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РОССИЙСКОЙ ФЕДЕРАЦИИ
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УНИВЕРСИТЕТ

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Данное пособие предназначено для совершенствования навыков устной речи студентов 1–3 курсов, изучающих менеджмент экологического туризма.

Пособие состоит из двух частей. Первая часть содержит основные определения и сведения по специальности. Во вторую часть включены тексты и комплекс лексико-грамматических упражнений.

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ВВЕДЕНИЕ

В настоящее время туристический бизнес развивается очень высокими темпами, способствуя укреплению международных отношений и принося доходы в экономику страны.

В последние десятилетия в туристическом бизнесе динамично развивается экотуризм. Хотя экотуризм имеет большие возможности положительно влиять на окружающую среду и общество, он может, так же как и массовый туризм, наносить ущерб без эффективного управления и разумного регулирования. Так как экотуры обычно адресованы к нетронутым, хрупким экосистемам, существует риск разрушения именно этих экосистем.

Экотуризм помогает понять и оценить необходимость бережного отношения к окружающей среде и биоразнообразию. Однако для того чтобы избежать возможного ущерба для окружающей среды, необходимо грамотно и эффективно осуществлять менеджмент экологического туризма.

ЧАСТЬ I

ТЕКСТ 1

What Is Ecotourism ?

Ecotourism has been defined as a form of nature-based tourism in the marketplace, but it has also been formulated and studied as a sustainable development tool by NGO's development experts and academics since 1990. The term "ecotourism", therefore, refers on one hand to a concept under a set of principles, and on the other hand to a specific market segment. The International Ecotourism Society in 1991 produced one of the earliest definitions: "Ecotourism is responsible travel to natural areas that conserves the environment and sustains the well being of local people."

The World Conservation Union stated in 1996 that ecotourism "is environmentally responsible travel and visitation to relatively undisturbed natural areas in order to enjoy and appreciate nature (and any accompanying cultural features — both past and present) that promotes conservation, has low negative visitor impact and provides for beneficially active socio-economic involvement of local populations."

Ecotourism as a Concept

Ecotourism is a sub-component of the field of sustainable tourism. It is primarily a sustainable version of nature tourism, while including rural and cultural tourism elements.

Ecotourism aspires in all cases to achieve sustainable development results. However, it is important to clarify that all tourism activities — be they geared to holidays, business, conferences, congresses or fairs, health, adventure or ecotourism — should aim to be sustainable. This means that the planning and development of tourism infrastructure, its subsequent operation and also its marketing should focus on environmental, social, cultural and economic sustainability criteria.

The strong orientation of the ecotourism field toward the evolution of principles, guidelines, and certification based on sustainability standards gives it an unusual position in the tourism field. Over the years discussion in conferences has provided a general consensus on the components of ecotourism.

Components of Ecotourism

- Contributes to conservation of biodiversity.
- Sustains the well being of local people.
- Includes an interpretation / learning experience.
- Involves responsible action on the part of tourists and the tourism industry.
- Is delivered primarily to small groups by small-scale businesses.
- Requires lowest possible consumption of non-renewable resources.
- Stresses local participation, ownership and business opportunities, particularly for rural people.

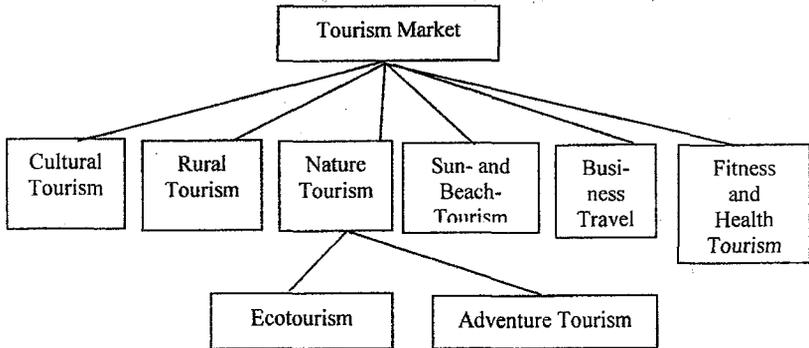
Ecotourism as a Market Segment

Ecotourism is a small but rapidly growing industry working within a niche market that is governed by market forces and regulations. Ecotourism is primarily advertised and being equivalent to nature tourism in the marketplace. Some countries, companies and destinations have social and environmental policies and programmes, while others do not. This has led to confusion worldwide about the meaning of the term ecotourism as it is applied in the marketplace. Figure 1 provides a reflection of how ecotourism fits into the large tourism marketplace. Both adventure tourism and ecotourism are shown as subcomponents of nature tourism, while ecotourism has stronger links to rural and cultural tourism than adventure tourism.

