.** Further spread	а. претерпеть изменения б. под влиянием в. во всем мире г. Различия в словарном составе и произношении д. сохраняться в сельской местности е. дальнейшее распространение ж. англоязычные страны з. особое произношение

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UNIVERSITY. STUDENT'S LIFE
University Life

Topical Vocabulary

assignment
curriculum
Bachelor's degree
Master's degree
certificate
degree (to take one's ~)
department
diploma
dissertation
be good at smth.
do well
educate
education
educational system
enter a university
examination (exam)
examination period (exams)
examination question (paper)
grade (Am.)
tuition
carry on scientific/research work
faculty
fail an examination in smth.
hostel
scholarship
assistant professor; associate professor; dean
campus
catch up (with)
cheat
check up
come down to a choice
composition
coach smb for an exam
cram
crib
deal with smb
dean's office
devote much time to studies
do postgraduate work
essay

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faculty office
failure
fall (lag) behind
final exams (finals)
freshman (Am.)
full-time student
get down to work
get on well (in/at smth.)
give a pass
go to lectures
go up to university
grammar
graduate from a university
graduate
graduation dissertation
grant
grind away (for, at)
have a lecture
have classes in smth
have a good command of smth
head of department
hold examinations
holidays (vacation)
improve
instruct
junior
keep up (with smb.)
keep in one's head
library card
major in smth. (Am.)
make progress (in smth.)
oral
paper
pass an examination
pass in smth.
part-time student
play truant
record book
(students' record book)
rector
senior lecturer
students' membership card
subdean
specialize in smth

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synopsis, pl. -es
take a degree
take an examination
take notes
pay tuition fee
free (half) tuition)
tutor
undergraduate
vice-rector

Exercise 1
Find the words denoting:
- a short piece of writing on one particular subject that is written by a student;
- a class, usually at college or university, where the teacher and the students discuss a particular topic or subject;
- a long essay that a student does as part of a degree;
- a student at a university or college who has not yet taken his or her first degree;
- a person who has a first degree from a university and who is doing research at a more advanced level;
- a long piece of written research done for a higher university degree, especially a PhD*;
- money given to a student to help pay for the cost of his or her education;
- a block of flats where students live.

Exercise 2
Fill in the necessary prepositions:
be good … smth.;
carry … scientific/research work;
have a good command … smth;
devote much time … studies;
coach smb. … an exam;
deal … smb.

HIGHER EDUCATION IN BELARUS

A national higher school system plays an important role in the development of our country. Only highly qualified specialists can solve the most complex problems facing our society. Knowledge, science and culture open the prospects for the future.

At the beginning of the 20th century about 80 per cent of the Belarusian population were illiterate. Now Belarus is a country with a high educational level. The Belarusian State University, the Polytechnical Academy, the University of National Economy and many others are the largest scientific and educational centres in the national higher school system of Belarus. Today the role of

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universities in the system of higher education becomes determining as they give training in fundamental humanities and natural sciences.

The Republic of Belarus has 55 higher educational establishments: 45 belong to the state and 10 are privately owned. State owned educational establishments encounter 31 university, 7 academies, 4 colleges. All private educational establishments are institutes. 23 educational establishments belong to the Ministry of Education of the Republic of Belarus.

Belarus has more than 430 000 students what makes 444 students per 10 000 citizens.

The basic principle of the organization of national education in Belarus is an equal opportunity for all its citizens. It should conform to the spirit and requirements of the time we live.

Specialized secondary and higher education is available for everyone according to his abilities. Every citizen can get free education in state institutions if he passes the entrance examinations successfully. One of the necessary qualifications for higher school is complete secondary education. Entrance examinations differ depending on the choice of a higher school. Higher education in Belarus may be obtained in two ways: full-time education (day, evening form) and part-time (including distant) education. Those who study well receive scholarships. All higher schools in Belarus are controlled by the state and are uniformly administrated. The system of public education is being constantly improved and that is a logical process.

Along with state higher schools existing in the Republic many non-state institutes of higher learning have been opened in different towns of late. Thousands of young people who for some reason couldn't enter any of the state educational establishments have got an opportunity to continue their studies and to get a higher education.

The academic year is divided into two terms, each ending in examinations. The students attend lectures and practical classes and have every opportunity to develop their talents and gifts. Sport has become an essential part of students' life and they can do any sports they like.

The higher school today does not only give knowledge to the students but develops their abilities to think creatively and to work productively. Today's scientific and technological progress demands of the higher school graduates to be prepared to deepen their knowledge individually and adapt themselves quickly to the changes in the branches of science or industry they have chosen as their speciality. This means that future specialists must be given a good grounding in basic subjects. In order to obtain practical experience all the students of higher schools have practical training at different enterprises, schools and offices.

Every year thousands of graduates receive diplomas of higher education and start working in different branches of science, economy and production.

Some of them enter postgraduate courses to get more specialized study and to defend a thesis on a chosen scientific problem. We have every right to say that the

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future of our country in many respects depends upon the quality of education received by its citizens.

Exercise 1

Find in the text English equivalents of the following words and word combinations:

высокий уровень образования; высшие учебные заведения; равные возможности для всех граждан; успешно сдать вступительные экзамены; получать стипендию; посещать лекции и практические занятия; получить диплом; защитить диссертацию.

Exercise 2

Complete the sentences:

1. The Republic of Belarus has … higher education establishments.
2. Belarus has more than … students.
3. The basic principle of the organization of national education in Belarus is …
4. Every citizen can get free education in state institutions if …
5. Higher education in Belarus may be obtained in two ways:…
6. The academic year is divided into …

Exercise 3

Answer the questions:

1. What is the role of universities in the system of higher education?
2. How many higher educational establishments are there in Belarus?
3. What major types of educational establishments can be distinguished?
4. How many students are there in Belarus?
5. What is the basic principle of the organization of national education in Belarus?
6. Can graduates continue their education?

POLESSKY STATE UNIVERSITY

Our government pays great attention to the educational system development. The existence of higher educational establishments, number of students, and the quality of education exactly characterize the progress of a country. Nowadays in the century of high technologies highly qualified professionals are extremely required. Traditionally higher educational establishments are located only in the capital and regional centers. But recently the development of relatively small towns has become the strategic target of our country. And one of its great steps was Polessky State University opening.

Polessky State University is up-to-date educational establishment formed in 2006 to train specialists for various fields of national economy. Five faculties provide training at the University: Banking Faculty, Economic Faculty, Healthy Way of Life Organisation Faculty, Biotechnological Faculty, Preparatory Training Faculty, Retraining and Qualification Upgrading Faculty. The University provides Master's Degree Courses. The total number of students, both full-time and part-

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time, comprises 4 500.

Educational process of Polessky State University provides students with conditions that would encourage them to work efficiently to become a staff of high educational moral quality. The core activity of different departments focuses on progressive training and development of student's creative abilities.

Numerous tutorial rooms, lecture halls, computer centers, 5 multimedia laboratories ”Sanako“ are at students' disposal. They can get higher education through full-time and part-time departments. Students attend lectures and practical classes. They learn Economic Theory, Statistics, Accounting, Philosophy, Finance, Mathematics, Foreign Languages, etc. Students have access to up-to-date computer facilities (including Internet and extensive library allowing them to cope with the most complicated problems).

In the University students acquire profound knowledge, gain hands-on experience and are involved in innovative and research activities. Professional training is a systematic purposeful students' activity on mastering the chosen specialty aimed at ensuring theoretical knowledge, hands-on and creative skills at each stage of training.

Students who demonstrate superior academic performance, enthusiasm for intellectual exploration, exceptional achievements may apply for scholarships offered by the National Bank of the Republic of Belarus and other commercial banks.

The University supports relations with many domestic and foreign academic, financial, business institutions. Our international partners are:

University of Applied Sciences of the Deutsche Bundesbank;

Anhalt University of Applied Sciences (Germany);

The Academy of Finance (Russia);

St.-Petersburg State University of Economics and Finance (Russia);

St.-Petersburg State University of Physical Training named after P. Lesgaft (Russia);

Banking University of the National Bank of Ukraine.

We have also established contacts with educational establishments in Poland, Latvia, Lithuania, Sweden.

Sport activities are also in high reputation. The University provides sport facilities and organizes sport competitions. Such activities as Sports Days, hikes, different competitions are aimed at improving students' health. There is a big modern well-equipped stadium, swimming pool and skating-rink at students' disposal. There is also a Medico-Rehabilitation Centre.

University provides modern accommodation. It has 6 well-designed up-to-date hostels with all modern conveniences where there are fitness gyms, billiards, also one may play table tennis, just relax in calm atmosphere.

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Test

I. Fill in the gaps:

1. Belarusian education is … among the best ones, and the Belarusian specialists are in … in the world.
2. Both our citizens and … students wish to study in the … … … of the Republic.
3. In the system of higher education of Belarus a broad … of educational establishments was shaped.
4. Four major types of educational establishments can be … .
5. Every establishment … its … in training highly qualified stuff for various branches of national economy.
6. Graduates both from state and private universities are … state diplomas of higher education.
7. Only the very best students can study at … … .
8. The … who passed the entrance exams successfully but didn't win the competition can study for their own … .
9. 3 forms of learning are … at Belarusian higher establishments.
10. The size of a … … depends on a student's academic success.

Put each of the following prepositions in its place in the sentences below.

From in with between of at to on

1. I started school ____ the age _____ six.
2. We have a lot ___ different subjects.
3. Our longest holidays are ____ summer.
4. The teachers ____ the staff are very young and friendly.
5. My sister goes ____ a secondary school.
6. She's good ___ English.
7. She'll probably pass her exams ____ good marks.
8. My brother's ____ university.
9. He gets a grant ____ the state.
10. Mathematics will be very useful ____ him ____ future.
11. My mother's a teacher _____ English.
12. She's a graduate _____ Moscow University.
13. She has a degree ____ English Literature.
14. Her pupils are _____ the age of 12 and 16.
15. She's very strict ____ them.

