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О.А. ХМЕЛЬ



BUSINESS TRIP ARRANGEMENTS **(Организация деловой поездки)**

Учебное пособие для практических занятий

Пинск
ПолесГУ
2009

УДК 811.111
ББК 81.2Англ
Х65

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У т в е р ж д е н о

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Пособие направлено на развитие навыков устной речи по темам, связанным с поездкой за рубеж: таможенный досмотр, паспортный контроль, пребывание в гостинице, деловой ужин, деловые встречи и переговоры и др.

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ВВЕДЕНИЕ

Целью учебного пособия «Организация деловой поездки» является развитие навыков устной речи по темам, связанным с поездкой за рубеж: таможенный досмотр, паспортный контроль, пребывание в гостинице, деловой ужин, деловые встречи и переговоры и др. и овладение студентами специальной лексикой по указанной тематике.

Пособие состоит из трех разделов, структурированных в соответствии с наиболее важными вопросами, встречающимися на практике в ходе деловой поездки, содержит «Активный словарь» – тематические фразы с объяснением и переводом на русский язык.

Предназначено для студентов высших учебных заведений неязыковых специальностей. Также пособие может быть использовано как учебное пособие по английскому языку на курсах иностранных языков и в специализированных группах.

PART 1

BUSINESS TRIPS

Business trips are just part of doing business. A company tries to choose only its best people to represent it. Trips can happen in or out of the country. And there are as many reasons to go on business as there are places to go: to sign contracts, to discuss terms of delivery, payment or shipment, to have tests, to consult, to improve one's professional skills, to provide support. Representatives of the companies involved usually make preliminary arrangements in order to meet. Whether a long-term or short-term trip, the itinerary must be carefully planned by the head of the department or another executive. After the trip, an employee is ordinarily expected to give a full financial accounting of the trip to his boss. Sightseeing, cultural events and just plain relaxing are regular parts of every business trip. And no businessman would dare forget to buy gifts for relatives, friends and colleagues while on a business trip to an interesting, new location. These trips are important because they contribute to the expansion of company's business relationships and help that company succeed in the competitive world market. Business today is international in character, and business people often have to travel. On a business trip people might meet colleagues and business partners for the first time. Often, colleagues from different countries experience cultural difficulties, that is, they are surprised by strange, to them, social conventions in a new place. Different cultures do things differently! Management styles also differ from country to country. It's often useful when doing business in a foreign land, to get some advice from a special agency which consults on questions of international business. These days business trips are very important because face to face meetings are more valuable to profitable business than any other type of strategy.

1. Find the following words and expressions in the text and translate them

to discuss terms (the conditions of an agreement) of delivery (the act of taking or giving smth. to someone), payment (an amount of money that must be paid) or shipment (the action of sending, carrying, and delivering goods)

to provide support – to help smb.

preliminary arrangements – a plan made in preparation for smth.

long-term – a long period of time

short-term – a short period of time

itinerary – a plan of a journey

executive – a person concerned with making and carrying out decisions, esp. in business

financial accounting – the report on money spent

sightseeing – the visiting of famous or interesting places

contribute to – to help in causing a situation, event, or condition

expansion – the act or process of broadening

succeed in – to be done as one had wished, with a favourable result

competitive – based on, or decided on competition

social conventions – generally accepted practice with regard to social behaviour

face to face – within each other's presence

valuable – worth a lot of money

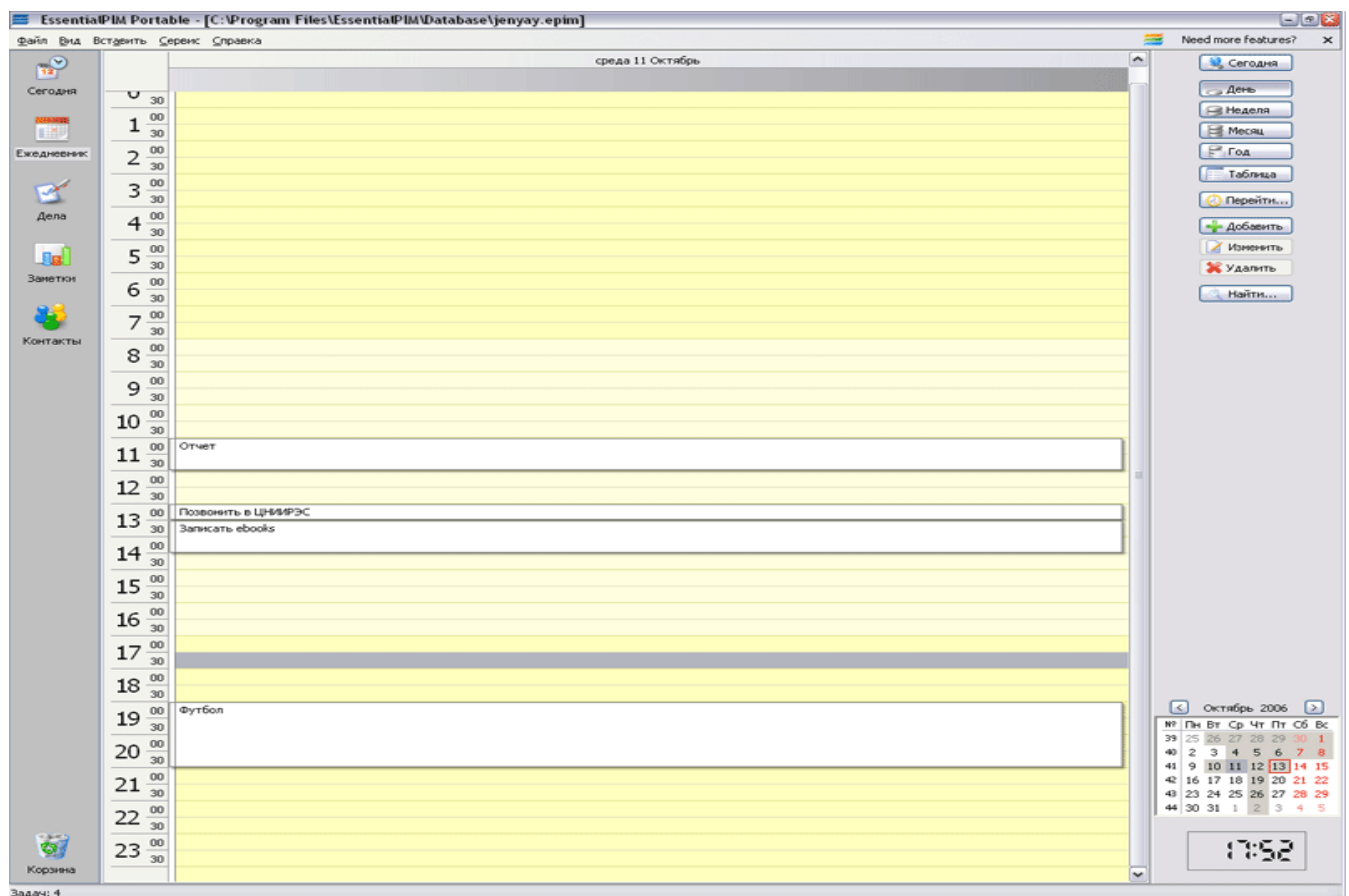
profitable business – business which brings much money

2. Discuss the following questions in groups

1. What are the reasons to go on business?
2. Why does the company choose only its best people to represent it abroad?
3. Who is responsible for business trip planning?
4. What are the regular parts of every business trip?
5. What is it useful to do having business abroad?
6. Why are business trips so important?

3. Over to you

You are going on business trip to Germany. In your diary note down everything you should do to arrange a trip.



AIRPORT FORMALITIES

When preparing to fly, passengers are requested to arrive at the airport 2 hours before departure time. They must register their tickets, get a seat assignment, and weigh and check their luggage. Most airlines have at least 2 classes of travel, first class and economy class. Economy class tickets are much less expensive. Each passenger more than 2 years old gets a free luggage allowance. Generally this weight limit is 20 kg of checked baggage for economy class passengers and 30 kg for first class passengers. If you check excess luggage you'll have to pay a fee calculated by the number of extra pieces and the extra weight. Every passenger is also allowed one small carry-on bag, for instance a laptop computer or small suitcase. The rules for passengers who are travelling abroad are similar in most countries but there are, sometimes, slight differences. Here are some things to remember: if, for instance, you need to go through the customs, try to fill in the customs declaration before you talk to the customs officer. He will ask every passenger the same, routine questions about whether he is carrying anything he wants to declare: like tobacco, alcohol, presents, and sums of money. At the check-in counter, your ticket is looked at; your things are weighed and labeled with their destination. The next formality is filling in the immigration form and going through passport control. Remember to have a black or blue pen with you because the immigration form has to be filled in block letters. You write your name, nationality, permanent address and the purpose of your trip. In most countries there is also a security check when your carry-on-luggage is inspected. This is an anti-terrorism measure, and anything in your luggage that might be dangerous or disturbing to other passengers must be handed over to one of the crew and will only be returned to the owner after the plane has reached its destination. After fulfilling all these formalities you go to the departure lounge where you can have a snack, read a paper or buy something in the duty-free shop and wait for the announcement to board the plane. When you arrive at your destination, some of these formalities will undoubtedly be repeated. Often while on board you will be given a customs declaration and immigration form to fill in. At the airport you may be met by a specially trained dog whose job is to make sure that no passengers are carrying any illegal drugs. In addition, the immigration officer might want to inspect your visa, your invitation and even your return ticket. There is one inconvenience you have to be prepared for when you're travelling long distances by plane. It's a difference between the time you are accustomed to and the time of the place you're travelling to, especially if it's far from home. At first you won't feel very well because of that difference in time, – that's called «jet lag» – but don't worry about it, shortly you'll be as good as new!