In ecotourism the prime motivation is the observation and appreciation of natural features and related cultural assets, whereas in adventure tourism it is rather the physical exercise and challenging situations in natural environments.

From a functional viewpoint, ecotourism in the marketplace is mostly individual or small-scale tourism (tour groups up to 25, and hotels with less than 100 beds) that is operated by small- and medium- sized companies in natural areas. It represents a segment of the marketplace that concentrates on leading and accommodating small groups in natural areas in an educational manner using interpretive materials and local specialist guides.

Figure 1. Ecotourism as a Market Segment.



Упражнение 1. Приведите русские эквиваленты следующих слов: expert, term, concept, principle, specific, segment, natural, local, conservation, infrastructure, social, discussion, consensus.

Упражнение 2. Составьте и переведите все возможные словосочетания со словами из правой и левой колонок.

- | A | B |
|---------------|-------------|
| adventure | being |
| sustainable | areas |
| cultural | development |
| responsible | travel |
| natural | resources |
| well | people |
| local | tourism |
| nature | environment |
| non-renewable | |
| rural | |
| business | |

Упражнение 3. Ответьте на вопросы по тексту.

1. How many definitions of ecotourism are there in the text? Find them and translate.

2. Which organizations produced these definitions?
3. Does ecotourism tend to achieve sustainable development results?
What does it mean?

TEKCT 2

The Roots of Ecotourism

Ecotourism began as an untested idea that many hoped could contribute to the conservation of natural resources worldwide. Research in Kenya in the 1970s demonstrated that the economic benefits of wild life tourism surpassed hunting — an activity that was banned in Kenya in 1977. In the early 1980s, rain forests and coral reefs became the subject of studies by biologists interested in biological diversity and of many nature film documentaries. This interest launched a lot of local small businesses specializing in guiding scientists and film-makers into remote zones. These businesses quickly began to prosper in countries such as Costa Rica and Ecuador, and soon an industry evolved to meet the needs of small tourism groups like birdwatchers and naturalists. In many areas of the world local enthusiasts created special field visits and studies for adult travellers, students and volunteers.

International nature-based businesses began to appear in the 1980s with the growing interest in outdoor travel and the environment. These companies soon learned that training and hiring local people to run their businesses was the best way to manage their operations, and an excellent way of creating significant benefits for local people. Tour operators selling trips to the Galapagos Islands, Costa Rica, Kenya and Nepal were some of the early players in this movement.

Ecotourism is a business and can be profitable, but it should be a responsible business that aims to meet higher social and environmental goals. As such, ecotourism is highly dependent on the commitment of individual business owners who must be willing to apply a unique set of standards to their business approaches — standards that have only evolved in the last 10 years. A wide variety of stakeholders must be involved in its implementation — including business, government, non-governmental organizations and local communities. Responsible businesses must be encouraged to manage tourists properly with guidelines, certification and regulation. And local destinations must be ready to properly fund ecotourism management,

or they will risk damaging their natural and cultural resources and, ultimately, their position in a rapidly growing international market.

Упражнение 1. Во время чтения текста догадайтесь о значении подчёркнутых слов:

- | | |
|----------------|-------------------------|
| 1. contribute | a. разнообразие |
| 2. benefit | b. процветать |
| 3. surpass | c. нанимать (на работу) |
| 4. ban | d. превосходить |
| 5. subject | e. подход |
| 6. diversity | f. вносить вклад |
| 7. remote | g. доброволец |
| 8. prosper | h. прибыльный |
| 9. evolve | i. преимущество |
| 10. volunteer | j. развиваться |
| 11. hire | k. отдалённый |
| 12. profitable | l. запрещать |
| 13. approach | m. предмет |

Упражнение 2. Расставьте этапы развития экотуризма в хронологической последовательности:

- a) groups of birdwatchers and naturalists
- b) studies of rainforests and coral reefs
- c) wildlife tourism in Kenya
- d) adult travellers, students and volunteers

Упражнение 3. Какие географические названия упоминаются в тексте? Где находятся эти объекты? Что Вы о них знаете?

Упражнение 4. Найдите все экономические термины во второй части текста.