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FROM THE HISTORY OF TOURISM

Topical Vocabulary

boat
broadening
camel
canoe
caravansary
inn
kayak
means
merchant
mode
motor-car
nomad
pilgrim
raft
steamship
tavern
team of dogs
team of horses
trader
adventurer
age
to appear
to assist
available
capital
common
to cooperate
crucially
desert
distance
domestic
to elect
to emerge
enterprise
to expand
explorer
health resort
inland waterways
intergovernmental
joint-stock company
journey

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jet, jet plane
meals
noble
outset
overseas trip
to own
paid holidays
purpose
recreation
reputable
society
spa
to stick to (stuck, stuck)
supreme body
to take place (took, taken)
to tour
treatment
the United Nations (UN)
well-off
well-to-do
the World Tourist Organization(WTO)

I. Match up:

1) art a) waterways
2) spare b) resort
3) inland c) covering
4) weather d) holidays
5) jet e) time
6) health f) gallery
7) paid g) conditions
8) hard h) plane

II. Cross out one odd term in each line:

1) pilgrim, nomad, explorer, adventurer, desert , trader, merchant;
2) motor-car, raft, boat, canoe, steamship, mode, kayak;
3) meals, means, arts, overseas, races, waterways, sports, sales;
4) leisure centre, resort, spa, travel, destination, health resort, society, holiday centre;
5) outset, to elect, to tour, to expand, to appear, to emerge.

HOW IT ALL STARTED

People started travelling long ago. The first travellers were nomads and pilgrims, merchants andtraders. They travelled along rivers, lakes and seas. The

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first travellers used simple means of travelling: boats and ferries on the water and camels in the desert.

The most famous travellers were explorers. Among them were Marco Polo from Venice in the 13th century, Afanasy Nikitin from Russia, Christopher Columbus and Vasco de Gama from Portugal in the 15th century, Magellan from Spain, Amerigo Vespucci from Italy in the 16th century, James Cook from England in the 18th century and other adventurers from Spain, Italy, Portugal, France, England and Holland. They made journeys to Asia, Africa and America.

With the 19th century the age of modem trains came. In the late 19th century the first motor-cars appeared.

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

In the 19th century tourism was mainly for the rich. They had enough money and spare time for travelling.

Not many working people in Europe had paid holidays.

Well-to-do people used to take tours to France, Germany, Switzerland and Austria. They spent time at famous sea resorts in France. They went to health resorts and spas of Germany for recreation and treatment. They travelled to the resorts in the mountains of Switzerland and Austria. In the early 19th century tourists used to travel by trains and steamships.

In the first half of the 19th century steamships used to move within inland waterways only. But in the second half of the century they started covering longer distances. The steamships carried passengers on all oceans and seas of the world.

Thomas Cook Company is the oldest travel company in the world. As a matter of fact, Thomas Cook from England opened the age of organized tourism.

It started in 1841 when Thomas Cook arranged the first trip for 70 Englishmen by railway.

In 1843 Thomas Cook organized the first group tour by train. This time they were offered meals and tickets for the races. So it was the first package tour. Thomas Cook set up the first travel agency.

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

Tourism is global nowadays. Tourist boom started in the 1960s.

United Nations conference on international travel and tourism took place in Rome and

the General Assembly of the UN proclaimed 1967 as the Year of International tourism.

In 1975 the United Nations established the World Tourist Organization (WTO), it emerged on the basis of the International Union of Official Tourist Organizations. The WTO is the international intergovernmental organization.

The World Tourist Organization cooperates with the United Nations and many government and non-government organizations.

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Comprehension questions

1. When did people start travelling?
2. Who were the first travellers?
3. What means of travelling did they use?
4. Who were the most famous travellers?
5. What kind of journeys did they make?
6. Why did travel grow and develop?
7. What was tourism in the 19th century like?
8. What kind of tours did well-to-do people use to take?
9. Where did they go to in those countries?
10. How did they use to travel?
11. What is Thomas Cook Company?
12. When did Thomas Cook arrange the first trip? What kind of trip was it?
13. What was the first package tour like?
14. What kind of organization is the WTO?
15. What does the WTO deal with?

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Test

Pick out the right definition:

1) an inn a) a place serving alcoholic drinks
b) the name of hotels which are members of a chain
c) the name of all cheap hotels
d) a place serving drinks and offering accommodation for travellers

2) a mode a) a method
b) a model
c) a type
d) a fashion

3) a raft a)a small boat
b) a ferry
c) a flat boat
d) an old steamer

4) a desert a) sweet dish at the end of a meal
b)a vast dry area
c) an old-style hotel
d) a popular place for holiday-making

5) an outset a) an outlet
b) an exit
c) the beginning
d) the end

6) an overseas trip a) a tour abroad
b) a boating tour
c) a cruising tour
d) a round-the-world tour

7) a resort a) a place of residence
b) a hotel at the seaside
c) a pleasant occupation for spare time
d) a popular place for recreation and treatment

8) a spa a) a sleeping place
b) a place for recreation
c) a water resort
d) a resort on mineral waters

9) well-off a) well-done
b) well-to-do
c) well
d) not welcome

10) an enterprise a) any private or public business company
b) a public business company
c) a private business company
d) a joint-stock company

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TOURIST COMPANIES

Topical Vocabulary

advantage
advice
airlines
air ticket
article
attraction
billboard
branch
to branch out
booklet
car hire
chain
charter
climate
coach
coaching
coaching tour
cruising tour
the Customs
department store
disadvantage
to employ
escort
ferry
folder
free of charge
guide book
head office
holiday centre
inclusive tour
in-coming tourism
independent
leisure centre
licence, license (US)
located
luggage
magazine
major
market research
manual
office site

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to order
permanent
permission
poster
to publish
to put together
rack
receipt
research
to service
shipping company
subject
tax
terminal
timetable
tourist product
travel clerk
travel shop
travellogue
up-to-date

I. Match up:

1) market	a) board
2)tour	b) tour
3) tourist	c)book
4) travel	d)research
5) inclusive	e) site
6) guide	f) package
7) office	g) store
8) department	h)insurance

<u>II. Cross out one odd term in each line:</u>

1) permanent, attractive, rewarding, independent, timetable, reasonable;
2) magazine, store, department store, travel shop, travel agency, sales outlet;
3) guide book, brochure, folder, luggage, manual, magazine, booklet;
4) ferry, rack, car, coach, train, charter plane;
5) airport, airlines, chain, charter plane, air terminal, air ticket;
6) cruising tour, department store, holiday centre, timetable, air ticket, inclusive tour.

TOUR OPERATORS

Tour operators are tourist companies which develop and put together tour packages.

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Tour operators do market research. They promote their tours and advertise them. Tour operators publish colourful brochures, booklets and travellogues.

Tour operators sell tours wholesale to travel agencies or sometimes directly to the public.

There are tour operators which also act like travel agencies. They produce and sell their products themselves. There are independent tour operators. But among tour operators there are major airlines and shipping companies.

There are large tour operators, such as Thomas Cook & Sons Company or American Express Company. Thomas Cook is the oldest tour operator in the world.

TRAVEL AGENCIES

Travel agencies are retail tourist companies which work directly with the public. Travel agencies are often called travel shops where customers buy different tourist products.

Travel agencies sell tour operators' tour packages and individual tourist services. Among tour packages there are inclusive tours, charter inclusive tours and inclusive tours with an excursion. Travel agencies also sell coaching tours and cruising tours.

Travel agencies form groups of tourists who take part in ready-made prepaid tours. They also make individual travel arrangements.

Among separate tourist services there are air tickets, train tickets, boat or ferry tickets, hotel rooms, car rentals, sightseeing tours, services of a guide or a guide-interpreter. Travel agencies also offer travel insurances and theatre tickets to their customers.

Large travel agencies branch out and have got branches and outlets within a city, a region, a country or all over the world.

There are large travel agencies which are members of a chain. A chain is a group of agencies which belong to the same company. In this case they often have the word «Group» in their names, for instance, Barry Martin Group or Blue Heart Travel Group. Usually such travel agencies act as tour operators as well.

TOURIST INFORMATION OFFICES

Tourist information offices are also called tourist information centres. Sometimes they are called visitor information centres.

There are tourist information offices at major airports, railway stations, hotels, holiday or leisure centres and many tourist attractions.

Tourist information office clerks answer a lot of phone calls and give information on passports and visas, the Customs and luggage, weather and climate, city public transport and food service.

There are usually racks full of city maps and guide books, booklets and folders, travellogues and timetables, billboards and posters in tourist information offices. Travellers get most of them free of charge.

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FREE-LANCERS

There are people in tourism who work for themselves, they are called free-lancers. They don't work full-time for any tourist company. They work part-time or in high season only. They don't work in low and off-season.

Among freelancers there are guides, guides interpreters, escorts, animators, travel writers. Tourist companies employ them for seasonal work. Cruising companies, resort hotels and holiday centres employ animators for summer high season. Travel agencies which deal with incoming tourism employ guides, guides-interpreters, escorts. Travel writers offer their articles to magazines and newspapers when they wish to. Often magazines order special articles on tourist subjects from travel writers.

Free-lancers are registered. It means that, on the one hand, they have got licences. Licences prove their qualifications and give them permission to work. On the other hand, if they are registered, they pay taxes.

Freelancers are, as a rule, members of professional associations.

In high season freelancers earn a lot of money. In offseason they don't earn any money at all or do some other job. Teachers work as freelance guides. Students work as escorts. Actors work as animators. Travel writers are often permanent free-lancers.

Comprehension questions

1. What kind of companies are tour operators?
2. What do tour operators do?
3. What kind of companies are travel agencies?
4. Why are travel agencies called travel shops?
5. What do travel agencies do?
6. What kind of companies are tourist information offices?
7. Where are tourist infomiation offices located?
8. What kind of people are called freelancers?
9. How and when do freelancers work?
10. What are some of the freelance jobs?

Test

Match the terms with the definitions:

1) a receipt	a) a catalogue of tours or a short video film about a tourist destination for advertising purposes
2) a tourist outlet	b) an official paper which allows a person to do some kind of work
3) a free-lancer	c) a package holiday, where the price includes transportation, accommodation and meals and is cheaper than it would be if all items were bought separately
4) a travellogue	d) an official organization which

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5) a travel insurance 6) a tourist board 7) a tour package 8) a licence	promotes tourism in a certain part of the world e) a point of sales of a tourist company f) a paper showing that money has been paid for some goods or services g) a person who is not attached to any company staff and works for himself having a licence to do such work h) a paper that insures a traveller against accident, illness or loss of luggage during a tour

Open the brackets:

1. There (to be) some major tour operators in this country.
2. There (to be) a tour operator in this destination.
3. There (to be) a folder, a thick travellogue and some timetables on the desk.
4. There (to be) some timetables, a thick travellogue and a folder on the desk.
5. (to be) there any tourist companies in your city?
6. There (not to be) any travel consultant in our tourist company.
7. There (not to be) any booking agents in their travel agency.
8. (to be) there any escort with this tour group?
9. (to be) there any new tour packages to London in your agency?
10. There (to be) no up to date information on air tickets here.
11. What (to be) there in your receipt?
12. What kind of discounts (to be) there this season?
13. Why (to be) there so many discounts?
14. How many travel clerks (to be) there in your tourist information office?