1. Find the following words and expressions in the text and translate them

departure time – the time at which you leave a place

to get a seat assignment – to indicate the sitting place

free luggage allowance – everything you can have in your luggage without paying for it

excess luggage – luggage for which you should pay additional sum of money
to pay a fee – to pay a sum of money

carry-on bag – a small bag, used to carry personal things in

laptop – computer (notebook)

to go through the customs – to be through with all customs formalities

to fill in the customs declaration – to give the information about the things
you have with you

check-in counter – a place for the reporting of one's arrival at the airport

departure lounge – a comfortable room for sitting in the airport

to have a snack – to eat between meals

duty-free shop – a shop where different things are sold without tax

jet lag – the tired and confused feeling that people may get after flying to a
part of the world where the time is different

2. Discuss the following questions in groups

1. What should be done by passengers preparing to fly?
2. What are the differences between two classes of travel?
3. Is a passenger allowed to have an excess luggage?
4. Are the rules for passengers who are travelling abroad similar in most countries?
5. What should a passenger remember going through the customs?
6. What does the customs officer ask every passenger?
7. What is a security check?
8. What customs formalities are to be repeated when a passenger arrives at the destination?
9. What inconvenience can people feel flying long distances by plane?

3. Over to you

You are flying to London on business. Describe the formalities you should fulfil going through the immigration and passport control.

CUSTOMS

Customs is an authority or agency in a country responsible for collecting and safeguarding customs duties and for controlling the flow of goods including animals, personal effects and hazardous items in and out of a country. Depending on local legislation and regulations, the import or export of some goods may be restricted or forbidden, and the customs agency enforces these rules. The customs agency may be different from the immigration authority, which monitors persons who leave or enter the country.

Red and Green Channels. Customs procedures for arriving passengers at many international airports are separated into Red and Green Channels. Passengers with goods

to declare (carrying items above the permitted customs limits and/or carrying prohibited items) should go through the Red Channel. Passengers with nothing to declare (carrying goods within the customs limits only and not carrying prohibited items) can go through the Green Channel. Passengers going through the Green Channel are only subject to spot checks and save time. But, if a passenger going through the Green Channel is found to have goods above the customs limits on them or carrying prohibited items, he may be prosecuted for making a false declaration to customs. Canada and the United States do not operate a red and green channel system.

Airports within the EU also have a Blue Channel. As the EU is a customs union, travellers between EU countries do not have to pay customs duties. VAT and Excise duties may be applicable if the goods are subsequently sold, but these are collected when the goods are sold, not at the border. Passengers arriving from other EU countries should go through the Blue Channel.

1. Find the following words and expressions in the text and translate them

authority – power
collecting and safeguarding customs duties – gathering and protecting
customs tax
personal effects – private things
hazardous items – dangerous things
local legislation and regulations – official rules to be obeyed in the definite area
to be restricted or forbidden – to be limited or not allowed
to enforce the rules – to cause rules to be carried out effectively
prohibited items – things that are not allowed to import and export
spot checks – an examination of some people going through the customs by chance
to be prosecuted – to bring a criminal charge against someone in the court
to pay customs duties – to pay tax
VAT – a tax added to the price of an article
excise duties – taxes on certain goods produced and used inside a country
subsequently – coming after or following something else

2. Discuss the following questions in groups

1. What is customs? What is it responsible for?
2. Describe the difference between Red and Green Channels.
3. What is a Blue Channel?
4. What is customs duty?

3. Over to you

Study the customs declaration samples and fill in the forms (American and European samples).



DEPARTMENT OF THE TREASURY
UNITED STATES CUSTOMS SERVICE

Customs Declaration

19 CFR 122.27, 148.12, 148.13, 148.110, 148.111, 1498; 31 CFR 5316

FORM APPROVED
OMB NO. 1515-0041

Each arriving traveler or responsible family member must provide the following information (only ONE written declaration per family is required):

1. Family Name
First (Given) _____ Middle _____
2. Birth date Day _____ Month _____ Year _____
3. Number of Family members traveling with you _____
4. (a) U.S. Street Address (hotel name/destination) _____
(b) City _____ (c) State _____
5. Passport issued by (country) _____
6. Passport number _____
7. Country of Residence _____
8. Countries visited on this trip prior to U.S. arrival _____
9. Airline/Flight No. or Vessel Name _____
10. The primary purpose of this trip is business: Yes ☐ No ☐
11. I am (We are) bringing:
(a) fruits, plants, food, insects: Yes ☐ No ☐
(b) meats, animals, animal/wildlife products: Yes ☐ No ☐
(c) disease agents, cell cultures, snails: Yes ☐ No ☐
(d) soil or have been on a farm/ranch/pasture: Yes ☐ No ☐
12. I have (We have) been in close proximity of (such as touching or handling) livestock: Yes ☐ No ☐
13. I am (We are) carrying currency or monetary instruments over \$10,000 U.S. or foreign equivalent: Yes ☐ No ☐
(see definition of monetary instruments on reverse)
14. I have (We have) commercial merchandise: Yes ☐ No ☐
(articles for sale, samples used for soliciting orders, or goods that are not considered personal effects)
15. Residents — the total value of all goods, including commercial merchandise I/we have purchased or acquired abroad, (including gifts for someone else, but not items mailed to the U.S.) and am/are bringing to the U.S. is: \$ _____
Visitors — the total value of all articles that will remain in the U.S., including commercial merchandise is: \$ _____

Read the instructions on the back of this form. Space is provided to list all the items you must declare.

I HAVE READ THE IMPORTANT INFORMATION ON THE REVERSE SIDE OF THIS FORM AND HAVE MADE A TRUTHFUL DECLARATION.

X

(Signature)

Date (day/month/year)



Customs Form CNo.5360

CUSTOMS DECLARATION

Declaration of Accompanied Personal Effects and Unaccompanied Articles

Date of Arrival in Japan _____

Flight No./Name of vessel _____

Name
Last name _____ First & middle name _____

Address in Japan

Nationality _____

Occupation _____

Date of Birth _____ Year _____ Month _____ Day _____

Number of Dependents _____ under 20 years old

1. Alcoholic Beverages		Bottles	*Customs use only
2. Tobacco Products	Cigarettes	Pieces	
	Cigars	Pieces	
	Others	Grams	
3. Perfume		Ounces	
4. Others (Articles other than 1-3 mentioned above, e.g. Handbags, Jewelry, Clothes)			
Description	Quantity	Market Value	
*Customs use only			

5. Do you have Unaccompanied Articles? Yes ☐ No ☐

BY VESSEL ☐ BY AIR ☐ BY MAIL ☐

PLEASE REFER TO THE REMARKS ON THE REVERSE SIDE

Welcome to the United States

I-94W Nonimmigrant Visa Waiver Arrival/Departure Form

Instructions

This form must be completed by every nonimmigrant visitor not in possession of a visitor's visa, who is a national of one of the countries enumerated in 8 CFR 217. The airline can provide you with the current list of eligible countries.

Type or print legibly with pen in ALL CAPITAL LETTERS. USE ENGLISH

This form is in two parts. Please complete both the Arrival Record, items 1 through 11 and the Departure Record, items 14 through 17. The reverse side of this form must be signed and dated. Children under the age of fourteen must have their form signed by a parent/guardian.

Item 7 - If you are entering the United States by land, enter **LAND** in this space. If you are entering the United States by ship, enter **SEA** in this space.

Admission Number

771668572 09

Immigration and Naturalization Service Form I-94W (05-29-91) - Arrival Record VISA WAIVER

1. Family Name

KIM

2. First (Given) Name

YOUNG HO

3. Birth Date (day/month/year)

10/28/1

4. Country of Citizenship

KOREA

5. Sex (male or female)

MALE

6. Passport Number

JR09X429Z

7. Airline and Flight Number

KE0017

8. Country where you live

KOREA

9. City Where you boarded

SEOUL

10. Address While in the United States (Number and Street)

1313 HOLLYWOOD BLVD

11. City and State

HOLLYWOOD CALIF

Government Use Only

12.

13.

THE EUROPE HOTEL

Exclusive five-star Europe Hotel is situated in the historical and cultural heart of Minsk, at the intersection of Lenin Street and Internatsionalnaya Street.

The beautiful 7-storey building is made in Modern Style of early XX century.

The Europe Hotel is considered to be one of the most comfortable places to stay in Minsk. This hotel is located in very convenient place in the old part of Belarusian capital. Cathedral, town council, the National Art Museum and many other town places of interest to visit during Minsk travel are located near the Europe Hotel. If you look out from the windows of the hotel, you will enjoy the beautiful panorama of the town council and the old town. If you come to the capital of Belarus on business purposes or to see the sights of the old town of Minsk you will find everything you need in this hotel.

The Europe Hotel can offer you 67 comfortable rooms of different categories to live in during your Minsk travel. There are standard single rooms, suites, apartments, business rooms and the Presidential suite. Also the hotel can offer you some non-smoking rooms and rooms for disabled people.

In standard single room you can find a single bed, press for trousers, mini-bar and safe. In the bathroom there is a hair-drier. Standard single room is the best choice for a single person during his Minsk travel.

Deluxe room contains two rooms and a bathroom. There are two plasma TV sets, one large double bed, a safe and mini-bar in living rooms. The bathroom has a bathrobe, two pairs of slippers and all necessary toiletries. Deluxe room is a good alternative for a couple during their Minsk travel.

Business rooms are divided into two areas: living and sleeping.

Suite is an isolated particularly silent room. It is the best choice for people who like silence and peace during their Minsk travel.

The most luxurious room of the Europe is the Presidential one. It has one living room, a dining room, a bedroom and a bathroom with sauna and whirlpool. This room is for the most demanding guests, who would like to enjoy luxury during their Minsk travel.

The elegance and luxury of room interior successfully harmonize with modern technology and are able to satisfy the most demanding taste.