ТЕКСТ 3

Principles of Ecotourism

"Ecotourism Guidelines for Nature Tour Operators" was published in 1993 by the International Ecotourism Society, setting a standard for this

sector of the industry. These guidelines have been distributed worldwide, and reprinted by dozens of organizations in many languages. They have widespread acceptance from the industry, non-government organizations and academics. Development of guidelines around the world has been a useful step to help local stakeholders develop ecotourism in local communities, ecosystems or in specific sectors of the industry, such as accommodations or tour operations.

Principles of Ecotourism

- Minimize the negative impacts on nature;
- Educate the traveler on the importance of conservation;
- Stress the importance of responsible business, which works with local authorities and people to meet local needs;
- Direct revenues to the conservation and management of natural and protected areas;
- Phasize the need for regional tourism zoning and for visitor management plans;
- Emphasize use of environmental studies;
- Try to maximize economic benefit for the host country, local business and communities, particularly peoples living in natural and protected areas;
- Try to ensure that tourism development does not exceed the social and environmental limits of acceptable change as determined by researchers in cooperation with local residents.
- Rely on infrastructure that has been developed in harmony with environment, minimizing use of fossil fuels, conserving local plants and wildlife, and blending with the natural and cultural environment.

Упражнение 1. Приведите английские эквиваленты следующих русских слов и словосочетаний: местные жители, исследователи, подчёркивать, развитие туризма, сотрудничество, предел, ответственный бизнес, смешиваться, негативное воздействие, вложение средств, топливо, преимущество, превышать.

Упражнение 2. Подумайте и ответьте на следующие вопросы.

1. What guidelines would you give to tourists travelling to Russia ?
2. How important are environmental issues for Russian tourists ?

Упражнение 3. Прочитав приведённые ниже отрывки, скажите, где происходят эти события.

a) in the Alps b) in Notre Dame in Paris c) in Barbados and Hawaii

1. 108 visitors enter it each minute during opening hours. 35 buses wait outside, their fumes eating away the stonework of the cathedral.

2. Each tourist uses ten times as much water and electricity as a local inhabitant. While feeling this is unfair, the locals acknowledge the importance of tourism for their economy.

3. The cable cars have climbed even higher. More and more peaks have been conquered. There are 15,000 cable car systems and 40,000 kilometers of ski-runs.

ТЕКСТ 4

The Number of Ecotourists

Because ecotourism is defined by its objectives to conserve nature and contribute to local people, it has been difficult to measure. As yet, no in-depth studies have attempted to determine how many nature tourists are actually motivated to make travel decisions based on ecotourism principles. Ecotourism is widely researched as nature tourism, leading to false assumptions on size of the market. Research on nature tourism has shown that as much as 50% of the total travel market wants to visit a natural area during a trip, which might include a short day stop in a national park. While this is a very large market, it is quite different from the market that is actually motivated to travel in small groups, learn about wildlife and culture with a local guide, and help support local conservation and sustainable development.

An extremely rough estimate of the world's international ecotourism arrivals would be seven percent of the tourism market, or approximately 45 million arrivals in 1998 and 70 million expected for 2010. To this, one must add the substantial number of domestic visitors to natural areas.

Key ecotourism destinations have reported dramatic increases in visits to protected and other natural areas. Ecotourists have always been strongly attracted to national parks and protected areas. While simply visiting a park or natural area is nature tourism — not ecotourism — visitor trends to parks give an indication of the growth of ecotourism as well. Surveys from the early 1990s began to register the dramatic growth in tourism to national parks in important ecotourism markets — showing an important shift in

tourism preferences from the traditional destinations of Europe to a broader range of nature destinations, primarily in developing countries. Foreign visitors to Costa Rica's parks skyrocketed from 65,000 in 1952 to 273,000 in 1991 — a 30% annual increase.

Other countries quickly began to note similar trends. Many other nature-based destinations have documented high growth rates throughout the 1990 s.

Упражнение 1. Приведите русские эквиваленты следующих словосочетаний:

to conserve nature, to contribute to local people, nature tourists, total travel market, natural area, a short day stop, national park, wildlife, domestic visitors, key ecotourism destinations, protected areas.

Упражнение 2. Парная работа. Выпишите из текста несколько ключевых фраз, связанных с понятиями: **ecotourism** и **tourism**. Сравните их и объясните, как Вы понимаете различие этих двух понятий.

Упражнение 3. Ответьте на следующие вопросы.

1. Have any in-depth studies concerning the number of ecotourists been done ?
2. Has the true size of the ecotourism market been defined ? Why ?
3. What kind of places do ecotourists (or nature tourists) prefer to visit ?
4. How did the number of ecotourists changed during the 1990s ?