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TYPES OF TOURISM. PEOPLE IN HOSPITALITY.

Topical Vocabulary

accommodation
to accompany
to advertise
to arrange
arrangements
artistic
arts
brochure
car rental
carrier
to cater to
catering
cheerful
chief animator
commission
to communicate
consumer
contest
cost
cruise ship
to decide on
department
direct
discount
easy-going
employee
entertainment
animator
to book
booking agent
career
to continue
customer
to deal with (dealt, dealt)
destination
(tourist destination,
travel destination)
Destination Geography
to develop
essential
extensive

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graduation
guide
guide-interpreter
to handle
hospitality
hospitality industry
interpreter
to involve
to issue tickets
a must
to receive
retail
retailer
sale
to sell (sold, sold)
separate
service
service industry
successful
ticket agent
tour
tour guide
tour operator
travel agent
travel consultant
travel writer
tutoring
wholesale
wholesaler

1. Match up:

1)tour	a) agent
2)social	b) destination
3)travel	c) operator
4)destination	d) tour
5)tourist	e) animator
6) car	f) director
7) sightseeing	g) rental
8) chief	h) geography

II. Cross out one odd term in each line;

1) customer, interpreter, travel agent, booking agent, guide, ticket agent;
2) flight, car rental, transfer, commission, hotel accommodation, sightseeing tour;

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3) accommodation, arrangements, promotion, destination, entertainment, commission;
4) discount, career, separate, resort, contest, brochure;
5) passenger, tourism manager, consumer, career, social director, chief animator.

THE TOUR OPERATOR

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

In order to develop a tour package the tour operator works with transportation companies or carriers, hotels, restaurants, museums and other suppliers.

The tour operator usually markets the tours. He advertises them in mass media or in brochures.

The tour operator is a wholesaler. He sells tour packages to travel agents wholesale and pays commission to them. Sometimes he sells tour packages direct to the public.

Tour operators organize tours, so they are the main producers in the tourist industry.

THE TRAVEL AGENT

The travel agent works in a travel company. The travel agent like the shop-assistant sells goods to the public. The goods which he offers are tour operator's packages.

The travel agent is a retailer. He sells tour packages retail to consumers. He gets a commission from the tour operator. The commission is from 5 to 10 per cent of the tour cost.

The travel agent also sells separate services. They are flights, hotel rooms, sightseeing tours, car rentals, travel insurances and so on. The travel agent works directly with the public.

Travel agents sell tours, so they are the main sellers in the tourist industry.

THE TOURISM MANAGER

The tourism manager works in a tourist company. He runs some tourist business. He supervises all kind of operations in a tourist company. He also supervises the tourist company staff.

Sometimes the tourism manager is just the head of some department in a large tourist company: a sales department, a marketing department, or a public relations department. In this case he reports to the general manager.

THE TOUR GUIDE

The tour guide handles tour groups. He shows tourists round a city, a sight, or a museum. The tour guide conducts sightseeing tours or tours of museums and exhibitions. The tour guide is also called the tour conductor.

The tour guide accompanies tourists during a local tour or during

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the whole journey. He or she caters to the needs of tourists. During a journey the tour guide deals with all kinds of problems.

The tour guide speaks the language of the tourists perfectly well. He or she interprets and translates well from one language into another.

The tour guide knows a lot on history, geography, art and culture. He or she knows all the sights in a travel destination. The tour guide answers a lot of questions.

The tour guide is a friendly, easy-going and helpful person. Tourists always tip their guides if they like them.

Comprehension questions

1. Where does the tour operator work?
2. What does he do?
3. What do tour packages inchide?
4. What kind of companies does the tour operator work with?
5. How does the tour operator market the tours?
6. How does the tour operator sell tours? What does «a whole-saler» mean?
7. Where does the travel agent work?
8. What does the travel agent do?
9. What kind of goods does the travel agent sell?
10. How does the travel agent sell tour packages? What does «a retailer» mean?
11. Where does the tourism manager work?
12. What does he supervise?
13. In what case does the tourism manager report to the general manager?
14. What does the tour guide do?
15. How does the tour guide handle tour groups?

Tell your group-mates what career you are going to choose.

Test

Match the terms with the definitions:

I) a tour operator — a) a travel company staff member who sells tours and separate services retail

2) a travel agent — b) a tourist professional who shows tourists round a destination or a sight

3) a tourism manager — c) a tourist specialist who develops tour packages

4) a tour guide — d) a manager who supervises a staff of animators

5) an animator — e) a tourist professional who manages a travel company or a department

6) a social director — f) a travel company staff member who issues and sells tickets

7) a booking agent — g) a specialist who arranges entertainments for hotel guests or cruise passengers

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8) a ticket agent h) a travel company staff member who arranges ticket bookings

Pick out the right definition:

1) a hospitality industry
a) a set of businesses which provide social services for elderly people
b) a set of businesses which provide services for sick people in hospitals
c) a set of businesses which provide services for hotel guests
d) a set of businesses which provide accommodation, meals, and entertainment for travellers

2) goods
a) a lot of good things
b) products on sale
c) sales
d) discounts

3) a commission
a) money paid by a tour operator for a travel agent's services
b) money paid by a customer for a travel agent's services
c) money paid by a customer when booking a tour
d) money paid by a traveller when booking a ticket

4) a tour package
a) a set of tours offered for a traveller's choice
b) a list of services offered by a travel agency
c) a tour which includes travel, accommodation, meals and other services at one price and is paid for in advance
d) an envelope from a travel agency with all travel documents for the customer going on a tour

5) a customer
a) a specialist in national customs
b) a person who works at the Customs
c) a consumer of travel services
d) a buyer of goods or services

6) a wholesaler
a) a person or a company that sells packaged goods or services to customers
b)-a person or a company that works on a travel market
c) a sales person or a company that has a number of agents or agencies
d) a person or a company that buys goods

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or services in bulk from suppliers and sells them to retailers

7) a destination
a) a place to which a traveller is going
b) a place which a traveller visits during a tour
c) a place of arrival
d) a place of departure

8) sightseeing
a) attractions and places of interest of a city or a town
b) visiting or looking at the places of interest
c) looking through catalogues with city or country views
d) watching videos with city or country views

9) staff
a) personal things
b) personnel
c) a lot of people
d) a lot of customers

10) a retailer
a) a person or a company that buys a tour package direct from a tour operator
b) a person or a company that buys separate travel services
c) a person or a company that sells goods or services direct to the public
d) a person or a company that sells tickets direct to the public

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TOURISM IN BELARUS. ECOTOURISM

Topical vocabulary

evolving
consumer-driven
lodging industry
to produce secondary impact
tour wholesaler
entertainment
multiplier effect
viewpoint
heading
travel agency
tour operator
aircraft
government regulation
environmental protection
to decline
middle person
global
manufacturing
agricultural
workforce
given(*smth.)*
employment
unemployment
tax revenues
disposable income
gross domestic product(GDP)
gross national product(GNP)
urge
investment
to forecast
futurist
pesky
repercussion
negativism

1. Read and translate the following international words:

Organization	automobile	cruise
start	product	global
protection	forum	percent
industry	view	cultural
sector	parallel	social

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hotel	transportation	contribution
component	rail	trillion
figure	coach	aspect
visitor	dynamic	
motel	immigration	

2. Read and translate the following groups of words derived from a common root:

1) organ — organize — organizer — organization — organizational — disorganize;
2) direct — directly — director — direction — indirect — indirectly; 3) relate — relation — relative — interrelate — interrelated — interrelation;
4) develop — developing — developed — underdeveloped — developer — development — developmental;
5) view — viewer — review — reviewer — interview — interviewer — viewpoint;
6) act — action — interaction — actor — actress — react — reactive — reaction;
7) globe — global — globally — globalize — globalization;
8) employ — employer — employee — employment — unemployment — unemployed — underemployment.

3. Read the text and translate it. While reading the text try and find answers to these questions:

1. What organizations and people serve as middle persons between a country and its visitors?
2. What factor is known as the multiplier effect?
3. What international organization is responsible for tourism development?

WHAT IS TOURISM

Tourism is a dynamic, evolving, consumer-driven force. Tourism is the world's largest industry and employer. It affects other industry sectors, such as public transportation, foodservice, lodging, entertainment, and recreation. In addition, tourism produces secondary impacts on businesses that are affected indirectly, which is known as the multiplier effect.

The development of tourism started before the Industrial Revolution and continued parallel with the improvement of means of transportation: railway, automobile, aircraft, and cruise ships. Tourism involves international interaction and, therefore, government regulation. Several organizations, such as the World Tourism Organization, are responsible for environmental protection, tourism development, immigration, and cultural and social aspects of tourism.

Travel agencies, tour operators, travel managers, tour wholesalers, national offices of tourism, and destination management companies serve as middle

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persons between a country and its visitors.

The World Travel and Tourism Council declares the travel and tourism industry to have the following characteristics:

• The world's largest industry, with approximately $3.8 trillion in gross output in 1997 and an expected $7.1 trillion by the year 2007;

• The world's leading industrial contribution, producing more than ten percent of the world's Gross National Product (GNP);

• A leading producer of tax revenues;

• Employer of 262 million people, or ten percent of the global workforce;

• Expected to grow faster than any other sector of world employment.

Given the declining manufacturing and agricultural industries, and in many countries the consequent rise in unemployment, it is to the service industries that world leaders should turn for real strategic employment gains.

Tourism offers the greatest global employment prospects. This trend is caused by the following factors:

1. The opening of borders;
2. An increase in disposable income and vacations;
3. Cheaper and more exclusive flights;
4. An increase in the number of people with more time and money;
5. More people with the urge to travel.

According to the World Travel and Tourism Council — the industry's Business Leaders forum — tourism and travel generates, directly and indirectly, more than ten percent of global gross domestic product (GDP), investment, and employment. It is forecast to grow strongly at 40 to 50 percent in real terms during the next ten years. This means a growth of nearly 2 million jobs in the United States by 2007. Globally, projections are for 700 million visitor arrivals by 2000 and 1 billion by 2010.

The futurist, John Naisbit, says that the global economy of the twenty-first century will be driven by three super-service industries: telecommunications, information technology, and travel and tourism.

The fact that tourism is expected to grow so rapidly presents both tremendous opportunities and challenges. The good news is the variety of 25 exciting career prospects for today's hospitality and tourism graduates. Tourism, although a mature industry, is a young profession. Careful management of tourism and travel will be necessary to avoid repercussions and negativism toward the 'pesky' tourist—which is already happening to some extent in Europe, where the sheer number of tourists overwhelms attractions and facilities.