Partly, the rooms overlook the City Hall and the historic downtown of Minsk. The guests who prefer silence and privacy may book rooms with courtyard view.

The room interiors are made in blue, rose and beige colours using «Venetian plastering technique» that creates a marble effect. Natural materials and hypoallergenic fabrics prevail in the interiors. All the furniture is made of beech and in modern style, corresponding to the hotel frontage. Works of modern Belarusian artists are represented in every room.

The Europe offers 67 rooms of different classes (max. capacity – 116 places):

- 13 standard single rooms (incl. 6 non-smoking rooms);

- 11 double standard rooms (incl. 1 for the people with disabilities);
- 7 twin rooms;
- 25 deluxe rooms (incl. 18 non-smoking rooms);
- 5 executive suites;
- 4 business suites;
- 1 apartment;
- connecting rooms (optional connection Deluxe with a SNGL);
- 1 presidential suite.

Every room is equipped with an individual climate control and autonomous heating systems, what allows adjustments of air and water temperature. Every room has a minibar, a safe deposit, a phone, interactive, satellite and Pay-TV and Internet access.

SERVICE TERMS AND CONDITIONS

Check-in time: 2 p.m.

Check-out time: 11 a.m.

Late departure (till 11 p.m. is charged with 50% of the room rate. The no-charge cancellation of reservations should be made not later than 48 hours before the expected arrival.

Payment options:

- cash
- credit cards: VISA, MasterCard, Maestro, American Express.

1. Find the following words and expressions in the text and translate them

single room – a room for one person

suite – a set of rooms in a hotel

apartment – large and splendid room in a hotel

deluxe room – a room of especially high quality

disabled people – physically ill people

bathrobe – a garment

slippers – light home shoes

toiletries – articles used in washing

whirlpool – a washing machine

courtyard – an open space wholly or partly surrounded by buildings, next to or inside a large house

cancellation – the act of abolition (отмена)

2. Over to you

You are responsible for the organization of stay of your business partners in Minsk. You have chosen the Europe. Explain your choice.

HOTEL SERVICES

Hotels offer a variety of services to their guests. The most traditional are laundry service (clothes washing) and valet service (shoe shining and clothes dry-cleaning and pressing), although some hotels run them on the do-it-yourself basis. A big hotel will also have a restaurant, a bar and a coffee shop, a bookstore or a newsstand, a gift shop selling a variety of souvenirs, and a drug store providing the guests with medicine and cosmetics. At a luxury hotel one can often find a barbershop and a beauty salon. The guests might also need the services of a car rental agency, to be able to rent a car through the hotel. Local phone calls are usually free, long distance calls are added to the room bills, and are 3 times more expensive than from a pay phone down in the lobby. You can also order various services from the front desk by dialing «0». A number of hotel staff relies on tips to raise their wages. The bellman expects up to \$1 per bag for taking your baggage to your room. The hotel doorman gets at least 50 cents if he summons a taxi (and of course your taxi driver should be given 15 percent of fare!). Maids usually receive a few dollars if you stay at the hotel for several days, or you may leave a dollar note under an ashtray as you leave the room every morning. In restaurants and nightclubs you are expected to tip 15-20 percent of the bill (before taxes are added). No tipping is required for elevator operators or hotel desk clerks. Tipping allows you to reward good service. On the other hand, if the service had been particularly bad no tips need to be left. It is a good idea to consider all these expenses when you are anticipating the cost of your stay at a hotel.

1. Find the following words and expressions in the text and translate them

- valet service – shoe shining, clothes dry-cleaning and pressing
- barbershop – a salon where a man can cut hair
- newsstand – a table from which newspapers are sold
- lobby – a wide hall which leads to the entrance to the rooms inside a public building
- bellman – a person employed to carry bags
- doorman – a man in a hotel, who watches the door, helps people to find taxis
- summon a taxi – to call a taxi
- ashtray – a small dish for tobacco ash
- expenses – the money used or needed for a purpose
- anticipate – to expect

2. Discuss the following questions in groups

1. What services do hotels offer? What services are traditional ones?
2. What can one find at a luxury hotel?
3. How to order services from the front desk?
4. Should a guest leave tips for the hotel staff? In what cases no tips need to be left?

3. Over to you

Interview another student and complete a guest registration card.

Surname		Initial		Title	Room #
Home Address		Company/Convention			
City		State	P/Code		
Phone No		Car Registration			
Method Of Payment		By Prior Arrangement			
<input type="checkbox"/> Bankcard <input type="checkbox"/> Visa <input type="checkbox"/> Amex		<input type="checkbox"/> MasterCard <input type="checkbox"/> Cash <input type="checkbox"/> Diners Club			
<input type="checkbox"/> Company Charge <input type="checkbox"/> Cheque					
<p>The hotel assumes no responsibility for loss of money or other valuables. We are not responsible for articles left in the room or automobiles. A safe is provided for the deposit of valuables.</p> <p>Every person signing this document and/or actually occupying or utilizing services shall be personally liable for all accommodation, restaurant and other charges in addition to the customers named in the agreement and even if the account is sent in the first instance to that customer or company.</p> <p>Signature _____ Signature _____</p>					
OFFICE USE ONLY	Account #	Rate	Arrival	Departure	
	Type	A/C	Arrival Time	GSA	

RESTAURANT

The Europe Hotel presents you a splendid restaurant with two halls: Main Hall for 130 persons and Banquet Hall for 24 persons. It allows you to have either a small family celebration or great corporative party in one restaurant.

You will be pleasantly surprised with a wide choice of Russian and European cuisine from our chef, presented in the «a la carte» menu. The restaurant offers our guests a rich wine list, highly experienced and qualified staff are ready to help you choose a proper menu according to your event, elaborate the suitable program, find musical illustration, organize a transfer and etc. Together we will surely amaze your guests and partners with perfect organization of your celebration or business

meeting! The Main Hall and Banquet Hall of the restaurant can be easily transformed into conference-halls, where meetings, seminars and conferences can be held. We are glad to offer you a wide choice of menus for coffee-breaks, business lunches, official dinners and banquets. The lobby bar is located on the ground floor. Cosy chairs and sofas, the atmosphere of tranquillity will help you to relax after a busy day. Make yourself comfortable and order drinks or cocktails, hot or cold starters and snacks.



1. Find the following words and expressions in the text and translate them

splendid – impressive

cuisine – a style of cooking

chef – main cook

«a la carte» menu – menu of the day

tranquillity – silence, stillness

starter – the first part of a meal

snack – an amount of food smaller than a meal

2. Discuss the following question in groups

1. What does the restaurant offer its guests?

3. *Over to you*

1) Translate the menu with a dictionary.

МЕНЮ

Закуски

Ассорти из свежих овощей
Баклажаны, фаршированные сыром
Ассорти из сыров
Блинчики со сметаной, с вареньем, с красной икрой

Салаты

Салат по-деревенски (Запеченная говядина, отварной картофель, корнишоны и зеленый горошек под горчичным соусом)
Коктейль из креветок (Половина авокадо, креветки, ананас, заправленные соусом)
Греческий (Томаты, огурцы, болгарский перец, брынза, маслины, оливки, лук, листья салата)
Цезарь (Куриное филе, листья салата, гренки, сыр Пармезан, соус)

Супы

Суп от шеф-повара
Овощной суп с грибами
Суп «Тальятелли» с морепродуктами

Горячее из мяса и птицы

Куриная печень, жаренная с грибами, болгарским перцем и репчатым луком на красном вине
Филе из телятины, жареное с баклажанами, томатами, репчатым луком и грибами
Острый бифштекс
Говяжий бифштекс под острым соусом
Свинина с черносливом
Свинина под грибным соусом

Рыба и морепродукты

Судак «Авиньон»
Тигровые креветки
Мидии под соусом
Форель, запеченная с овощным гарниром
Шашлык из осетрины

Гарниры

Картофель-фри
Картофельное пюре
Жареный картофель с грибами
Рис с овощами
Гречневая каша с белым грибами

Соусы

Соевый
Мед
Масло сливочное
Сметана
Кетчуп
Майонез

Десерты

Мороженое (шоколадное, клубничное, манго, сливочное с шоколадом, ореховое, лимонное)
Штрудель
Свежие фрукты
Слоеный торт из миндального бисквита
Творожный торт «Лесная ягода»

Безалкогольные напитки

Минеральная вода
Кока-кола
Пепси-кола
Молоко
Соки (апельсиновый, яблочный, ананасовый, томатный, вишневый, грейпфрутовый)
Чай (черный, фруктовый, зеленый)
Кофе (Капучино, Эспрессо, по-восточному, греческий)

Карта вин

Красное: сухое, полусухое, полусладкое, десертное
Белое: сухое, полусухое, полусладкое, сладкое, десертное

Алкогольные напитки

Коньяк, бренди, водка, текила, джин, ром, виски, ликеры

2) Select a menu of local specialities for a visitor to your town or country. Describe the specialities to another person.

Supplementary Reading

TYPES OF RESTAURANTS

A restaurant prepares and serves food and drink to customers. Meals are generally served and eaten on premises, but many restaurants also offer take-out and food delivery services. Restaurants vary greatly in appearance and offerings, including a wide variety of cuisines and service models. Restaurants may include waitstaff, others provide counter service, and some are buffet style.

A restaurant owner is called a restaurateur; both words derive from the French verb. Professional artisans of cooking are called chefs, while staff and line cooks prepare food items in a more systematic and less artistic fashion.

Food catering establishments which may be described as restaurants were known since the 11th century in Kaifeng, China's northern capital. With a population of over 1 million people, a culture of hospitality and a paper currency, Kaifeng was ripe for the development of restaurants. Probably growing out of the tea houses and taverns that catered to travellers, Kaifeng's restaurants blossomed into an industry catering to locals as well as people from other regions of China. Restaurants catered to different styles of cuisine, price brackets, and religious requirements. Even within a single restaurant much choice was available, and people ordered the entree they wanted from written menus.