ТЕКСТ 5

Explanation of an Ecotour

Characteristics of a Good Ecotour

- Provides information prior to the trip on the culture and environments to be visited.
- Offers guidelines on appropriate dress and behavior in writing before departure and verbally during the tour.
- Offers in-depth briefing upon tourist's arrival of the destination's geographical, social and political characteristics, as well as its environmental, social and political challenges.

- Offers in-depth guiding throughout the trip with well-trained local guides.

- Offers the opportunity to meet and interact with local communities in a setting that is clearly not just a commercial venue for shopping or sales.

- Develops an understanding of both the local people's daily life and traditions, and the types of issues that are appropriate to discuss, well in advance of community interactions.

- Provides opportunity for contributions to local NGOs.

- Ensures that all park entry fees are paid in full.

- Offers site-sensitive accommodations.

Today, many responsible ecotour operators are working successfully around the globe to create well-planned, interactive learning experiences that introduce small groups of travelers to new environments and cultures, while minimizing negative environmental impacts and supporting conservation efforts. These service providers can be local or international, and range from seasonal community-run and family operations to medium-scale outbound operators with yearly revenues in the millions of dollars.

Case study evidence from the field shows that ecotour operators are seeking to provide small-to medium-sized donations to small NGOs operating in their destinations, and to assist with the development of new regional organizations that advocate sustainable tourism policies. Funds are primarily given for land conservation and community development.

Ecotourism operators also directly support protected areas through gate fees. A 1994 international survey of protected areas showed that developing countries receive 54% of their revenue from tourism entrance fees. In Rwanda in the 1980s, tour operators paid \$170 per client for small ground visiting mountain gorillas, resulting in more than \$1 million in annual revenue to the Parc de Volcans. This was achieved while the park strictly limited the number of visitors and devoted funds to environmental education efforts across the country.

Well-regulated protected areas, such as the Galapagos Islands of Ecuador, have directly benefited from entry fees paid by nature and ecotourism companies on behalf of their clients and also from license fees for boats. In 1998, nearly 65,000 travelers visited the Galapagos Islands, with Ecuadorian nationals paying \$6 to enter and foreigners paying \$80. Visitor entrance fees totaled \$4.3 million in that year, averaging \$66 per visitor.

Largely because of the Galapagos Islands' entry fees, Ecuador's national park service has been able to manage this world heritage ecosystem while limiting visitation to reasonable numbers, requiring high-quality guiding

services by local people, maintaining control of which islands and trails are visited by travelers, and providing some support to park management throughout the country. At the same time, Ecuadorians are able to visit and learn about their valuable natural heritage at a very equitable price, which has undoubtedly influenced many young people in the country to become involved in conservation.

Ecotours offer highly educational visits to the great natural destinations on the planet. Tour operators have been proactive in many instances by using their clout, time and revenue to support destinations. Fee systems are one of the most important ways that ecotourism operators can ensure that protected areas visited by their clients are properly valued by governments. It is highly important, however, that fees gathered by governments are directed toward the conservation and management of the protected areas that ecotourists are visiting.

Упражнение 1. Найдите в тексте эквиваленты следующих слов и словосочетаний:

отрицательное влияние на окружающую среду, маршрут, предварительная информация, подходящая одежда и манера поведения, хорошо обученные местные гиды, встречаться и взаимодействовать с местными сообществами, повседневная жизнь и традиции местного населения, входная плата, размещение, охраняемые территории, поездки с целью получения образования.

Упражнение 2. Выпишите из текста все словосочетания с существительным **fees** и объясните их значение.

Упражнение 3. Выпишите из текста все интернациональные слова и объясните их значение.

Упражнение 4. Ответьте на вопросы по тексту.

What sort of information does a good ecotour provide ?

How do ecotourism operators support protected areas ?

ТЕКСТ 6

Ecotourism Hosts and Guests

As more come to know and love our planet, conservation of its natural resources will become a passion for more and more people around the world. Ecotourism can and will be a great contributor to the education of international travellers, as well as to the growing global middle class who are travelling in their own countries and local people who are hosting ecotourists. The opportunity for an exchange of environmental values between travellers and their hosts and the rediscovery of the importance of national traditions cannot be undervalued.

Not all will choose to take part in this interchange between peoples. However, many people want to communicate between cultures, host guests from outside their home region, and learn from one another.