There is an interdependency between the various segments of tourism, travel, lodging, foodservice, and recreation. Hotel guests need to travel in order to reach the hotel. They eat in nearby restaurants and visit attractions. Each segment is, to an extent, dependent upon another for business.

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1. Match the equivalents:

1) destination	a) недорогой
2) number	b) граница(государственная)
3) cruise	c) отпуск, каникулы
4) border	d) доход, прибыль
5) cheap	e) железная дорога
6) improvement	f) пункт назначения
7) railway	g) улучшение
8) income	h) количество, число
9) vacation	i) в течение
10) during	j) круиз

2. Match the synonyms:

1) business	a) guest
2) visitor	b) enterprise
3) man	c) consumer
4) border	d) job
5) work	e) person
6) customer	f) frontier
7) international	g) environment
8) nature	h) global
9) urge	i) next
10) following	j) wish

3. Match the antonyms:

1) departure	a) recreation
2) more	b) fast
3) slow	c) visitor
4) directly	d) domestic
5) decrease	e) unemployment
6) global	f) indirectly
7) employment	g) strong
8) expensive	h) less
9) inclusive	i) cheap
10) business	j) arrival
11) host	k) exclusive
12) weak	l) immigration
13) opening	m) closure
14) emigration	n) increase

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Tourism in Belarus

Belarus boasts a vast array of attractions for visitors and is determined to develop its tourism industry to take advantage of them. The country has great natural beauty – including two national parks designated World Heritage sites by the United Nations – and a wealth of attractions, including ancient cities, medieval castles, art galleries and museums. Reflecting this diversity, Belarus was tipped by the Daily Mail and The Times newspapers in the UK as one of the hottest destinations in 2009, and the Government has launched a programme to boost tourist numbers significantly over the coming years. By 2010, tourism offices will be opened in London, Paris, Berlin and Rome. In preparation, the government is supporting a wide range of tourism including walking, cycling, horse riding and water sports.

Minsk is a developing city break destination with increasing numbers of international airlines, including Lufthansa and Austrian Airlines, opening routes to the city, and direct flights available via the national carrier Belavia from all the major European capitals.

Tourists are also travelling to other parts of the country, in particular the city of Brest, near the Polish border, and Vitebsk, once home to painter Marc Chagall and host to the annual Slavonic Bazaar, a festival of central and eastern European culture. A major attraction in Belarus is its national parks, with Bereza State wildlife reserve, Belovezhskaya Puscha national park, Braslav Lakes, and Pripyatskiy national park attracting tens of thousands of visitors a year. For investors, the hotel sector offers many opportunities, with new hotels required and many state-owned hotels due to be privatised. International chains such as Crowne Plaza and Hyatt have already invested in Belarus.

To encourage this investment the Government is signalling it will grant land rights and construction permits to private operators. And since 2006, new hotels are exempt from profit tax for the first three years of operation.

Agritourism

A priority for Belarus is the development of ‘agritourism’, offering visitors the chance to live on traditional homesteads and learn about local culture and traditions while exploring the countryside. Many of these farms are based around national parks and are increasingly popular with visitors keen to learn more about the traditional lifestyles of the region. Some farms specialise in teaching visitors about particular aspects of farming – one homestead, for example, in the south west of the country has a museum devoted to bee-keeping. Almost all offer horse-riding, walks and bicycle tours of the local countryside.

The Belarusian government has done much to encourage agritourism, introducing national standards for farm management and knowledge of traditional culture, including cuisine, for participating farms. It has also arranged grants to help farmers develop a viable tourist offer and has a target of 1000 participating homesteads by 2010. Recently it has been helped by the United Nations Development Programme which awarded grants to environmentally sustainable

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agritourism projects in the Belavezhskaya Puscha region, a UNESCO World Heritage Site.

1. Match the equivalents:

1) holiday-maker	a) уязвимый
2) full-time staff	b) дешевый
3) threat	c) отпускник
4) number	d) поощрять
5) rescue	e) спасение
6) low-cost	f) война
7) cautious	g) осторожный
8) war	h) штатный
9) encourage	i) количество
10) vulnerable	j) угроза
11) owner	k) отчаяние
12) despair	l) владелец

2. Match the synonyms:

1) carrier	a) finish
2) leave	b) airline
3) personnel	c) staff
4) often	d) frequently
5) immense	e) assistance
6) beach	f) profit
7) income	g) coast
8) hotel	h) abandon
9) holiday-maker	i) hard
10) tough	j) vacationer
11) suggest	k) offer
12) aid	l) inn
13) end	m) great

3. Match the antonyms:

1) hard	a) south
2) north	b) sold
3) down	c) mountain
4) the same	d) easy
5) bought	e) calm
6) nervous	f) seldom
7) high	g) different
8) valley	h) up
9) early	i) low
10) frequently	j) late

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Read the text and translate it. While reading the text try and find answers to these questions:

1. How long has the term ecotourism been in existence?
2. What kind of tourism is a potentially prosperous business for this industry?
3. What is the focus of ecotourism?
4. What kind of tourism has proven to be destructive?

ECOTOURISM

Within the past few years, the tourism industry has witnessed a phenomenon that continues to take tourists and industry leaders alike by storm. Ecotourism, often dubbed ‘adventure tourism’, ‘responsible tourism’, or ‘sustainable tourism’, has become the fastest growing segment within the world’s largest industry. For tourists, it is the latest trend. For ecologists, scientists, and students, it is a life-long dream. And for the tourism-industry leaders, it is a potentially prosperous business. But amidst the awe of what ecotourism can provide, there has been much confusion and controversy as to what ecotourism actually is and whether it actually works. Although the term may be new — it has only been in existence for about a decade — the concept has been alive for much longer. There is no true definition of what ecotourism really is, perhaps because it is difficult to describe and because there have been many distinct interpretations of the concept. Whether it is called ecotourism, adventure tourism, or nature travel, the definitions contain elements and concepts that are associated with what is known as sustainable development. It is believed that tourism — ecotourism in particular — is a key tool in achieving sustainable development, which is ‘to meet the needs of the present without compromising the ability of the future generations to meet their own needs’. One of the most widely accepted descriptions is that of The Ecotourism Society, an organization based in the United States, in which ecotourism is described as ‘responsible travel to natural areas that conserves the environment and sustains the well-being of the local people’.

In the early 1970s, people in several remote areas of the world saw that tourism could be important, however they did not want to destroy the exotic environment that surrounded them. One such place was Cancun, Mexico. At the time, Cancun was a prime beach location, but the number of tourists was not very high. Unlike today, there were more natives than visitors. Developers recognized the potential Cancun had and ‘drew up a master plan that placed priority on environmental protection’. Unfortunately, Mexico began to experience political and economic instability. The recession caused the government and business leaders to scramble to find a way to bring money into the economy — specifically, US dollars. Tourism in Mexico was, then, one of the few industries in the country that showed signs of growth. Instead of having environmentally friendly attractions, however, as Cancun was meant to have, it was sacrificed in order to make room for large-scale development. As a result, the natives were moved off their homeland and pushed onto the side of a mountain. They live in what looks

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like cardboard shacks and do not have running water or a sewage system. The area beaches are becoming cluttered with travelers and garbage and the reef that is found off of the coastline has been damaged by ships coming into the wharf. Water treatment is insufficient and it is practically impossible to meet the growing capacity requirements. Mass tourism has proven to be destructive. As similar stories become known to the world, ecologists, together with tourism leaders, realize how important it is to preserve the environment so that generations to come can continue to enjoy earth's natural beauty. Because of this, most ecotourism destinations can be found in areas with vast natural surroundings and plentiful flora and fauna. Places like deserts, tropical rainforests, coral reefs, and ice glaciers are prime locations. Also important in ecotourism is the presence of a culture that is unique to the visitor. The focus of ecotourism is to provide tourists with new knowledge about a certain natural area and the culture that is found within, along with a little bit of adventure. As for the natives, ecotourism is to help improve the local economy and conservation efforts. All parties are to gain a new appreciation for nature and people.

1. Match the words with the their definitions:

1) generation	a) a type of organized holiday in which people do new and exciting things, for example, a trek, or a safari
2) nature	b) a very high hill
3) trend	c) all people of about the same age
4) leader	d) a person who guides or directs a group, team, or organization
5) money	e) a general tendency or change in direction in the way a situation is developing
6) adventure tourism	f) everything that exists in the world which is not made or controlled by people, such as the weather, plants, and animals
7) mountain	g) coins or paper notes with their value printed on them, which you use when you buy and sell things
8) desert	h) a large area of land covered with sand, where there is very little rain and very few plants

2. Answer the questions on the text:

1. What phenomenon has the tourism industry witnessed within the past few years?
2. Is there a true definition of what ecotourism really is?
3. Why has 'adventure tourism' become the fastest growing segment within the world's tourism?
4. Why is 'responsible tourism' or 'sustainable tourism' a life-long dream for ecologists, scientists, and students?

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5. Why is ‘responsible tourism’ a potentially prosperous business for the tourism industry?
6. What knowledge are ecotourists provided with?
7. Why is ecotourism considered a key tool in achieving sustainable development?
8. Where is a beach location of Cancun situated?
9. What kind of attractions was Cancun meant to have?
10. Why were Cancun natives moved off their homeland?
11. Do you think that generations to come can continue to enjoy earth’s natural beauty like we do? Why? or Why not?
12. Why does mass tourism sometimes prove to be destructive?
13. How can ecotourism help improve the local economy and conservation efforts?

3.Complete the sentences using proper words and phrases in the box.

what ecotourism really is; for ecologists and scientists; by ships; natural areas; to meet the needs; prosperous

1. ‘Adventure tourism’ is a potentially _____ business.
2. Ecotourism is a responsible travel to _____ that conserves the environment.
3. It is difficult to describe _____ because there are a lot of interpretations of this concept.
4. Any coastline can be damaged _____ coming into the wharf.
5. Travel agencies try _____ of all their customers.
6. ‘Responsible tourism’ is the latest trend and a life-long dream _____.

Test

1. **Complete the sentences using proper words and phrases in the box:**

Groups or individuals; tourism; others cultures; a poor country; a balance of trade; accessibility

1. Tourism is constantly growing due to the easy _____ of traveling.
2. Developing nations can easily gain _____ with other nations via tourism.
3. Tourism means attracting, accommodating, and pleasing _____ traveling for pleasure or culture.
4. The desire to experience _____ is one of the motives people have when they travel.
5. Tourism can economically improve _____.
6. For Russia, _____ represents a very low percentage of gross national product.