Western world. In the West, while inns and taverns were known from antiquity, these were establishments aimed at travellers, and in general locals would rarely eat there. Restaurants, as businesses dedicated to the food serving, and where specific dishes are ordered by the guest and generally prepared according to this order, emerged only in the 18th century. According to the Guinness Book of Records, the Sobrino de Botin in Madrid, Spain, is the oldest restaurant in existence today. It was opened in 1725.

Types of restaurants. Restaurants range from unpretentious lunching or dining places catering to people working nearby, with simple food served in simple settings at low prices, to expensive establishments serving refined food and wines in a formal setting. In the former case, customers usually wear casual clothing. In the latter case, depending on culture and local traditions, customers might wear semi-casual, semi-formal, or even in rare cases formal wear.

Typically, customers sit at tables, their orders are taken by a waiter, who brings the food when it is ready, and the customers pay the bill before leaving. In finer restaurants there will be a host or hostess or even a *maître d'hôtel* to welcome customers and to seat them.

Restaurants often specialize in certain types of food or present a certain unifying, and often entertaining, theme. For example, there are seafood restaurants, vegetarian restaurants or ethnic restaurants. Generally speaking, restaurants selling «local» food are simply called restaurants, while restaurants selling food of foreign

origin are called accordingly, for example, a Chinese restaurant and a French restaurant.

Vocabulary

premises – помещения, владение
food delivery services – услуги по доставке еды
cuisine – кухня
waitstaff – официанты
counter service – обслуживание за стойкой
buffet style – шведский стол
artisan – искусный
food catering establishments – кафе, рестораны
currency – валюта
entrée – закуска
unpretentious lunching or dining places – скромные, простые места, где можно пообедать или поужинать
refined food – изысканная еда
casual, semi-casual, semi-formal, formal wear – повседневная, полуповседневная, полуофициальная, официальная одежда
pay the bill – оплачивать счёт

SHOPPING

Shopping is the examining goods or services from retailers with intent to purchase them. Shopping is the activity of selection and/or purchase. In some contexts it is considered a leisure activity.

Shopping in ancient societies. Shopping can be traced back to many civilizations in history. In ancient Rome, there was Trajan's market with taverns that served as retailing units. Shopping lists are known to be used by the Romans.

The shopper. To many, shopping is considered a recreational activity in which one visits a variety of stores in the search of a suitable product to purchase. «Window shopping» is an activity that shoppers engage in by browsing shops with no intent to purchase, possibly just to pass the time between other activities, or to plan a later purchase. To some, shopping is a task of inconvenience. Shoppers sometimes go through great lengths to wait in long lines to buy popular products as typically observed with holiday shoppers.

More recently compulsive shopping has been recognized as an addiction, also referred as shopping addiction, «shopaholism» or formally oniomania. These shoppers have an impulsive uncontrollable urge to go shopping. The term «retail therapy» is used in a less serious context.

Shopping venues. A larger commercial zone can be found in many city downtowns. Shopping centers are collection of stores that is a grouping of several

businesses. Typical examples include shopping malls, town squares, flea markets, and bazaars.

Stores. Shops are divided into multiple categories of stores which sell a selected set of goods or services. Some shops sell second-hand goods. Often the public can also sell goods to such shops. In other cases, especially in the case of a nonprofit shop, the public donates goods to the shop to be sold through thrift stores in the USA, charity shops in the UK. In give-away shops goods can be taken for free. In antique shops, the public can find goods that are older and harder to find.

Many shops are part of a shopping chain that carry the same trademark (company name) and logo using the same branding, the same presentation, and sell the same products but in different locations. The shops may be owned by one company, or there may be a franchising company that has franchising agreements with the shop owners.

Various types of retail stores that specialize in selling goods related to a theme include bookstores, candy shops, liquor stores, gift shops, hardware stores, lobby stores, pet stores, pharmacies, supermarkets.

Other stores such as big-box stores, hypermarkets, convenience stores, department stores, general stores, dollar stores sell a wider variety of products not horizontally related to each other.

Home shopping. With modern technology such as television and telephone and the Internet, users could be described as *home shopping* through online retail stores. Electronic commerce and business-to-consumer electronic commerce systems in combination of home mail delivery systems make this possible. Typically a consumer can make purchases through online shopping, shopping channels, mail order, etc. Online shopping has completely redefined the way people make their buying decisions; they have access to a lot of information about a particular product which can be looked at and evaluated, at any given time. Online shopping allows the buyer to save the time which would have been spent travelling to the store or mall.

Shopping time. Regulation. Some business has shopping hours but some are opened round-the-clock. Some nations regulate the operation of businesses for religious reasons and do not allow shopping on particular days or dates.

Shopping seasons. Shopping seasons are periods where a burst of spending occurs – typically near holidays in the United States, where Christmas shopping is the biggest shopping spending season. Some religions regard such spending seasons against their religion and dismiss the practice.

Pricing and negotiation. In Western countries, retail prices are often so-called psychological prices or odd prices: a little less than a round number, e.g. \$ 6.95. In Chinese societies, prices are generally either a round number or sometimes some lucky number. This creates price points.

Often prices are fixed and displayed on signs or labels. Alternatively, there can be price discrimination for a variety of reasons. The retailer charges higher

prices to some customers and lower prices to others. For example, a customer may have to pay more if the seller determines that he or she is willing to. The retailer may conclude this due to the customer's wealth, carelessness, lack of knowledge, or eagerness to buy.

Vocabulary

retailer – розничный продавец
intent – намерение
to purchase – покупать
a recreational activity – развлечение
to engage in – вовлекать
browsing – свободный просмотр
inconvenience – неудобство
addiction – пристрастие
downtown – центральная часть города
give-away shop – магазин по сниженным ценам
thrift store – магазин эконом класса
charity shop – благотворительный магазин
shopping malls – торговые центры
flea market – блошиный рынок
target – цель
income – доход
cheap – дешёвый
pricey – дорогой
charity – благотворительность
hardware stores – магазины по продаже компьютерного оборудования
delivery – доставка
round-the-clock – круглосуточный

PLANNING A HOLIDAY

Many people take their main holiday in summer, and although some people choose a last-minute break, others plan their holiday months in advance.

The beginning of the year is a good time for people to start looking through holiday brochures. Tour operators (companies that organize holidays) as well as travel agents (the people that sell holidays) give lots of information about holiday destinations and types of holiday. Apart from the traditional two-week beach holiday, you can choose from a range of holidays: a cruise (holiday on a ship), an activity holiday (a holiday that involves walking, cycling, climbing or other sports), a city break (a weekend or a few days in a different city) and so on. A lot of people choose a package holiday, where flights and accommodation are

included in the price. But many people prefer an independent holiday, where they make their own travel arrangements.

If you travel independently, you will need to book your flights or train tickets. Unless you have an onward destination, you will probably book a return journey. Then you will need to make a reservation at a hotel, or another place to stay, such as a campsite (if you are camping in a tent), or a caravan site (if you are staying in a caravan), or a B&B (bed and breakfast).

For all types of foreign holidays, it is essential that you check you have all your travel documents. Make sure your passport hasn't expired, and that you have a visa if necessary. If you are travelling to some countries, you also need to make sure that all your vaccinations (protection against illness) are up to date. For some countries you might need a vaccination against hepatitis, or yellow fever, for example.

As your departure date gets nearer, you can start to plan the details of your journey. Perhaps it will be a good idea to buy a guide book, or a phrase book, if you don't speak much of the local language. Some people like to read up on (= get lots of background information) on where they are going, and find out about the places of interest and «must-see» sights. It's also a fun to make a packing list, so you don't forget any vital clothes or toiletries.

It's also a good idea to buy local currency in advance, if your flight gets in (= arrives) in the middle of the night, when no banks are open. Most airlines also advise you to take out (=get) travel insurance just in case your flight is delayed or cancelled, or if you get ill.

Don't forget to make arrangements for your pets and your house while you're away. Put your dog into kennels (a dog hotel), and leave a key with your neighbour. Hopefully your neighbour will keep an eye on your house while you're on holiday. Finally, get to the airport with plenty of time to spare. Nowadays it can take much longer to get through security and onto the plane. Have a nice trip and send your neighbour a postcard!

Vocabulary

in advance – заранее

destination – направление

accommodation – проживание

travel arrangements – мероприятия по организации поездки

to book – бронировать

onward – идущий вперёд

bed and breakfast – проживание и завтрак

to expire – заканчиваться, истечь

yellow fever – жёлтая лихорадка

vital – жизненный

insurance – страховка

to delay – задерживать
cancelled – отменённый
to spare – тратить

TRAVEL AGENCY

A travel agency is a retail business, that sells travel related products and services to customers, on behalf of suppliers, such as airlines, car rentals, cruise lines, hotels, railways, sightseeing tours and package holidays that combine several products. In addition to dealing with ordinary tourists, most travel agencies have a separate department devoted to making travel arrangements for business travellers and some travel agencies specialize in commercial and business travel only. There are also travel agencies that serve as general sales agents for foreign travel companies, allowing them to have offices in countries other than where their headquarters are located.

Origins. The British company, Cox & Kings, is sometimes said to be the oldest travel agency in the world, but this rests upon the services that the original bank, established in 1758, supplied to its wealthy clients. The modern travel agency first appeared in the second half of the 19th century. Thomas Cook, in addition to developing the package tour, established a chain of agencies in the last quarter of the 19th century in association with the Midland Railway. They not only sold their own tours to the public, but in addition, represented other tour companies.