A majority of the planet's now resides in urban areas. If the future of the planet depends on people's wish to conserve their then surely ecotourism has a role to play. If the principles of ecotourism are increasingly introduced, more people will visit natural with an understanding of what they are seeing and experiencing. Ecotourism is a sustainable development tool that regularly creates contact between people on opposite sides of the , as hosts and guests.

Упражнение 1. В последнем абзаце текста заполните пропуски следующими словами:

environment, earth, areas, population.

ЧАСТЬ II

УРОК I

The tourist industry

Упражнение 1. Прочитайте и выучите определения:

a) journey — an act of travelling from one place to another, especially to a place that is far away

to make a journey

bus / car / train journey

a 12-hour journey

b) trip — the act of travelling to a place and coming back especially when you stay in the place for

a short time

boat / car / plane trip

business / school / skiing trip

go on a trip

c) flight — a journey in a plane

a 30-minute flight

d) voyage — a long journey in a boat or a ship

e) crossing — a short journey in a boat or ship which goes from one side of sea, lake or other area of water to the other side a ferry crossing

f) drive — a journey in a car

go for a drive — drive somewhere, just for enjoyment

g) ride — a short journey in a vehicle such as a car, or on a bicycle or a horse

bike / car / horse ride

go for a ride

h) tour — a planned journey during which a politician, entertainer or sports team visits certain

places, usually within a fixed period of time

Упражнение 2. Заполните пропуски соответствующими словами из упражнения 1.

1. The Titanic sank on its maiden

2. If you are visiting Madrid why not go on a day ... to Toledo ?

3. The ... on the ferry was very rough.

4. The ... was delayed because of air traffic congestion over Heathrow.
5. The train ... from Madras to Bangalore was uncomfortable.
6. Why not rent a car and go for a ... in the country ?
7. There's a volleyball team on ... and they want hotel accommodation.
8. The museum is a short bus ... from the tourist information office.

Упражнение 3. Подберите определения из колонки **В** к терминам в колонке **А**.

A	B
1. Tourism is	a) a trip away from a person's usual place of residence for less than 24 hours, (often for the weekend) and educational.
2. International tourism is	b) a place or area to which tourists travel
3. Internal tourism is	c) are places at which travellers can obtain a bed and food while on a trip.
4. Tourist destination is	d) travel away from a person's usual place of residence for a period longer than 24 hours mainly for pleasure or recreation.
5. Resort is	e) tourist travel within the same country of which the tourist is a resident. This is also called domestic tourism.
6. Excursion is	f) tourist travel between two or more countries.
7. Accommodations are	g) a plane when people gather for recreational purposes.

Упражнение 4. Прочитайте и переведите следующие слова. При необходимости воспользуйтесь словарём. Подберите соответствующее описание для каждого из этих названий:

holidaymaker, tripper, commuter, migrant, nomad, passenger, globe-trotter, itinerant, hiker.

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

Упражнение 5. Прочитайте интервью.

The Interview. Trends in Tourism

I. — Interviewer.

Dr.G. — *Dr. Garcia*

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

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

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

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

And then visitors are broken down into two separate groups: tourists who are overnight visitors — that is, people who stay for at least one night

in some form of accommodation in the country they are visiting and same-day visitors who do not stay the night. For example, passengers on a cruise stopping over in a port or people simply on a day trip.

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

Dr.G. Not more than a year. And the reason for the visit must be different from the kind of activity he or she is usually employed in. So the purpose of the visit has to be for leisure or recreation, for business and professional reasons, VFR...

I. VFR ?

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

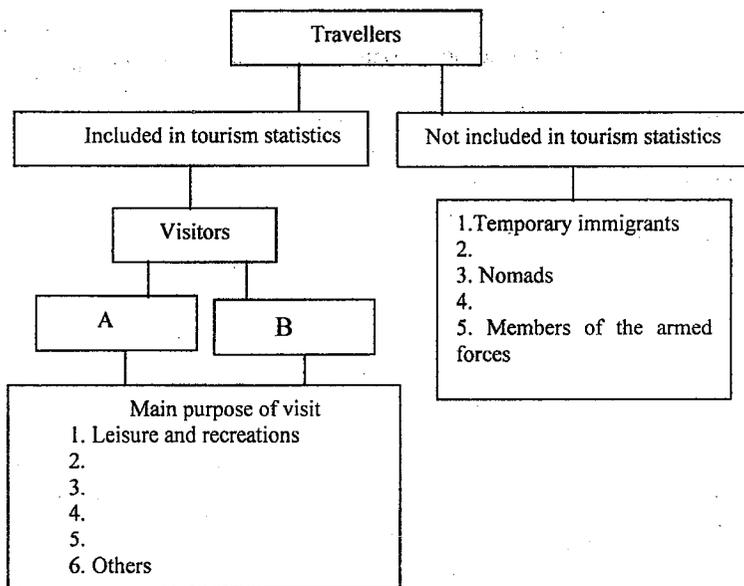
I. OK, so we know what tourists and visitors are, but we still haven't actually defined the word tourism !