2. **State whether the following statements are true or false. Comment on the true statements and correct the false ones.**

1. Ecotourism causes the destruction or pollution of natural sites.

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2. Tourism brings guests who fill rooms and restaurants.
3. Tourism is involved with various industry sectors and organizations.
4. Most tourists are persons who travel for business.
5. Mass tourism can cause the destruction of natural sites.
6. Due to tourism more money comes into a country or city.
7. For many developed nations, tourism represents a relatively high percentage of gross national product.

3. Give a definition of the term *tourism* using the following words and phrases:

- traveling for pleasure purposes
- business and convention travel
- to include
- in terms of
- to attract
- group
- trend
- ecotourism
- the accepted use of the word today
- to travel for pleasure or business
- to categorize
- factor
- to accommodate
- individual
- to avoid tourism pollution
- industry

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The Hotel Business

Topical Vocabulary

lodging industry
gross volume
room
diamond
award
guide
to rate
to diamond-rate
to star-rate
a five-star hotel
resort
to meet minimum
standards
décor
roadside appeal
basic needs
lodging facilities
enhancement
lobby
landscape
sophistication
property
offering
midscale

1. Read and translate the following international words:

consist
diamond
classify
inspect
appeal
represent
guest
famous
total
billion
classification
motel
comfort
interior
selection
price
generate
sophistication
rate
state
criteria (criterion)
décor
percent

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2. **Read and translate the following groups of words derived from a common root:**

1) Class – classify – classification – classifier – classified;
2) Manage – manager – manageress – managerial – management – manageable – mismanagement;
3) Nation – national – nationally – international – nationalize – nationality – nationalist;
4) Market – marketing – marketplace – marketer;
5) Part – party – partner – partnership – partial – partially;
6) Compete – competition – competitive – competitor;
7) Mean – means – meanness – meanly – meaning – meaningful – meaningless – meanwhile – meantime;
8) Value – valuable – evaluate – evaluation – devaluate – devaluation.

3. **Read the text and translate it. While reading try and find answers to these questions:**
   1. What is the difference between diamond – and star – rating of hotels?
   2. What criteria are used to evaluate America n hotels?
   3. Does the AAA inspect and rate only the U.S. hotel?

Classification of hotels

According to the American Hotel and Motel Association, the United States lodging industry consists of 46,000 hotels and motels, with a total of 3.3 million rooms. The gross volume of business generated from these rooms is $65 billion. Unlike many other countries, the United States has no formal government classification of hotels. However, the American Automobile Association (AAA) classifies hotels by diamond award, and the Mobile Travel Guide offers a five-star award. Of the more than 21,000 star-rated establishments, fewer than two percent have been awarded five-star status. The guide currently gives the five-star award to thirty-five lodging properties.

The AAA has been inspecting and rating the nation's hotels since 1977. Less than two percent of the 19,500 properties inspected annually throughout the United States, Canada, and Mexico earned the five-diamond award, which is the association's highest award for excellence. In 1996, the five-diamond award was given to fifty-two hotels and resorts in twenty states. Twelve of the properties received both the five-diamond and the five-star awards.

The AAA uses descriptive criteria to evaluate the more than 24, 000 hotels that they rate annually in the United States, Canada, Mexico, and the Caribbean.

- One-diamond properties have simple roadside appeal and the basic lodging needs.
- Two-diamond properties have average roadside appeal, with some landscaping and a noticeable enhancement in interior decor.
- Three diamonds carry a degree of sophistication through higher service and comfort.

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- Four diamonds have excellent roadside appeal and service levels that give guests what they need before they even ask for it.
- Five-diamond properties have the highest service levels, sophistication, and offerings.

Josette Constantine, manager of AAA inspections, said one word to describe the five-diamond properties is "Wow!"

Even the one-diamond properties provide a valuable listing, Constantine said. One diamond doesn't represent low quality by any means. Almost 40 percent of lodging facilities are not approved for inspection at all because they don't meet the minimum standards of cleanliness, comfort, safety, and maintenance.

Hotels may be classified according to location, price, and type of services offered. This allows guests to make a selection on these as well as personal criteria. A list of hotel classifications follows:

- City Center - luxury, first-class, midscale, economy, suites;
- Resort - luxury, midscale, economy suites, condominium, timeshare, convention;
- Airport - luxury, midscale, economy, suites; Freeway - midscale, economy, suites;
- Casino - luxury, midscale, economy.

Alternatively, the hotel industry may be segmented according to price.

1. Match each word or phrase on the left with the correct equivalent on the right:

1) safety — a) курорт
2) resort — b) роскошь
3) need — c) чистота
4) luxury — d) конторка портье (стойка регистрации прибывших гостей)
5) suite — e) безопасность
6) front desk — f) привлекательный вид
7) cleanliness — g) многокомнатный номер
8) appeal — h) потребность
9) carpet — i) предлагать
10) offer — j) ковер.

2. Match each word on the left with the correct definition on the right:

1) motel — a) the amount of money that you have to pay in order to buy something
2) resort — b) someone who is paying to stay at a hotel or eat in restaurant
3) guest — c) a building where you pay to stay in a room and have meals
4) criteria — d) a place that many people go to for a holiday
5) casino — e) a prize or other reward that is given to someone

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who has achieved something

6) price — f) a hotel for people who are travelling by car
7) manager — g) a set of rooms at a hotel
8) award — h) a place where people risk money in the hope of winning more by playing card games, roulette, or slot machines
9) suite — i) someone whose job is to organize and control the work of a business or organization or a part of it
10) hotel — j) standards that are used for judging something or making a decision about something.

3. Match the synonyms:

l) nation — a) road
2) possess — b) hotel
3) standard — c) country
4) excellent — d) association
5) rank — e) superb
6) enhancement — f) status
7) street — g) level
8) union — h) have
9) inn — i) improvement.

4. Match the antonyms:

1) luxury — a) low
2) many — b) fine
3) award — c) economy
4) simple — d) excellent
5) noticeable — e) like
6) high — f) invisible
7) bad — g) complicated
8) more — h) few
9) unlike — i) less

Read the text and translate it. While reading try and find answers to these questions:

1. What is a typical resort hotel?
2. How did the clientele travel to luxury resort hotels in the late 1800s?
3. Why have Europe and Mexico become more accessible for American tourists?

Resort hotels

Resort hotels came of age with the advent of rail travel. Increasingly, city dwellers and others had the urge to vacation in locations they found appealing. Traveling to these often more-exotic locations became a part of the pleasure experience. In the late

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l800s, luxury resort hotels were developed to accommodate the clientele that the railways brought.

Such hotels include the famous Greenbrier at White Sulphur Springs, West Virginia, The Hotel del Coronado in Coronado (near San Diego), California, and the Homestead at Hot Springs, Virginia. In Canada, the Banff Springs Hotel and Chateau Lake Louise drew the rich and famous of the day to their picturesque locations in the Canadian Rocky Mountains.

The leisure and pleasure travelers of those days were drawn by resorts, beaches, or spectacular mountain scenery. At first, many of these grand resorts were seasonal. However, as automobile and air travel made even the remote resorts more accessible and an increasing number of people could afford to visit, many resorts became year-round properties.

Resort communities sprang up in the sunshine belt from Palm Springs to Palm Beach. Some resorts focused on major sporting activities such as skiing, golf, or fishing; others offered family vacations. Further improvements in both air and automobile travel brought exotic locations within the reach of the population. Europe, the Caribbean, and Mexico became more accessible. As the years passed, some of the resorts suffered because the public's vacation plans changed.

The traditional family month-long resort vacation gave way to shorter, more frequent getaways of four to seven days. The regular resort visitors became older, in general, the younger guests preferred the mobility of the automobile and the more informal atmosphere provided by the newer and more informal resorts.

In order to survive, the resort hotels became more astute in marketing to different types of guests. For example, some resorts allow no children in the high season because they would interfere with the quiet ambiance for guests who do not want the noise of children. Other resort hotels go out of their way to encourage families; Camp Hyatt is a prominent example. Hyatt hotels have organized a program consisting of a variety of activities for children, thereby giving the parents an opportunity to either enjoy some free time on their own or join their children in some fun activities. Many resort hotels began to attract conventions, conferences, and meetings. This enabled them to maintain or increase occupancy, particularly during the low and shoulder seasons.

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1. Match each word or phrase on the left with the correct equivalent on the right:

1) offer	a) курорт
2) frequent	b) доступный
3) resort	c) частный
4) improvement	d) горожанин
5) noise	e) посетитель
6) prefer	f) улучшение
7) different	g) предложение
8) visitor	h) предпочитать
9) city dweller	i) различный

10) accessible j) шум.

2. Match each word on the left with the correct definition on the right:

1) clientele a) interesting or exciting because of being unusual or not familiar
2) exotic b) a young person from the time they are born until they are about 14 years old
3) appealing c) one of the twelve periods a year is divided into
4) opportunity d) attractive and interesting
5) beach e) a chance to do something, or a situation in which it is easy for you to do something
6) population f) ashore of a sea or lake covered by sand or small stones
7) child g) customers of a shop, hotel, restaurant, etc. considered as a group
8) month h) the number of people living in a particular country or area
9) parents i) one of the four parts of the year – winter, summer… .
10) season j) a period of time when you do not go to work, school, or institute, but have a rest or go somewhere
11) vacation k) father and mother of a person

3. Match the synonyms:

l) clientele a) scenery
2) landscape b) customer
3) informal c) familiar
4) well-known d) unofficial
5) visitor e) holiday
6) leisure f) like
7) vacation g) free time
8) enjoy h) guest

4. Match the antonyms:

1) guest a) give
2) place b) unknown
3) poor c) dislike
4) work d) repulsive
5) enjoy e) decrease
6) young f) specific
7) take g) host
8) appealing h) leisure
9) famous i) old
10) increase j) location
11) general k) rich

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Read the text and translate it. While reading try and find answers to these questions:

1. Why were most downtown hotels constructed in waves?
2. Why do many airport hotels enjoy a high occupancy?
3. What helps to lower the rates in freeway hotels and motel?

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Types of Hotels

City Center Hotels

City center hotels, by Virtue of their location, meet the needs of the public traveling for business or leisure reasons. These hotels could be luxury, midscale, business, suites, economy, or residential. They offer a range of accommodations and services. Luxury hotels might offer the ultimate in decor, butler service, concierge and special concierge floors, secretarial services, computers, fax machines, beauty salons, health spas, twenty-four-hour room service, swimming pools, tennis courts, valet service, ticket office, airline office, car rental, and doctor/nurse on duty or on call. Generally, they offer a signature restaurant, coffee shop, or an equivalent name restaurant; a lounge; a name bar; meeting and convention rooms; a ballroom; and possibly a fancy night spot.
City center hotels were constructed in waves; stimulated by government regulations, investors developed hotels when the climate was right. For example, tax incentives for urban renewal projects created favorable economic conditions in the 1960s. This led to the construction of new downtown hotels in many cities. Another boom time for hotel development was the l980s Together with convention centers and office buildings, hotels have been one of the catalysts in inner-city revitalization. The Copley Center in Boston and the Peachtree Plaza in Atlanta are examples of this

Airport Hotels

Many airport hotels enjoy a high occupancy because of the large number of travelers arriving and departing from major airports. The guest mix in airport hotel consists of business, group, and leisure travelers.