Travel agencies became more commonplace with the development of commercial aviation, starting in the 1920s. Originally, travel agencies largely catered to middle and upper class customers, but the post-war boom in mass-market package holidays resulted in travel agencies on the main streets of most British towns, catering to a working class clientele, looking for a convenient way to book overseas beach holidays.

Operations. As the name implies, a travel agency main function is to act as an agent, that is to say, selling travel products and services on behalf of a supplier. Consequently, unlike other retail businesses, they do not keep a stock in hand. A package holiday or a ticket is not purchased from a supplier unless a customer requests that purchase. The holiday or ticket is supplied to them at a discount. The profit is therefore the difference between the advertised price which the customer pays and the discounted price at which it is supplied to the agent. This is known as the commission. A British travel agent would consider a 10-12% commission as a good arrangement.

Other commercial operations are undertaken, especially by the larger chains. These can include the sale of insurance, travel guide books and timetables, car rentals, and the services of an on-site Bureau de change, dealing in the most popular holiday currencies.

The majority of travel agents have felt the need to protect themselves and their clients against the possibilities of commercial failure, either their own or a supplier's. They will advertise the fact that in the case of a failure, the customers are guaranteed either an equivalent holiday to that which they have lost or if they prefer, a refund.

A travel agent is supposed to offer impartial travel advice to the customer. However, this function almost disappeared with the mass-market package holiday and some agency chains seemed to develop a «holiday supermarket» concept, in which customers choose their holiday from brochures on racks and then book it from a counter.

Types of agencies. There are three different types of agencies in the UK: Multiples, Miniples and Independent Agencies. The former comprises a number of national chains, often owned by international conglomerates, like Thomson Holidays. It is now quite common for the large mass-market tour companies to purchase a controlling interest in a chain of travel agencies, in order to control the distribution of their product. The smaller chains are often based in particular regions or districts.

In the United States there are four different types of agencies: Mega, Regional, Consortium and Independent Agencies. American Express and the American Automobile Association are examples of mega travel agencies.

Independent Agencies usually cater to a special or niche market, such as the needs of residents in an upmarket commuter town or suburb or a particular group interested in a similar activity, such as sporting events, like football, golf or tennis.

The Internet threat. With general public access to the Internet, many airlines and other travel companies began to sell directly to passengers. However, travel agents dominate in some areas such as cruise vacations where they represent 77% of bookings and 73% of packaged travel. Many travel agencies have developed an Internet presence of their own by posting a website, with detailed travel information. Some online travel sites allow visitors to compare hotel and flight rates with multiple companies for free.

All travel sites that sell hotels online work together with suppliers and hotels directly to search for room inventory. Once the travel site sells a hotel, the site will try to get a confirmation for this hotel. Once confirmed or not, the customer is contacted with the result. This means that booking a hotel on a travel website will not necessarily result in an instant answer. Only some hotels on a travel website can be confirmed instantly (which is normally marked as such on each site). As different travel websites work with different suppliers together, each site has different hotels that it can confirm instantly.

Vocabulary

retail business – розничный бизнес

on behalf of – по поручению

niche market – особый рыночный сектор
supplier – поставщик
headquarters – головной офис
wealthy – богатый, состоятельный
to cater – обеспечивать, обслуживать
purchase – покупать
discount – скидка
profit – прибыль
refund – возмещение убытков
commission – комиссионные
insurance – страхование
currency – валюта

SOME TIPS FOR GETTING THROUGH THE CUSTOMS AND IMMIGRATION WITHOUT TOO MUCH FUSS AND AGGRAVATION

1. Always carry a photocopy of your passport and keep it separate from your passport. Some officials will accept the copy or at least give you an easier time if you misplace the original.
2. Turn off your cell phone. Customs and immigration officials are strict on that rule; in fact, they will confiscate your phone and not return it if they catch you using it. The reasons for this are unclear, but can you imagine the sound of 500 people on their cell phones at the same time? What a nightmare.
3. Don't make jokes to the officials; it makes you look like you are trying to hide something.
4. Read your customs forms carefully, and fill them out as soon as you get them. There is a complete guide to filling out your forms along with a list of contraband items in the back of your in-flight magazine.
5. If you are unsure about whether to declare something, declare it. The «I didn't know ...» excuse won't work.
6. Don't make a scene if the wait gets long or your bags get a thorough going-over. You definitely won't make your connecting flight if you are sent to secondary screening.
7. If you are uncomfortable with an agent of the opposite sex searching through your luggage, ask for an official of the same sex. It's a standard request.
8. Don't put any fruit in your bag during your vacation. You may have eaten that sack of mangos a week ago, but the persistent aroma will have the fruit dog all over your bag and you will be delayed in the agriculture inspection.
9. Leave any compromising photos or videos at home.

Vocabulary

tip – совет

fuss – суета

aggravation – раздражение

cell phone – мобильный телефон

nightmare – кошмар

screening – прохождение проверки (при помощи экрана)

sack – мешок

PART 2

Key Words

Before working with this part study new words and expressions

accommodate – разместить
actual time of arrival – фактическое время прибытия
announcement – объявление
baggage, luggage – багаж
baggage allowance – неоплачиваемый багаж
baggage carousel, baggage conveyor belt – багажная транспортёрная лента
baggage (re)claim – регистрация багажа
baggage tracing – поиск багажа
beef – говядина
bill, check – чек
cart, trolley – багажная тележка
charge – сбор
citizen – гражданин
concourse, hall – вестибюль, зал
connecting flight – стыковочный рейс
customs clearance – таможенный досмотр
customs declaration – таможенная декларация
declare – декларировать
domestic flights, inland flights – внутренние рейсы
hair blower, hair drier – фен
estimated time of arrival – ожидаемое время прилёта
excess luggage – багаж, выше нормы
extend – продлить
flush – смывать
invalid – недействительный
itinerary – план поездки
jacked potatoes – картофель в мундирах
lamb – баранина
mall – торговый центр
pork – свинина
porter, bell boy – носильщик
proceed – отправляться, проходить
restriction – ограничение
return, round-trip ticket – билет в оба конца
scheduled time of departure – запланированное время отправления
special – фирменное блюдо
sparkling, still water – газированная, негазированная вода

starter – закуска
stopover – промежуточная посадка
tap, facet – кран
tips – чаевые
towel – полотенце
upgrade – увеличить стоимость
veal – телятина
venison – оленина

AT THE AIRPORT

Время вылета (time of departure) и время прилета (time of arrival) всегда указываются с учетом местного времени, поэтому при составлении своего плана поездки (itinerary) всегда обращайте внимание на разницу во времени. При выборе класса используются английские обозначения business class, economy class и first class. Если Вы хотите забронировать место около окна, в середине или рядом с проходом, попросите о window seat, middle seat или aisle seat .

Booking a flight

A: I'd like to book a direct flight from Miami to Chicago on the 28th of August, please.

B: Business or economy class, single or return?

A: Return ticket, economy class, please.

B: I'm sorry but there are no direct flights available, you'll have to make a stop-over in New York. Departure from Miami at 7.35 a.m., arrival at New York 9.45 a.m., connecting flight to Chicago at 11.05 a.m., arrival at Chicago 12.30 p.m.

A: OK. I'll take that flight then. Could you reserve an aisle seat, please?

B: I'll give you seat number 17c. Your confirmation number is TG01K8 and your tickets will be available at the airline information desk. Check-in will be 2 hours before take-off.

A: Thanks.

B: You're welcome, goodbye.

1. Remember the following phrases

Booking a flight

I would like to book a flight to ...

I'd like a single / return ticket.

How much is a one-way / round-trip to...?

What is the city of destination?

What is the time of departure /arrival?

Problems

I'm afraid this flight is fully booked.
There are no more seats available.
There's no direct flight / non-stop flight to ...
All inland flights / domestic flights have been cancelled.
There is no connecting flight to ...
Could you put me on stand-by / the waiting list?

Announcement: Ladies and Gentlemen, your attention, please!

All FH 126 transfer passengers continuing their flight with destination London are now requested to proceed immediately to gate 28!

Will passenger Mr Johnson please come to the ... airlines information desk!

Question: Excuse me, I couldn't hear the announcement. Was it concerning flight number ... destination ... or did they ask for Mr Horst?

Checking in

I'm sorry, where's the check-in counter for... airlines?
Have you got any hand baggage / carry-on luggage?
I'm sorry, this suitcase is too large, you'll have to check it in.
What's the charge for excess luggage?
This is your boarding card.
Your flight departs from terminal 1 gate 8.
It's through concourse 4 on level 2.

Flight information

You'll find the information on the arrival / departure board.
The estimated time of arrival (ETA) / departure (ETD) is...
The scheduled time of arrival (STA) / departure (STD) is ...
The actual time of arrival (ATA) / departure (ATD) is ...
Flight KL466 from New York has just landed.
We're sorry but the flight has been delayed / cancelled.

Rescheduling

My flight has been cancelled. When is the next flight to ...?
I'd like an earlier flight.
I'd like an upgrade from economy class to business class.
Could I change my reservation, please?
I missed my connection and I have to be at a meeting, could you find out if there are any flights available?

Immigration

All EU citizens to the right please.
May I see your passport please?
What is the purpose of your visit?

I'm here on business.
Where are you staying?
You can go through then.

Problems

Your passport / visa is invalid.
You must fill in an address or a hotel where you'll be staying.
You haven't filled out the complete form.
I've lost my suitcase / my suitcase was damaged.
You have to report that at baggage retracing.
You have to fill in this questionnaire.
Could you send my suitcase to the following address?

Customs clearance

Do you have anything to declare?
Could I see your customs declaration form, please?
Would you please open your suitcase?
I'm afraid you're over the allowance.
You have to pay duty on the excess luggage.

Baggage reclaim

Excuse me, I need a baggage cart.
Can you change money; I need coins for the cart.
You can collect your luggage at carousel 4.
Your luggage is on the other conveyor belt.
I think that is my suitcase.
Could you help me with his suitcase, it's rather heavy.