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

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

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

Упражнение 6. Прочитайте интервью ещё раз и заполните пропуски одним или несколькими словами.



The World Tourism Organisation's Classification of Tourism

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

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

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

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

Упражнение 7. Подтвердите или опровергните следующие утверждения.

1. When various countries collect statistics on tourism they are all measuring different things.

2. All travellers are classified under various headings.

3. Visitors are people who cross the borders for various reasons.

4. Passengers on a cruise stopping over in a port are same day visitors.

5. Travellers cease to be tourists if their purpose is not leisure or recreation.
6. Domestic tourism means the same as internal tourism.
7. Inbound tourism involves the residents of a particular country going abroad.
8. Outbound tourism means that people who live in another country come to visit the country where you live.

Упражнение 8. Прочитайте и переведите текст.

The Tourist Industry

Tourism has been one of the fastest growing industries in recent years. The growth rate of tourism has generally exceeded the growth rate for the worldwide economy.

In spite of its rapid growth, it is not easy to define tourism.

Tourism necessarily involves travel; a tourist is usually defined as a person who is visiting some place other than his usual residence for more than 24 hours.

A tourist is distinguished by the length of his trip from an excursionist, who is away from his usual residence for less than 24 hours, or a weekend.

The purpose of travel must also enter into the definition of tourism.

Many people travel entirely for the purpose of recreation or pleasure; they are people on holiday. Other people travel for reasons of health.

Other people travel to visit friends or relatives, a reason that has become more important because of increased mobility throughout the world. Still others travel in order to educate themselves because travel is broadening. All of these people are generally considered tourists since the primary reason for their trips is recreation. Most tourist statistics also include people who are travelling on business. Among them are businessmen and government officials on specific missions, as well as people attending meetings or conventions.

Many people among those travelling on business often combine pleasure with their work. They also use the same transportation, accommodation, and catering facilities as the holiday tourists.

Accommodation refers to hotels or other places where a traveller can find rest and shelter; catering facilities refer to places where a traveller or another member of the public can find food and drink.

Tourism is a relatively new phenomenon in the world. Since being away from home is a necessary component of tourism, its development as a mass industry depends on modern means of rapid and inexpensive transportation.

Tourism as we know it today began with the building of the railroads in the XIXth century. In fact, the words "tourism" and "tourist" themselves were not used for the first time until about 1800. The first tour in the modern sense was put together by Thomas Cook in England, in 1841, and the firm of Thomas Cook and Sons has remained one of the prominent names in the tourist industry.

Упражнение 1. Найдите в тексте ответы на следующие вопросы.

1. Why is tourism the fastest growing industry ?
2. What is the difference between a "tourist" and an "excursionist" ?
3. What are the most common reasons for travelling ?
4. Why do tourist statistics include those people who are travelling on business ?
5. What is the difference between the terms "accommodation" and "catering facilities" ?
6. What does the development of tourism as a mass industry depend on ? Why ?
7. When did the words "tourism" and "tourists" appear ?
8. What is the name of the best known company in the tourist industry ?

Упражнение 2. Скажите, что Вы узнали из текста о:

- a) tourism and its importance to people;
- b) the reasons why people travel so widely;
- c) accommodation and catering facilities;
- d) the way tourism started.

УРОК II

TYPES OF HOLIDAY

Упражнение 1. Сколько разных видов отдыха Вы можете назвать ? Подумайте и сравните свой список с тем, который составил Ваш сосед.

Упражнение 2. Заполните пропуски следующими словами и словосочетаниями:

a) winter sports, b) self-catering, c) special interest, d) safari, e) cruise, f) weekend break, g) adventure, h) package tour, i) homestay.