Passengers with early or late flights may stay over at the airport hotel, while others rest while waiting for connecting flights.
Airport hotels are generally in the 200- to 600-room size and are full service. In order to care for the needs of guests who may still feel as if they are in different time zones, room service and restaurant hours may be extended, even offered twenty-four hours. More moderately-priced hotels have vending machines.
As competition at airport hotels intensified, some added meeting space to cater to business people who want to fly in, meet, and fly out. Here, the airport hotel has the advantage of saving the guests from having to go downtown

The St. Regis Hotel in New York is another good example of a city center luxury hotel. An example of a midscale hotel in New York is the Ramada Hotel; an economy hotel is the Days Inn; and a suites property is the Embassy Suites.

Freeway Hotels and Motels

Freeway hotels and motels came into prominence in the 1950s and 1960s. As Americans took to the open road, they needed a convenient place to stay that was reasonably priced with few frills. Guests could simply drive up, park outside the office, register, rent a room, and park outside of the room. Over the years, more

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facilities were added: lounges, restaurants, pools, soft drink machines, game rooms, and satellite TV.
Motels are often clustered near freeway off-ramps on the outskirts of towns and cities. Today, some are made of modular construction and have as few as eleven employees per hundred rooms. These savings in land, construction, and operating costs are passed on to the guest in the form of lower rates.

1. Match each word or phrase on the left with the correct equivalent on the right:

1) drive	a) пассажир
2) advantage	b) вести машину; ехать на машине
3) occupancy	c) многокомнатный номер
4) employee	d) прибывать
5) flight	e) преимущество
6) arrive	f) служащий, работник
7) passenger	g) занятость (номер в отеле)
8) depart	h) ставить (парковать) машину
9) park	i) уезжать
10) suite	j)авиарейс.

2. Match each word on the left with the correct definition on the right:

1) guest	a) a hotel specially built for people traveling by car
2) décor	b) someone who is paying to stay at a hotel or eat in a restaurant
3) price	c) a road that leads off a big highway
4) leisure	d) a wide fast road in a US city that you do not pay to use
5) freeway	e) -the time when you are not working or busy;
	f) -activities that you do to relax or enjoy yourself
6) off-ramp	g) the amount of money that you must pay in order to buy something
7) motel	h) the style of decoration and furniture in a hotel, restaurant.

3. Match the synonyms:

1) road	a) convenient
2) valet	b) freeway
3) city center	c) suburb
4) various	d) employee
5) comfortable	e) frills
6) luxury	f) downtown
7) outskirts	g) reasonably
8) moderately	h) main
9) major	i) different.

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4. Match the antonyms:

1) arrive	a) work
2) downtown	b) depart
3) low	c) close
4) minor	d) inside
5) open	e) major
6) outside	f) outskirts
7) many	g) high
8) early	h) few
9) leisure	i) late.

Test

1. Use proper words and phrases in the box below to complete these sentences:

1. Some resorts do not allow _____ in the high season because their noise would interfere with adult guests.
2. Various resort hotels _____ conventions, conferences, and meetings.
3. City dwellers and other like _____ to remote exotic and picturesque locations.
4. In the 1800s, _____ used to travel to luxury resorts be rail.
5. Improvements in _____ made even remote exotic and picturesque locations more accessible for the population.
6. Young travelers prefer _____ provided by the newer resorts.
7. Attracting conventions and conferences enables hotels to increase _____ .

the clientele; traveling; air and automobile travel; occupancy; the more informal atmosphere; started attracting; children

2. Say whether the following statements are true or false. Comment on the true statements and correct the false ones.

1. Resort hotels going out of their way to encourage families in the high season allow no children.
2. Air travel has made remote resorts less accessible.
3. To increase occupancy many resort hotels attract conventions and meetings.
4. Shorter and more frequent getaways of four to seven days gave way to the traditional family month-long resort vocation.
5. Improvements in air travel made Europe, the Caribbean, and Mexico more accessible for American tourists.

3. Try to identify the advantages of a Caucasus resort hotel on the basis of the following information about it. The following words and phrases will come in handy:

- city dweller

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- traveling
- luxury resort hotel
- to find appealing
- spectacular mountain scenery
- picturesque locations
- the Caucasian Mountains
- sophisticated service
- food and beverages
- experienced chef
- guests’ pleasure experience
- sporting activities
- skiing
- fishing

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THE RESTAURANT BUSINESS

Topical Vocabulary

evolving
full-service restaurant
quick-service restaurant
specialty restaurant
designation
dinner house
occasion
casual
food dollars
to eat out
Mother's day
Valentine's Day
entree
from scratch
cooked to order
haute
cuisine
connoisseur
entrepreneur
partnership
neighborhood
value-conscious
to make a profit
competition
to be ahead
family restaurant
to gain momentum
to cut in half
wait time
to eat a quick meal
fries = French fries
taco
burrito
finger food
on the go
to feature
to encourage
space
stand-up restaurant
low heat
to portion out
affordable
taste
rice
noodles
to target

1. Read and translate the following international words:

role
atmosphere
factor
operation
radius
moral
present
scenario
sociological
philosophy
niche
operator
company
mission
favorite
actual
sense
control
ingredient
expression
ethics
comfortable
potential

2. Read and translate the following groups of words derived from a common root:

1) operate – operator – operative – operation – operating;
2) success – successful – successfully – succeed;
3) present – presenter – presentation – representation – representative – presentable;

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4) formal – formally – formality – formalize – informal – informality;
5) moral – morally – morality – immoral – immorally – immorality – morale ;
6) employ – employer – employee – employed – unemployed – employment – unemployment – underemployment;
7) depend – dependent – independent – dependency – dependent – dependable – dependability – interdependent – interdependency ;
8) own – owner – ownership – ownerless – disown;

RESTAURANTS – ROLE IN SOCIETY AND MARKET

Restaurants play an important role in society. Dining out in restaurants fulfill an important sociological need. People need not only nourishment but also the social interaction that takes place in restaurant setting. Restaurants are one of the few places where we use all of our senses to enjoy the experience. Our taste, sigh, smell, hearing, and touch are all employed to savor the food, service, and atmosphere of the restaurant.

The successful operation of a restaurant is dependent on a number of factors. From the restaurant's operating philosophy to controls, and all the factors in between, it is not easy to succeed in operating restaurants. This unit covers many of the factors that are necessary ingredients in the successful operation of a restaurant.

Operating philosophy

At the heart of an enterprise is the philosophy of the owner or operator. The philosophy represents the way the company does business. It is an expression of the ethics, morals, and values by which the company operates.

Mission, goals, and objectives

Many companies have formal mission statements that explain their reason for being in business. Red Lobster's mission statement is a good example of a restaurant's mission.

Mission Statement of Red Lobster Restaurants

- Red Lobster's mission is to provide every guest with a dining experience that exceeds expectations and ensures their return.
- We serve a variety of attractive, excellent tasting food in a comfortable, inviting atmosphere.
- We offer a wide range of competitive prices that provide exceptional value.
- We are committed to the success of the individual, their quality of life, and to providing opportunities for recognition and professional growth and development.
- We are industry leader in providing growth and returns to our shareholders.
- We are America's favorite seafood restaurant and a top choice for full-service dining.

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Restaurant Market

The market is composed of those guests who will patronize the restaurant. A prospective restaurant owner will analyze the market to determine whether sufficient demand exists in a particular market niche, such as Italian or Southern cuisines. A niche is a marketing term used of scribe a specific share or slot of a certain market. A good indication of the size of the market can be ascertained by talking a radius of from one to five miles around the restaurant. The distance will vary according to the type and location of the restaurant . In Manhattan, is may only be a few blocks, whereas in rural West Virginia it may be a few miles The area that falls within the radius is called the catchment area. The demographics of the population within the catchment area is analyzed to reveal age, number of people in various age brackets, sex, ethnicity, religion, income levels, and so on. This information is usually available from the chamber of commerce or data at the local library or real estate offices.

One yardstick used to determine the potential viability of a restaurant is to divide the number of restaurants in the catchment area by the total population. The average number of people per restaurant in the United States is about 500.

Perhaps this kind of saturation is one of the reason for the high failure rate of restaurants. Obviously, each area is different; one location may have several Italian restaurants but no Southern restaurant. Therefore, a Southern restaurant would be unique in the market and, if properly positioned, may have a competitive advantage. If someone in the catchment area wanted to eat Italian food, he or she would have to choose among the various Italian restaurants. In marketing terms, the number of potential guests for the Italian restaurant would be divided by the number of Italian restaurants to determine fair market share (the average number of guests that would, if all other things were equal, eat at any one of the Italian restaurants).

Let's take 1,000 potential guests as an example. If they all decided to eat Italian in the fair market share scenario, each restaurant would receive one hundred guests. In reality, we know this does not happen – for various reasons, one restaurant becomes more popular. The number of guests that this and the other restaurants receive then is called the actual market share.

1. Match the words on the left with the correct definitions on the right.

1) sufficient
2) happen
3) market
4) philosophy
5) income
6) term
7) popular
8) demand
9) viability
10) potential

a) possible or likely in the future
b) ability to complete, survive and be successful in an independent way
c) word or phrase used for referring to something
d) as much as is need
e) money that someone gets from working or investing money
f) to take place, usually without being planned

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g) trade in goods or services of a particular kind
h) a system of principles the organization's operation is based upon
i) the amount of a product or service that people want

2. Answer the questions on the text:

1. Why do restaurants play an important role in society?
2. What takes places in a restaurant setting?
3. What senses do we use to enjoy the experience of dinning out in a good restaurant?
4. Where else do we use all our senses to enjoy the experience of being there?
5. What does the successful operation of a restaurant depend on?
6. Why isn't it easy to succeed in operating restaurants?
7. What philosophy is at the heart of any enterprise?
8. What does this philosophy represent?
9. How do companies explain their reason for being in business?
10. Why do many restaurants have formal mission statements?
11. What is the restaurant market composed of?
12. What is a good indication of the size of the restaurant market?
13. What territory is called the catchment area?
14. Where can one obtain information about the demographics of the population?
15. What is the average number of people per restaurant in the United States?
16. What figure is called the fair market share?
17. What figure is called the actual market share?