Going Through the Customs

Customs Officer: Excuse me. Do you have anything to declare?
Natalie Black: Well, I have some whiskey.
Customs Officer: How much whiskey do you have?
Natalie Black: One bottle. It's a liter I think.
Customs Officer: That's OK. Do you have anything else?
Natalie Black: Yes, I have some perfume.
Customs Officer: There are no restrictions on perfume for personal use.
Is that all?
Natalie Black: Yes. That's it.
Customs Officer: That's OK. You can go through.

STAYING AT THE HOTEL

Hotel reservation

April 9th, 2009

The Manager
Park Hotel
London
UK

Dear Sir,

I would like to book a single room with bath for the time from Monday, July 23rd till Saturday, July 28th. Will you please confirm the booking.

Yours sincerely,
Natalie Black

Over to you

Using the examples, useful phrases and expressions, make similar conversations.

Check in at a Hotel

Conversation A

Clerk. Good afternoon! May I help you?

Natalie Black. Yes. Do you have any vacancies starting tonight?

Clerk. Yes, ma'am, we do. Is that a single or a double?

Natalie Black. A single.

Clerk. How long would you like to stay?

Natalie Black. For four nights.

Clerk. Will you be paying by credit card?

Natalie Black. Yes. MasterCard. Here you are.

Clerk. That's Ms. Black. I'll just swipe your credit card. Would you please complete the guest registration card?

Conversation B

Clerk. Here's your credit card, Ms. Black, and your room key.

Natalie Black. Thank you.

Clerk. This is your room charge card. You'll need this if you charge anything in the restaurant or lobby shops. Could you sign it there?

Natalie Black. OK.

Clerk. Your room is 742, on the seventh floor. The bell captain will take your bags up to your room.

Natalie Black. Thank you. Oh, is the restaurant still serving lunch?

Clerk. Our main restaurant closes at two-thirty, but you can get something to eat in the All-Day Coffee Shop. It's just across the lobby.

Natalie Black. Thank you very much.

Clerk. You're very welcome. Enjoy your stay with us.

Conversation C

Mrs Wilson. Good evening. I want a double room with bath for tonight.

Receptionist. I can give you a nice double room on the 15th floor, madam.

Mrs Wilson. Haven't you got a room on the first floor?

Receptionist. No, madam. There are only restaurants on the first floor.

Mrs Wilson. Then I'll take the room on the 15th floor. How much is it?

Receptionist. It will cost twenty-five dollars. – I sell tickets for the theatre, madam. Do you want any tickets for tonight?

Mrs Wilson. No, thank you. I'm tired and I want to go to bed early.

At the hotel

A: At what time do you serve breakfast?

B: We serve breakfast from 7.00 a.m. till 9.30 a.m.

A: Could you give me a wake-up call at 7.30 a.m. please?

B: Sure, no problem. I hope you'll enjoy your stay.

1. Remember the following phrases

At the reception desk

I've booked a room for 2 nights.

I'd like to extend my stay for extra 2 nights, please.

My husband will be joining me this weekend. Will there be an extra charge?

Do you offer an overnight laundry / (dry-) cleaning service?

Can I send a fax to my office from here?

Could you arrange for a taxi at 3 o'clock this afternoon, please?

Are there any messages for me?

Could I have my shirt ironed?

Problems

I'm afraid I've lost my key / key card.

I can't get the air-conditioning / television to work.

Could I change rooms? My neighbours are very noisy / loud.

I can't turn off / on the heating.
The toilet is blocked / doesn't flush.
Do you have a hairdrier / extra towels?

Checking out

Could I have a late check-out, please?
I'd like to check out, please.
We're leaving today. Could you make up my bill / check?
Can I pay by credit card?
Could you make a separate bill for my telephone calls, please?
Did you have anything from the minibar?

Over to you

Using the examples and useful phrases and expressions make similar conversations.

AT THE RESTAURANT

Во многих странах при входе в ресторан Вам встретится табличка «Please wait to be seated!». Это предупреждение о том, что к столику Вас поведет официант, Вы не должны искать место самостоятельно. Если Вам не нравится предложенный столик, просто попросите усадить Вас за другой: Could we have that table over there at the window, please?

Выбор блюд в чужой стране – дело не из простых. Если Вы не уверены в том, что заказать, положитесь на совет коллеги, пригласившего Вас, или официанта: I could recommend you the veal cutlet (телячий шницель) which comes with baked potatoes and seasonal vegetable.

Reservations

Waiter. Worth the Earth. Hussein speaking.

Natalie Black. Oh, hello. Do you have a table for a party of six, for tomorrow night?

Waiter. At what time?

Natalie Black. Eight thirty.

Waiter. We're pretty busy tomorrow night. I have a table for nine o'clock, but not for eight thirty.

Natalie Black. Nine o'clock will be fine.

Waiter. Smoking or non-smoking?

Natalie Black. No smoking. I just want to check something else. I haven't eaten there before, and I have a client who's a vegetarian. Do you have a vegetarian menu?

Waiter. No problem, ma'am. We have at least three vegetarian dishes on the menu every day.

Natalie Black. That's great.

Waiter. Party of six for nine o'clock. May I have your name, please?

Natalie Black. Natalie Black.

Waiter. Fine. We'll see you tomorrow, Ms. Black.

A restaurant meal

Conversation A

Waiter. Hi, what can I get for you today?

Natalie Black. Do you have a menu?

Waiter. Sure, there's an a la carte menu, or today's specials are on the board.

Natalie Black. I'll go for the specials.

Waiter. Good choice.

Natalie Black. OK, I'll have vegetable soup...

Waiter. I'm sorry. It's all gone.

Natalie Black. Then I'll have the Thai fish cakes.

Waiter. Right. What about the entrée?

Natalie Black. Do you have any chicken?

Waiter. Sorry. There's none left. I can recommend the tuna steak.

Natalie Black. Sounds good.

Waiter. How do you want that? Rare, medium or well-done?

Natalie Black. Well-done, please.

Waiter. Right. Do you want to order a dessert now?

Natalie Black. Yes, um, what's a Key Lime Pie?

Waiter. It's like a cheesecake. Today it's served with blueberries and strawberries.

Natalie Black. OK, but just blueberries. No strawberries.

Waiter. Anything to drink with that?

Natalie Black. Just spring water.

Waiter. Still or sparkling?

Natalie Black. I'd like sparkling, please.

Waiter. OK. Coming right up.

Conversation B

Waiter. Good evening!

Mr Chester. Good evening. We'd like a table for two, please.

Waiter. Smoking or non-smoking?

Mr Chester. Non-smoking, please.

Waiter. Just follow me, please. Here we are.

Mr Chester. Could we have a table at the window so that we can enjoy the wonderful view?

Waiter. I'm afraid they have all been reserved.

Mr Chester. Well, never mind this one is fine too.

Waiter. Have you made a choice yet?

Mr Horst. No, not yet. I'm having some problems with the menu. Could you tell me what veal is?

Waiter. Let me see, how do I explain. It's the meat of a baby cow.

Mr Horst. OK, I understand, thanks. Well, Mr Chester you've been here before. What would you recommend?

Mr Chester. The steak is very good here.

Mr Horst. OK, I'll have the steak with a salad and French fries.

Waiter. Are you sure you don't want a starter?

Mr Horst. Yes, I'm sure. A main course will do for me and, of course, a dessert afterwards.

1. Remember the following phrases

The table

Could we have a table for four, please?

I'd like to book a table for two on Tuesday at around 8 o'clock.

I reserved a table at seven in the name of Chester.

Could we have a different table, this one is ...

The menu

Excuse me, could I have the menu / the wine list?

What kind of meat do you serve?

We have beef, pork chops, lamb, veal and venison.

Do you have any vegetarian dishes?

I feel like having fish.

The fish of the day is salmon which comes with an orange sauce.

You can have it grilled, baked or poached.

All our main dishes are served with a green salad or the vegetables of your choice, French fries or a jacked potato.

Ordering

Are you ready to order now?

I'm sorry, but I haven't decided yet. Could you come back a little later, please?

What can you recommend?

What's today special?

Excuse me, could I order now, please?

OK, I'll have / take the soup as a starter.
 As a main course I'd like / I'll have ...
 Could we have some coffee with our dessert, please?
 Could I have some more wine, please?
 We'd like another bottle of water, please.

Over to you

Role play

Student A	Student B
You go to a restaurant. Choose the place, food from the menu, ask the waiter/waitress to describe the food you don't know by names. Make your order. Ask for the check. Pay the check and leave tips.	You are a waiter/waitress. Welcome the customer. Help to choose, explain the names of different food, take the order. Bring the check. Be polite and friendly.

A TRIP TO THE MALL

Conversation A

Sales clerk. Can I help you?
 Natalie Black. Yes, I was looking at that sweater in the window.
 Sales clerk. The pink and grey one?
 Natalie Black. No, the blue one.
 Sales clerk. Oh, the man's sweater.
 Natalie Black. That's right. It's for my husband. What colours does it come in?
 Sales clerk. We have navy blue, dark green and pale blue.
 Natalie Black. Do you have a navy blue in an extra large?
 Sales clerk. Let's see... small, medium, large... oh yes, here you are. Extra large. It's a good quality sweater. 100% wool, made in Italy.
 Natalie Black. Sure. I'll take it. How much is that?
 Sales clerk. Eighty-nine dollars and ninety-five cents.

Conversation B

Natalie Black. Pardon me, do you have any Nike Air?
 Sales clerk. Right over there, ma'am. The Nike display is between the Reeboks and the L.A. Gear.
 Natalie Black. Oh, yes. I didn't see them there. Do you have a pair of these in size three and a half?
 Sales clerk. I think so. Yes, we do. Do you want to try them on?