1. a relaxing ... holiday with old-fashioned hospitality on a family farm

2. a month's ... holiday lost in the Amazon rain forest

3. a fortnight's ... holiday for the family in a rented Swiss chalet

4. a ten-day ... to Thailand, including flights, deluxe hotels and visits to the Sukhotai national park and the pagodas at Ayutthaya

5. a two-week ... in the Baltic Sea aboard the luxury liner Argenta

6. a(n) ... holiday skiing on the slopes of the Pyrenees

7. a(n) ... in Amsterdam to visit the Risksmuseum and be back in time for work on Monday

8. a stay in Mombasa combined with a (n) ... in the famous Tsavo game park

9. a(n) ... holiday, excavating Aztec temples or learning English in London

Упражнение 3. Соедините фразы **a — g** с фразами **1 — 7** так, чтобы получилось полное описание видов отдыха.

a) A city break in Moscow

1. to study the geology, flora and fauna

b) A three-week expedition to Greenland

2. in a caravan park in sunny Biarritz

c) A five-day stay in a purpose-built chalet

3. at one of the Center Parks holiday villages in Britain, France or Holland

d) Two weeks on an ocean liner

4. with two nights at the Metropol hotel and tickets for the Bolshoi

e) A month's holiday in a mobile home

5. including a three-day stopover in Tahiti

f) A bed-and-breakfast stay

6. with free accommodation in a condo in Orlando

g) A trip to Disney World

7. in a comfortable guest house near the Black Forest

Упражнение 4. Дайте название каждому из видов отдыха, пользуясь списком из упражнения 2.

Упражнение 5. Подберите определение для каждого из видов отдыха:

frightening, relaxing, for the family, exhausting, cultural, once-in-a-lifetime, entertaining, romantic, adventurous.

Упражнение 6. Прочитайте диалоги и выпишите слова, характеризующие стоимость туров.

Conversation 1.

Travel consultant: Hello, can I help you ?

Woman: Um ... well, yes perhaps. Last year we went to Italy in December and stayed at a small, relatively cheap hotel in Rome and it was very nice, and the year before that we spent the New Year in the Canary Islands, but this year — well, we're sort of looking for something a bit more exciting and adventurous — something that'll give the kids a treat for Christmas.

Travel consultant: Well, how about this, there's a very reasonable and successful package put together by ... (fade)

Conversation 2.

Young man: Hello, we saw your notice in the window and we'd like to find out a bit more about what it includes.

Travel consultant: OK. What exactly is it you want to know ?

Young woman: Er ... well, we're getting married in three months' time and we've decided we want go somewhere exotic — you know, the holiday of a lifetime sort of thing, not just Benidorm or the Algarve.

Travel consultant: Oh well, I think it's definitely Bali for you. There's special offer at the moment with three extra nights free on the island of Lombok ... um ... which is about twenty minutes' flight off the coast of Bali itself.

Young man: Lombok. I've never heard of that.

Travel consultant: Well, that's one good reason for going there. It's completely unspoilt.

Young man: And how much does it cost ?

Travel consultant: Well, it's very competitive. Would you like a brochure ?

Conversation 3.

Travel consultant: OK sir, I've booked you into a three-star hotel and I'll make out the flight ticket now. So that's Alitalia flight number AZ1621 and then there's a train connection to Florence. Right. And how are you paying?

Man: American Express.

Travel consultant: Fine. Can I have your card? Thank you.

Man: Oh by the way, I'd like to hire a car and make my own way on to Perugia. Is that possible for you to do from here?

Travel consultant: No problem, sir. What kind of car do you require?

Man: Oh, the most economical.

Conversation 4.

Woman: And so could you tell me what the price includes?

Travel consultant: Well, the price is inclusive of air travel, ten nights on the MV Kirov, full board and all excursions except the one on Day 2 which is optional.

Woman: What's that exactly?

Travel consultant: Um ... I think that's a guided tour round St. Petersburg, just let me check in the brochure. Yes, that's right.

Woman: Actually, on second thoughts, I think it's a bit expensive.

Travel consultant: Well possibly, but on the other hand it is excellent value for money. (pause) No? Well, what about going ... (fade)

Упражнение 7. Расположите в порядке возрастания следующие слова и словосочетания, характеризующие стоимость туристических поездок:

dear, economical, a bit pricey, costly, free of charge, prohibitive, at rock-bottom prices, reasonable, exorbitant.

Упражнение 8. Соедините существительные из колонки А с существительными из колонки В. Переведите полученные словосочетания. Пример: water sports.

A	B	A	B
theme	city	summer	bridge
hotel	book	mountain	holiday
boat	break	golf	pool

incentive	resort	paper	course
guide	travel	iron	slopes
weekend	trip	swimming	bag
capital	accommodation	travel	sports
health	park	winter	expenditure
adventure	holiday		

Упражнение 9. Придумайте как можно больше словосочетаний со словом **holiday**. Пример: package holiday.