3. Complete the sentences using proper words and phrases in the box.

sight, smell, and hearing; tasty food; operating philosophy; the social interaction; patronize; represents

1. The restaurant market consists of the guests who _____this restaurant.
2. The guests need not only_____ but also social interaction.
3. The successful operation of a restaurant is dependent on its _____.
4. Not only our taste, but also _____ are employed to enjoy the atmosphere of the restaurant.
5. _____ often takes place in a restaurant setting.
6. The philosophy _____ the way the restaurant operates.

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FULL-SERVICE, SPECIALTY, AND FAST-FOOD RESTAURANTS

There is no single definition of the various classifications of restaurants, perhaps because it is an evolving business. Most experts would agree, however, that there are two main categories: full-service and specialty.

Other categories include such designations as quick-service, ethnic, dinner house, occasion, casual, and so on. Some restaurants may even fall into more than one category. For instance, a restaurant could be both quick-service and ethnic (Taco Bell). Another restaurant can be called specialty and dinner house (Chart House).

The National Restaurant Association's figures indicate that Americans are spending an increasing number of food dollars away from home in various foodservice operations. Americans eat out about 200 times a year, or about 4 times a week. More than 50 percent of all consumers visit a restaurant on their birthday, thereby making it the most popular day for eating out. Mother's Day and Valentine's Day are the second and third most popular days, respectively. The most popular meal eaten away from home is lunch, which brings in approximately 50 percent of fast-food restaurant sales.

Full-service Restaurants

A full-service restaurant is one where a good selection of menu items is offered, generally at least fifteen or more different entrees cooked to order, with nearly all the food being made on the premises from scratch using raw of fresh ingredients. Full-service restaurants may be formal or casual and may be further categorized by price, décor/atmosphere, level or formality, and menu. Most full-service restaurants may be cross-referenced into other categories, as mentioned previously. Many of these restaurants serve haute cuisine, which is a French term meaning elegant dining or high food. Many of the fine restaurants in the United States are based on French or northern Italian cuisine, which, together with fine Chinese cuisine, are considered by many western connoisseurs to be finest in the world.

Most full-service restaurants are independently owned and operated by an entrepreneur or a partnership. These restaurants are in almost every neighborhood. Today, with value-conscious customers expecting more for their money, it is becoming increasingly more difficult to make a profit in this segment of the business because of strong competition from other restaurants.

Specialty Restaurants

Under this general heading come fast-food or quick-service, family, ethnic, theme, casual dining, and dinner house restaurants. Some restaurants fall into more than one category, ethnic (Italian) and full-service like the Olive Garden, or specialty (seafood) and full-service, like Red Lobster.

Quick-Service/Fast-Food

The quick-service sector is one that really drives the industry. With sales of $111 billion, it is slightly ahead of the full-service segment by dollar volume. Recently, the home-meal replacement and fast casual concepts have gained momentum. Boston

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Market is a leader in both sectors and has recently sped up its service and cut customer's wait time in half.

Quick-service or fast-food restaurants offer limited menus featuring food such as hamburgers, fries, hot dogs, chicken (in all forms), tacos, burritos, gyros, teriyaki bowls, various finger foods, and other items for the convenience of people on the go. Customers order their food at a counter under a brightly lit menu featuring color photographs of food items. Customers are even encourages to clear their own trays, which helps reduce costs. The following are examples of the different types of quick-service/fast food restaurants:

–Hamburger – McDonald's, Burger King, Wendy's
–Pizza – Pizza Hut, Domino's, Godfather's
–Steak – Bonanza, Ponderosa
–Seafood – Long John Silver's
–Chicken – KFC, Church's, Boston Market, Kenny Roger's, Popeye's
–Sandwich – Subway
–Mexican – Taco Bell, El Torito

In some of the world's major cities, where space is expensive, stand-up restaurants open where busy office workers can eat a quick meal. Also found' in many major cities is «$1 Chinese Fast Food (no MSG)», where patrons select menu items and receive small portions for one dollar. This is relatively quick and easy for the kitchen staff, because they can prepare a large serving of a particular dish, put it on low heat, and portion it out as necessary. For the customers, it is fast and affordable because they can have a taste of three or four different dishes for a cost of $3 or $4 with rice and noodles usually included free.

Many QSR chains are targeting international growth, mostly in the larger cities in a variety of countries.

1. Match the words and phrases on the left with the correct equivalent on the right:

1) profit	a) порция
2) respectively	b) курица
3) costs	c) сокращать
4) strong	d) морепродукты
5) receive	e) сеть (ресторанов, отелей и т.д.)
6) together	f) расходы
7) kitchen	g) совместно
8) cuisine	h) прибыль, доход
9) reduce	i) сильный
10) seafood	j) соответственно
11) hot dog	k) владеть
12) portion	l) получать
13) own	m) персонал
14) chain	n) кухня (как кулинария)
15) chicken	

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16)	staff	o)	сосиска в тесте
		p)	кухня (как помещение)

2. Match the synonymous:

1)	staff	a)	choose
2)	sector	b)	employee
3)	quick-service	c)	profit
4)	prepare	d)	nearly
5)	select	e)	different
6)	income	f)	personnel
7)	various	g)	cook
8)	major	h)	segment
9)	approximately	i)	fast-food
10)	worker	j)	main

3. Match the antonyms:

1)	increase	a)	south
2)	low	b)	affordable
3)	quick	c)	free
4)	costly	d)	hot
5)	expensive	e)	with
6)	cold	f)	small
7)	formal	g)	slow
8)	without	h)	casual
9)	north	i)	cut
10)	large	j)	high

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McDONALD'S

The world's greatest fast-food success store in undoubtedly McDonald's. Back in the 1950s, Ray Kroc was selling soda fountains. He received an order from Mr. McDonald for two soda fountains. Ray Kroc was so interested in finding out why the McDonald brothers' restaurant needed two machines (everyone else ordered one) that he went out to the restaurant. Ray persuaded the McDonalds to let him franchise their operation. Billions of burgers later, the reason for the success may be summarized as follows: quality, speed, cleanliness, service, and value. This has been achieved by systemizing the production process and by staying close to the original concept – keeping a limited menu, advertising heavily, being innovative with new menu items, maintaining product quality and being consistent.

McDonald's is the giant of the entire quick-service/fast-food segment with worldwide sales of $31.8 billion. This total is amazing because it is more than the next three megachains combined – Burger King ($9.01 billion), KFC ($8,2 billion), and Pizza Hut ($7.5 billion). McDonald's even has individual product items that are not

traditional burger – for example, chicken McNuggets and burritos as well as salads and fish, which all aim to broaden customer appeal.

Customer appeal has also been broadened by introduction of breakfast and by targeting not only kids but also seniors. Innovative menu introductions have helped stimulate an increase in per-store traffic.

In recent years, because traditional markets have become saturated, McDonald's has adopted a strategy of expanding overseas. It is embarking on a rapid expansion in the world's most populous nation, China, developing 300 restaurants by the year 2000. The reason for this expansion in China is a rapidly developing middle class with a growing appetite for Western culture and food. McDonald's is now in eighty-five countries and has a potential audience of 3.2 billion people. Of the company's roughly 18,000 restaurants, some 6,400 are outside of the United States.

It is interesting to note that of the estimated $31.8 billion worldwide sales, about $15 ,billion are from outside of the United States, and about 50 percent of total profits come from outside of the United States. More than two-thirds of new restaurants added by McDonald's are outside of the United States.

McDonald's also seeks out nontraditional locations in the U.S. market, such as on military bases or smaller-sized units it the high-rent districts.

It is difficult to obtain a McDonald's franchise it the United States because they have virtually saturated the primary markets. Carl's Jr., a California-based chain of 583 units has a franchising fee of $35,000, with a royalty fee of four percent and an advertising annuity of four percent. In often costs between $800,000 and $1 million to open a major brand fast-food restaurant. Franchises for lesser-known chains are available for less money.

Each of the major hamburger restaurant chains has a unique positioning strategy to attract their target markets. Burger King hamburgers are flame-broiled, Wendy's uses fresh patties.

Fuddruckers is a restaurant chain that describes itself as the «Cadillac of Burgers». Other gourmet burger restaurants may offer larger burgers with more side dishes to choose from, and they generally have décor that would attract the non-teenage market. Some of these restaurants have beer and wine licenses. Some smaller regional chains are succeeding in gaining market share from the big-three burger chains because they provide an excellent burger at a reasonable price. In-N-Out Burger and Rally's are good examples of this. The top ten hamburger chains are listed in Table 1.

1. Match the words and phrases on the left with the correct equivalents on the right:

1) market	7) broaden
2) receive	8) limited
3) entire	9) success
4) food	10) lesser-known
5) order	11) sell
6) consistent	12) expand

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13) overseas
a) целый
b) ограниченный
c) заказывать
d) рынок
e) менее известный
f) успех
g) продавать
h) получать
i) неизменный, постоянный
j) увеличивать, расширять
k) пища, еда
l) за рубежом
m) расширяться

2. Match the words on the left with the correct definitions on the right:

1) patty	a) a food made by pressing small pieces of beef into a flat round shape and cooking it in oil. They are usually eaten in a bread roll and are often called burgers
2) amazing	b) someone who knows a lot about good food and wine
3) beef	c) an amount of food served at the same time as the main course of a meal but on a separate plate
4) gourmet	d) a flat round food served at the same time as the main course of a meal but on a separate plate
5) fresh	e) meat from a cow
6) hamburger	f) a building or room where meals and drinks are sold to customers setting at tables
7) side fish	g) very surprising or even unexpected
8) restaurant	h) recently prepared

Test

1. Restaurants and … often have a separate backstage bar.
   a) banquet bars
   b) sports bars
   c) minibars
   d) night clubs
2. Minibars are small, refrigerated bars in … rooms.
   a) room service
   b) guest
   c) ballroom
   d) hubbub
3. The restaurant … is exciting and challenging.
   a) ambiance
   b) lighting
   c) business
   d) rating
4. Full-service restaurant.
   a) ресторан быстрого обслуживания
   b) специализированный ресторан
   c) ресторан классического типа
   d) ресторан под открытым небом
5. The most popular meal eaten away from home is … .
   a) breakfast
   b) supper
   c) dinner
   d) lunch
6. Hotel bars allow guests to … while sipping on a cocktail after a hectic day.
   a) to dance
   b) to sing