Natalie Black. What? Oh, no. They're too small for me. They're for my daughter.

Sales clerk. Oops! Sorry... They're eighty-nine, forty-five. How would you like to pay?

Natalie Black. Visa.

Sales clerk. OK.

Greetings, introductions and goodbyes

Hello, hi, hey.

Good morning, afternoon, evening.

How are you? How are you getting on?

I am fine, good, very well.

I'd like to meet...

May I introduce...

Thanks for your help.

It was good meeting you.

It was a useful meeting.

See you again, later, soon.

Give Mary my best wishes.

I'll look forward to seeing you.

Stay in touch.

Have a good journey.

So long and all the best.

Over to you.

1. Using the examples and useful phrases and expressions make similar conversations.

2. Make notes about shopping in your country, under the headings below:

- shopping malls;
- the types of stores you visit;
- how often you shop;
- when stores are busiest.

PROJECT WORK

Now you are ready to role play a business trip. Imagine that you are going on business trip to London. Using the stuff of the part 2 role play the dialogues.

PART 3

TIPS FOR SUCCESSFUL COMMUNICATION

If you work in a company which has offices in different countries, or if your company does business with foreign companies, the chances are that you use English as a means of communication. It's impossible to estimate how many people worldwide use English for business, but with the increase in globalization, more and more communication in English takes place when the people involved are not native speakers of English.

This can bring both advantages and disadvantages. Businesses that employ people from different cultures are often thought to be more dynamic and inventive. However, it is vital to have good communication to avoid misunderstandings or poor working relationships.

The following tips for successful communication in English are in two sections: tips for improving linguistic skills, and tips for improving personal skills and awareness.

Linguistic skills

1. Keep it simple

Avoid idioms and phrasal verbs and keep grammatical structures simple. This has two advantages: the person you are dealing with will be more likely to understand you, and secondly, you will be less likely to make mistakes.

2. Use clarifying and rephrasing techniques

Don't be afraid to check what you have understood. Clarifying (or rephrasing if the other person doesn't understand) saves time in the future.

If I understand you correctly...

If I can paraphrase what you've just said...

So you mean...

Let me rephrase what I've just said...

Let me say that in another way...

In other words...

3. Ask if you don't understand

Rather than making assumptions make sure you understand the other person.

Sorry, but I don't understand.

Can you go over that again?

I'm not sure I understood your last point.

Would you mind repeating that?

4. Prepare for meetings, presentations and negotiations

Before you meet someone, make sure you have prepared any vocabulary or questions you might need. The more familiar you are with any particular vocabulary, the more relaxed you will feel when you meet. It's also often helpful to «role play» a meeting or negotiation, so that you can predict what sort of questions or issues will arise and how you can best deal with them.

5. Write it down

Ask for a written agenda before a meeting so you can prepare. Take notes when others speak (during meetings, telephone conversations etc).

Follow up meetings or spoken agreements with a written note.

It was good to meet you yesterday. I'm just writing to confirm the main points of our meeting.

Following our phone call this morning, I just want to confirm our agreement.

Personal skills

1. Respect different cultures

Different cultures have different business etiquette, customs and ethics. Doing business successfully in other countries means being able to accept that other people do things differently. It also means being understanding and sensitive to other cultures so that you don't cause offence.

2. Be flexible

Rather than getting angry or irritated if things don't go according to the plan, try to find solutions to the problems. Having a flexible approach will help you resolve problems, rather than increasing them.

3. Ask for training

This last tip is perhaps the most difficult to achieve! If you work closely with people where you need to use English, consider asking your HR department for language or cultural training. If you can pinpoint areas of weakness (telephoning skills, or writing skills, for example) then it's easier to demonstrate to someone that there will be a definite return on investment than if you simply ask for English lessons.

SUCCESSFUL NEGOTIATIONS IN ENGLISH

There will be many occasions in which you might find yourself having to negotiate with an English-speaking person in business: to ask for a pay rise or promotion, to get the best possible deal from your suppliers, or even to make social arrangements with your colleagues.

Ideally, in any negotiation, you can give the other party what they want, and they can also give you what you want. But in some situations, one person has to

compromise and will probably try to negotiate something in return. The important thing is that both parties feel happy with the final outcome: a «win-win» situation.

Although some negotiations are more «important» than others, there are some useful phrases you can use at different stages of the negotiation to make your position clear and to make sure that other parties are in agreement with you.

Preparation for the negotiation

It goes without saying that the better prepared you are, the more likely you are to get what you want. Think about your goals – as well as those of the opposing party – to make sure you are clear about what you want. What can you trade with the other party? Do you have any alternatives that are acceptable to you? If you can also work out possible solutions, then it is easier to find an acceptable outcome. Finally, you should be clear about your «bottom line»: the point at which you can offer no more. In rare cases you may even have to be prepared to walk away from the negotiation if you reach a stalemate: a position from which it is impossible to negotiate any more.

Starting and outlining your position

I'd like to begin by saying...

I'd like to outline our aims and objectives.

There are two main areas that we'd like to concentrate on / discuss.

Agreeing

We agree.

This is a fair suggestion.

You have a good point.

I can't see any problem with that.

Provided / As long as you... we will...

Disagreeing

I'm afraid that's not acceptable to us.

I'm afraid we can't agree with you there.

Can I just pick you up on a point you made earlier?

I understand where you're coming from / your position, but...

We're prepared to compromise, but...

If you look at it from our point of view...

As we see it...

That's not exactly as we see it.

Is that your best offer?

Clarifying

Does anything I have suggested / proposed seem unclear to you?

I'd like to clarify our position.

What do you mean exactly when you say...

Could you clarify your last point for me?

Summarizing

Can we summarize what we've agreed so far?

Let's look at the points we agree on.

So the next step is...

PRESENTATION

Most presentations are divided into 3 main parts (+ questions): introduction, body and conclusion.

As a general rule in communication, repetition is valuable. In presentations, there is a golden rule about repetition:

1. say what you are going to say;
2. say it;
3. say what you have just said.

In other words, use the three parts of your presentation to reinforce your message. In the introduction, you tell your audience what your message is going to be. In the body, you tell your audience your real message. In the conclusion, you summarize what your message was.

We will now consider each of these parts in more detail.

Introduction

The introduction is a very important – perhaps the most important – part of your presentation. This is the first impression that your audience has of you. You should concentrate on getting your introduction right. You should use the introduction to:

- 1) welcome your audience;
- 2) introduce your subject;
- 3) outline the structure of your presentation;
- 4) give instructions about questions.

The following table shows examples of language for each of these functions. You may need to modify the language as appropriate.

Table 1

Function	Possible language
Welcoming your audience	<ul style="list-style-type: none">• Good morning, ladies and gentlemen• Good morning, gentlemen• Good afternoon, ladies and gentlemen• Good afternoon, everybody
Introducing your subject	<ul style="list-style-type: none">• I am going to talk today about...• The purpose of my presentation is to introduce our new range of...

Continuation of Table 1

Outlining your structure	<ul style="list-style-type: none">• To start with I'll describe the progress made this year. Then I'll mention some of the problems we've encountered and how we overcame them. After that I'll consider the possibilities for further growth next year. Finally, I'll summarize my presentation (before concluding with some recommendations).
Giving instructions about questions	<ul style="list-style-type: none">• Do feel free to interrupt me if you have any questions.• I'll try to answer all of your questions after the presentation.• I plan to keep some time for questions after the presentation.

Body

The body is the «real» presentation. If the introduction was well prepared and delivered, you will now be «in control». You will be relaxed and confident.

The body should be well structured, divided up logically, with plenty of carefully spaced visuals.

Remember these key points while delivering the body of your presentation:

- do not hurry;
- be enthusiastic;
- give time on visuals;
- maintain eye contact;
- modulate your voice;
- look friendly;
- keep to your structure;
- use your notes;
- remain polite when dealing with difficult questions.

Conclusion

Use the conclusion to:

- 1) sum up;
- 2) give recommendations if appropriate;
- 3) thank your audience;
- 4) invite questions.

The following table shows examples of language for each of these functions.

Table 2

Function	Possible language
Summing up	<ul style="list-style-type: none"> • To conclude... • In conclusion... • Now, to sum up... • So let me summarize/recap what I've said. • Finally, may I remind you of some of the main points we've considered.
Giving recommendations	<ul style="list-style-type: none"> • In conclusion, my recommendations are... • I therefore suggest/propose/recommend the following strategy.
Thanking your audience	<ul style="list-style-type: none"> • Many thanks for your attention. • May I thank you all for being such an attentive audience.
Inviting questions	<ul style="list-style-type: none"> • Now I'll try to answer any questions you may have. • Can I answer any questions? • Are there any questions? • Do you have any questions? • Are there any final questions?

Questions

Questions are a good opportunity for you to interact with your audience. It may be helpful for you to try to predict what questions will be asked so that you can prepare your response in advance. You may wish to accept questions at any time during your presentation, or to keep time for questions after your presentation. Normally, it's your decision, and you should make it clear during the introduction. Be polite with all questioners, even if they ask difficult questions. They are showing interest in what you have to say and they deserve attention. Sometimes you can reformulate a question, or answer the question with another question, or even ask for comment from the rest of the audience.

WRITING A BUSINESS LETTER

The term «business letter» makes people nervous. Many people with English as a second language worry that their writing is not advanced enough for business writing. This is not the case. An effective letter in business uses short, simple sentences and straightforward vocabulary. The easier a letter is to read, the better. You will need to use smooth transitions so that your sentences do not appear too choppy.