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c) to eat
d) to relax

7. The world's greatest fast-food success story is undoubtedly … .
   a) Burger King
   b) White Castle
   c) Wendy's
   d) McDonald's
8. Family combos include drinks and variety of … .
   a) pizza
   b) pie
   c) fare
   d) pasta
9. Some burger restaurants offer larger burgers with more … .
   a) seafood
   b) side dishes
   c) variety of pizzas
   d) deserts
10. Dining-out public
   a) люди, которые едят вне дома
   b) люди, которые едят дома
   c) люди, которые едят в кафе
   d) люди, которые едят в ресторане
   e) люди, которые едят вне дома
   f) люди, которые едят дома
   g) люди, которые едят в кафе

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People in Tourism

Topical Vocabulary

overseas
majority
to seem
to book
resorts
straight
a tropical beach
to breathe
advantage
to explore
to climb
restriction
indeed
curious
inquisitive
leisure
jet-air liner
security
variety
city-dweller
to take pictures
castle
waterfall
to remind
picturesque
to broaden one's mind
take part in negotiations
exhibition
in order to
to push the goods
achievements
successful
advantages and disadvantages
according to
tourism

Ex. 1 Analyze these words and their components:

Finest, dissatisfaction, anticipation, highly, anthropologist, meaningless, disappointment, punishment, excitement, anticipation, recognizable

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Ex. 2 Read and translate the following groups of word derived from a common root:

1) Satisfy – satisfying – satisfyingly – satisfied – dissatisfied − satisfaction − dissatisfaction;
2) Serve − server – servant – service − serviceable – serviceman − servitude – servility − servitor;
3) Sun − sunny − sunrise − sunset − sunshine;
4) Expert − expertise − experiment − experienced − inexperienced;
5) person − persona − personal − personnel − impersonal − personally − personality − personification − personify − personalize;
6) appoint − appointment − appointed − disappoint − disappointment − disappointed.

MODERN TOURISM

Twenty years ago not many people travelled overseas for their holidays. The majority of people stayed to have holidays in their country. Today the situation is different and the world seems much smaller.

It is possible to book a holiday to a seaside resort on the other side of the world. Staying at home, you can book it through the Internet or by phone. The plane takes you straight there and within some hours of leaving your country, you can be on a tropical beach, breathing a super clean air and swimming in crystal warm water of tropical sea.

We can travel by car, by train or plane, if we have got a long distance tour. Some young people prefer walking or hitch-hike travelling, when you travel, paying nearly nothing. You get new fiends, lots of fun and have no idea where you will be tomorrow. It has great advantages for the tourists, who want to get the most out of exploring the world and give more back to the people and places visited. If you like mountains, you could climb any mountains around the globe and there is only one restriction. It is money. If you like travelling, you have some money, because it is not a cheap hobby indeed. The economy of some countries is mainly based on tourism industry. Modern tourism has become a highly developed industry, because any human being is curios and inquisitive, we like leisure, visit other places. That is why tourism prospers.

People travel from the very beginning of their civilization. Thousands years ago all people were nomads and collectors. They roamed all their lives looking for food and better life. This way human beings populated the whole planet Earth. So, traveling and visiting other places are the part of our consciousness. That is why tourism and traveling are so popular.

Nowadays tourism has become a highly developed business. There are trains, car and air jet liners, buses, ships that provide us with comfortable and secure travelling.

If we travel for pleasure, by all means one would like to enjoy picturesque places they are passing though, one would like seeing the places of interest, enjoying the sightseeing of the cities, towns and countries.

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Nowadays people travel not only for pleasure but also on business. People have to go to other countries for taking part in different negotiations, for signing some very important documents, for participating in different exhibition, in order to exhibit the goods of own firm or company. Travelling on business helps people to get more information about achievement of other companies, which will help making own business more successful.

There are a lot of means of travelling: travelling by ship, by plane, by car, walking. It depends on a person to decide which means of travelling one would prefer.

1. Answer the questions on the text:

1. Did the majority of people leave their country to send holidays twenty years ago?
2. Can we book a holiday to a seaside resort on the other side of the world today?
3. Is it possible to book a holiday to a seaside resort on the other side of the world from home?
4. What means of travelling do you know?
5. What countries depend mainly on tourism?
6. Why does tourism prosper?
7. Where do people like going on vacation?
8. What is the most interesting means of travelling for you? Why?
9. Why do most travelers carry a camera with them?

Top 10 most influential people in tourism in 2013

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Tourism isn't just hotels, plains, ships, destinations. Tourism are people that drive all these parameters that make the tourist industry. Meet the 10 most influential people that shaped this industry during 2013.

Travis Kalanick **(Uber)**

Uber is one of the most recognizable apps when it comes to transport. With investors like Goldman Sachs and Google, Travis has made his product rise above a local attempt in San Francisco to a world present app, available in currently 25 countries across the world a tendency of further spreading.

Carolyn McCall **(EasyJet)**

The presence of a lady in the world top of tourist leaders is enough by itself. But, this executive director of EasyJet has made an increase of profit of her company by 51% making a leap in the industry in the fact that low cost companies are no longer available only to traveling tourists but also business travelers that are used to certain conditions.

Lionel Messi **(FC Barcelona)**

Although the planetary football star is not a man from the tourist industry, with his presence during 2013, he surely enriched it. Namely, his commercial with Kobe Bryant for Turkish Airlines, represents the most watched tourist ad during 2013. When we add that the commercial for Qatar Airways for his club FC Barcelona is also his, we come to the fact that he is the most viewed face on billboards, ads, the Internet, when it comes to tourism.

Jesse Desjardins **(Tourism Australia)**

Australia has become an example of a destination that many other destinations look up to when it comes to promoting in the age of social networks. Jesse Desjardins has managed to, by using Facebook posts, Twitter, Instagram, unite the whole world and make Australia the number 1 destination, when it comes to social network presence. Also, this year another campaign is successfully conducted called "the best job in the world", which is a global trend by itself.

Dilma Rousseff **(president of Brazil)**

Her name is surely in the spotlight, considering that not much world leaders happened to unite the Olympic games and the World Cup in football in their mandate. These two competitions carry billions of tourist infrastructure projects, and with the appearance of mass protests in the country and expectations that Brazil managed to fulfill through these manifestations, the future will be the best judge of her success in these businesses.

Brian Sharples **(HomeAway)**

Although Airbnb attracted world wide attention, Brian Sharples with his project HomeAway actually represents a big player in this competition. His presence across the world in various objects for renting, lead to collecting fresh capital. Just in December 2013, 200 million dollars.

Sam Shank **(HotelTonight)**

Hotel Tonight is an app meant only for mobile phones, has only one product and knows what the user wants as soon as he opens the app. Although many tried to copy it, Shank with his HotelTonight last minute hotel offers stayed at the top of

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the pyramid when it comes to these tourist products. Shank has shown and proven to tourist subjects that it is possible to make serious money using only mobile phones.

Pam Nicholson **(Enterprise Holdings)**

After 32 years spent in this company, miss Nicholson, as an executive director managed to increase revenue in the last decade from 6.9 billion to 16 billion, open 11.000 new workplaces, include luxury cars and Harley Davidson bikes in the sale program of the company, spread the influence to European market and make Enterprise the most powerful rent-a-car company in the world.

Alex Calderwood **(Ace Hotels)**

2013 was supposed to be successful for Ace Hotels in many ways but the tragic death of co owner Alex Calderwood has somewhat blurred the lightning fast rise of this company. Although known by his hair and common visits to rehab clinics, Alex Calderwood is also known by his work ethic, humbleness and ability to make a winning team, often leaving competitors with a question – what will he think of next?

James Hogan **(Etihad Airways)**

Hogan has brought a change in the world of tourism about how airplane companies work. Instead of alliances, Etihad has partnership and investments. In 10 years of this companies existence, it has surpassed many air company giants which brought them "codeshares" in a large number of companies: Virgin Australia, Jet Airways, Aer Lingus, Air Seychelles, Air Berlin, and it is also possible that Alitalia will get into this crowd. With their partners Etihad today has travelers that they can take to over 470 destinations, across the world.

Top 5 reasons you should study tourism and hospitality management

1. You will have a great starting point. Tourism and hospitality covers the fundamentals of each industry, including tourism economics, food service and legal issues, giving you a manageable overview.
2. You will develop a whole palette of skills. Besides communication, you will develop management and entrepreneurship skills, necessary to work in establishments related to the field.
3. You will combine easily theory with practice. Based on your practical business plan, you will gain the knowledge and ability to develop diverse marketing strategies.
4. You will have many specialisations from which to choose from. Some institutions allow you to choose your speciality in areas such as hotel administration, conference management, or travel and tourism.
5. You will grow as a person. Tourism and hospitality management mean you will be able to get to know many cultures and peoples, opening a whole world for you to explore and cherry-pick from the traits you wish to assimilate and become a better person.

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TEST

1. Complete the sentences using proper words and phrases in the box.

to take over; personnel; consumers; greatly influenced; increasingly indulge; innovative; are combined; e-business; the more buyers; online

1. By 2008, one-third of all travel business will be booked _____ .
2. Potential tourists _____ in ‘dynamic packaging’.
3. Travel is now the largest _____ in the world.
4. ‘American Express’ plans _____ a privately owned firm.
5. The more deals the web offers1, _____ it finds.
6. Travel companies are being forced to be _____ .
7. The Internet has _____ the travel business.
8. American _____ spend a lot on travel online/
9. Some trips to South Africa _____ with cosmetic surgery.
10. Check-in _____ at Heathrow airport went on strike.

2. Say whether the following statements are true or false. Comment on the true statement and correct the false ones.

1. Low-cost airlines do not seriously affect the travel industry.
2. The Internet has already had a revolutionary influence on the tourist business.
3. Resorts offer many innovative combinations of massage, mud and medicine.
4. Tourists refuse to combine their own low-cost airline tickets with hotels’ special online offers.
5. O’ Leary, chief executive of *Ryanair*, is listed as one of the influential businesspersons.
6. The more deals the web offers, the less buyers it finds.
7. Tourists seldom indulge in ‘dynamic packaging’.
8. Mergers are taking place in many parts of the travel industry.

3. Evaluate a potential tourist’s (or a travel agent’s) activities using the following phrases:

- travel online;
- travel agency;
- the main vendor in town;
- spent much on this week;
- did not wander passively into travel agents’ offices;
- did not take whatever had already been pre-packaged for customers;
- ‘dynamic packaging’;
- was surfing the net;
- to combine his own low-cost airline tickets with hotels’ special online offers;
- asked an (another) agent to do it for him;

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- made all travel arrangements.

After having done the task describe these activities in detail.

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ИНФОРМАЦИОННО-МЕТОДИЧЕСКАЯ ЧАСТЬ

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