Salutation

First and foremost, make sure that you spell the recipient's name correctly. You should also confirm the gender and proper title. Use Ms. for women and Mr. for men. Use Mrs. if you are 100% sure that a woman is married. Under less formal circumstances, or after a long period of correspondence it may be acceptable to address a person by his or her first name. When you don't know the name of a person and cannot find this information out you may write, «To Whom It May Concern». It is standard to use a comma (colon in North America) after the salutation. It is also possible to use no punctuation mark at all. Here are some common ways to address the recipient:

- Dear Mr Powell,
- Dear Ms Mackenzie,
- Dear Frederick Hanson,
- Dear Editor-in-Chief,
- Dear Valued Customer,
- Dear Sir or Madam,
- Dear Madam,
- Dear Sir,
- Dear Sirs,
- Gentlemen:

First paragraph

In most types of business letter it is common to use a friendly greeting in the first sentence of the letter. Here are some examples:

- I hope you are enjoying a fine summer.
- Thank you for your kind letter of January 5th.
- I came across an ad for your company in *The Star* today.
- It was a pleasure meeting you at the conference this month.
- I appreciate your patience in waiting for a response.

After your short opening, state the main point of your letter in one or two sentences:

- I'm writing to enquire about...
- I'm interested in the job opening posted on your company website.
- We'd like to invite you to members only luncheon on April 5th.

Second and third paragraphs

Use a few short paragraphs to go into greater detail about your main point. If one paragraph is all you need, don't write an extra paragraph just to make your letter look longer. If you are including sensitive material, such as rejecting an offer or informing an employee of a layoff period, embed this sentence in the second paragraph rather than opening with it. Here are some common ways to express unpleasant facts:

- We regret to inform you...
- It is with great sadness that we...
- After careful consideration we have decided...

Final paragraph

Your last paragraph should include requests, reminders, and notes on enclosures. If necessary, your contact information should also be in this paragraph. Here are some common phrases used when closing a business letter:

- I look forward to...
- Please respond at your earliest convenience.
- I should also remind you that the next board meeting is on February 5th.
- For further details...
- If you require more information...
- Thank you for taking this into consideration.
- I appreciate any feedback you may have.
- Enclosed you will find...
- Feel free to contact me by phone or email.

Closing

Here are some common ways to close a letter. Use a comma between the closing and your handwritten name (or typed in an email). If you do not use a comma or colon in your salutation, leave out the comma after the closing phrase:

- Yours truly,
- Yours sincerely,
- Sincerely,
- Sincerely yours,
- Thank you,
- Best wishes,
- All the best,
- Best of luck,
- Warm regards.

Writing Tips

- Use a conversational tone.
- Ask direct questions.
- Double-check gender and spelling of names.
- Use active voice whenever possible.
- Use polite modals (*would* in favour of *will*).
- Always refer to yourself as «I».
- Don't use «we» unless it is clear exactly who the pronoun refers to.
- Rewrite any sentence or request that sounds vague.
- Don't forget to include the date. Day-Month-Year is conventional in many countries; however, to avoid confusion, write out the month instead of using numbers (e.g. July 5th, 2007).

BUSINESS TEXTING

If you work in an international context with English speaking colleagues, the chances are that you send or receive text messages. Text messages can be difficult to understand, as they can contain abbreviations and symbols. This article gives you help in understanding, as well as tips for texting in English.

Here are some features of English texting:

- initials of a word or words: brb (be right back);
- deleting letters (especially vowels): wrkng (working);
- using letters or numbers that sound like the words they replace: 4 NE1 (for anyone); 2 (to); b (be);
- using non-standard spellings: biz (business); coz (because); wot (what); av (have);
- using combinations of the above: 2day (today).

Some common text abbreviations

AFAIK = as far as I know

B = be

BTW = by the way

C = see

C U 2moro (= see you tomorrow)

CID = consider it done

EZ = easy

FWIW = for what it's worth (when you're not sure if the other person is interested in your idea)

FYI = for you information (when you want to say something important)

IMO = in my opinion (when you give your opinion)

L8 = late

L8R = later

msg = message

NE = any

NE1 = anyone

NO1 = no one

OTOH = on the other hand

PLS = please

R = are

where r u? = Where are you?

RUOK? = Are you OK?

RGDS = regards

SPK = speak

SRV = sorry

THNQ = thank you

THX/TX = thanks
U = you
W8 = wait
WAN2 = want to
WRK = work
XLNT = excellent
Y = why
YR = your
1 = one
NE1 (= anyone)
2 = to / two / too
2day (= today)
2moro (=tomorrow)
2nite (=tonight)
U2 (= you too)
4 = for
4 now (= for now)
B4 (= before)
GR8 (= great)
C U L8R (= see you later)

LETTER SAMPLE

International Import Corporation
44 Nasatar St.
Cairo

18 August,
2008

Dear Mr. Carter,

as mentioned in my letter of 9 August, I am planning to spend a few days in London next month, on my way to the United States. The dates are now settled: I shall be at Heathrow on Wednesday, 3 September (Flight BA 602 /15 30) and leave on Friday night. I shall be staying at the Cumberland Hotel, Marble Arch, London.

On September 3 I already have some appointments, but could come to your office any time Thursday, 4 September. Would you kindly leave a message at my hotel letting me know what time would suit you.

One of the most important matters to be discussed is the percentage of commission you could give us for distributing your SELECT copier. As we have already indicated, 10% is unacceptable to us: we require at least 12% if we are to do a good job of selling this equipment in our country.

In the hope that we can come to terms, and looking forward to meeting you.

Yours sincerely,
Amir Hanna
International Import Corporation

Over to you

1. Write the letter following the instructions.

«Send the letter to: In bold face capital «J» small «E-T» new word small «D» apostrophe capital «O» and new word capital «C» small «O» full stop comma, new line, no more bold face, capital «E» small «D-I-N-B-U-R-G-H» comma, new line capital «S» small «C-O-T-L-A-N-D». «Dear Sir» comma, new line «Following our meeting at the Trade Fair, where you said you were» open inverted commas «interested» close inverted commas «in our products, I would like to look further into the possibility of doing business with you» full stop, new paragraph. «We have the biggest» underlined «range of bathroom fixtures and fittings in the world» exclamation mark. Dash «This includes mirrors» comma «fitted cabinets» comma «furniture and» open brackets «even paintings to be assorted with the general decoration of the room» points of suspension, close brackets, new line «Our company» open inverted commas bold face capital «W-E-I-G-H-T-L-E-S-S» space hyphen «W-A-T-E-R» close inverted commas, «has an established reputation as distributor of its own brand» (own brand in italics) «of fixtures and fittings» comma «and has international retail centers all over the world» full stop new line. «Would you like to receive our 2008» stroke «2009 catalogue» question mark «Tick the box below» full stop. New line «We look forward to hearing from you soon».

2. Make all necessary corrections.

January 15, 2008
Mr. Donald Brighton
Fulbright College. Dean of Students
1926 Chase Ave.
Room 17

Dear Mr. Thomas:

I am writing to request an information packet about enrolling at Fulbright College. I will be graduating in May of 2002. Fulbright is one of the colleges my family and I are interested in learning more about. When visiting your website, I noticed that a complete Student Enrolment and Information Packet is available. I am specifically interested in courses that pertain to Education majors, on – campus dormitory living and costs.

Thank you.

TELEPHONE TALKS

Telephone talk seems to be one of the most challenging skills for the foreign speaker to master. And probably everyone experienced some fear when making the first phone call to an English-speaking person. It could be a real problem to choose what to say, how to do it properly. One can be afraid of being not understood or being unable to understand.

Fortunately, making phone calls is a learnable skill. Basic official phone language consists of constantly repeated expressions with little variations. Once the formulas used for speaking on the telephone are mastered, a call will no longer be a frightening experience, but rather enjoyable. This part presents the most typical situations and how to handle each one.

While reading pay attention to the italicized expressions.

Calling a business

Secretary. Divers invest, may I help you?

Mr Brown. Yes, please. *This is Tracey Brown calling for Tom Black.*

Secretary. *Would you spell your name, please?*

Mr Brown. Yes, it is B-R-O-W-N.

Secretary. Thank you. Do you know which Department Mr. Black is in?

Mr Brown. I am not sure. Could you look it up for me?

Secretary. One moment, please. It looks like he is in Research and Development.

Mr Brown. Thank you. *Could you put me through, please?*

Secretary. Well, I am ringing. Oh, sorry, *it looks like he's busy.* Would you like to leave a message?

Mr Brown. No, thank you. *I will try again later.*

Leaving a message

Mr Holmes. *Could I speak with Ella Graham in Personnel Department?* This is Ted Holmes from the American Trade Mission.

Secretary. I'm afraid she's out to Lunch. *Would you like to call back later?*

Mr Holmes. *I would like to leave a message,* if you don't mind.

Secretary. O.K. *Go ahead.*

Mr Holmes. Please have her call me at the American Trade Mission regarding references for Sam Green.

Secretary. *Would you like to leave your phone number?*

Mr Holmes. Well, it's 232-57-983 (two-three-two-five-seven-eight-three)

Secretary. Thank you. I'll give her the message. Good-bye now.
Mr Holmes. Good-bye.

Holding the line

Receptionist. Burberry Products. Can I help you?
Mr Green. Yes. Marketing Department, Rachel Smith, please. It's a personal call.
Receptionist. *Just a minute. I'll put you through.*
Mr Green. Thank you.
Receptionist. *Sorry, that line is busy. Would you mind holding?*
Mr Green. *I'll hold for a couple of minutes.*
Receptionist. That line is still busy.
Mr Green. *Never mind, please cancel the call.* I'll try again later.
Receptionist. Would like to leave a message?
Mr Green. No, that's O.K. I'll be away from the phone. Thanks anyway.

Voice mail

Record:

We are unable to answer your call right now. Please leave your name, number, and brief message at the sound of the beep, and we will get back to you as soon as we can.

Message:

This is Catrin calling for Susan. My number is: 325-67-89. Please call me tonight: I need to talk to you about the purchase of the furniture. I'll be at home till 9:30.

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