Упражнение 10. Преобразуйте предложения по образцу:

It takes five minutes to walk from the hotel to the beach.

It's a *five-minute walk* from the hotel to the beach.

A specialist lecturer accompanies each cruise which lasts seventeen days.

A specialist lecturer accompanies each *seventeen-day cruise*.

1. It takes two hours to drive to the airport.
2. The journey to the centre of London takes forty-five minutes.
3. The excursion includes a meal with three courses at a gourmet restaurant.
4. You can visit the vineyard, which extends over two hundred hectares.
5. We stayed in a hotel with three stars.
6. From Santiago to San Francisco there's a free-way with four lakes.
7. A guide accompanies all tours scheduled for five days.
8. Their expedition, which took six months, nearly met with disaster.

Упражнение 11. Пользуясь таблицей, кратко опишите предлагаемые туры.

Пример: а) It's a two-centre holiday lasting seven nights. You will stay in two luxury five-star hotels, "the Fortuna" in Palermo and "the Ponte Nuoro" in Cefalu. The package will include half board with a four course evening meal in the traditional restaurant.

Таблица 1

	Tour	Number of centres	Duration	Hotels	Category	Location	Other
a	Sicily	two	7 nights	Fortuna Ponte Nuovo	***** *****	Palermo Cefalu	HB. Traditional restaurant (number of courses: 4)
b	Goa and Taj Mahal	two	14 nights	Goa Beach New Delhi	**** ***	on beach 5 miles from the city centre	HB. Guided tours = 3 days
c	Turkey and Taurus Mountains	three	14 nights	Dalaman Simena Kas	** ** **		escorted hiking. FB. evening meal. 3 courses
d	Orlando and Cayman Islands	two	10 nights	Orlando Supreme Cayman Grand	***** *****	10 miles from Disney World on beach	in Orlando: visit theme park Cayman: beach HB restaurant *****

Упражнение 12. Прочитайте приведённый ниже текст и ответьте на вопросы.

Why, according to the article, is it becoming more popular in Britain to get married abroad ?

What is the minimum time a tour operator needs to organise a wedding abroad ?

Which group of people find this type of wedding more attractive ?

What change is affecting this trade at the moment ?

Which extras were once free, but are now to be found on the supplements lists ?

Why is Ireland becoming a popular destination ?

Weddings and Honeymoons

Getting married abroad was once considered a whim strictly for the fabulously wealthy — or deeply eccentric. But over the last 10 years it has become a much more accepted idea. Indeed, it is now considered trendy. Although the total market remains relatively small, accounting for perhaps 15,000 of the close to 400,000 couples who get married each year, numbers are increasing all the time.

Cost is one of the main reasons. It is estimated the average wedding in Britain costs between £8,000 and £10,000. This contrasts with the £2,000 it can cost a couple to have a combined wedding ceremony and honeymoon abroad.

It is also easier to arrange. While many UK ceremonies are planned a year or more in advance, weddings abroad can usually be booked a few months ahead. Operators covering certain destinations can handle a reservation just 2 weeks before the wedding day — although it is not recommended.

Colleen O'Brien, weddings coordinator for Kuoni, which handles about 3,000 weddings a year, said: "There is quite a lot of administrative work which needs to be done, so the more time we have the better".

"Clients should also be aware they will need to have some involvement with the paperwork, although we try to keep that to a minimum. However, we do find some customers who think that because they have booked their wedding through a tour operator, they will have to do absolutely nothing."

She thought getting married abroad was "the perfect idea". Although Kuoni's wedding clients have ranged in age from 18 to 75, she said the concept was particularly suited to couples embarking on a second marriage or those who had been living together for many years.

"They often want to escape everything and everybody and just celebrate their wedding quietly", said Ms O'Brien.

The majority of wedding couples prefer to travel just with each other, but an increasing number are inviting a couple of friends or relatives. Carol Stokes, Thomson Holidays' long-haul marketing manager, said there is also a growing trend towards wedding groups.

"It is no longer unusual to have 10 or 15 people accompanying the bride and groom, and on one famous occasion last year, we had a group of 64", she said.

In the past, wedding guests would stay in a separate hotel and return home a week before the newlyweds, but Kuoni's Ms O'Brien said they now often accompanied the couple for the whole of the trip.

"Trends are definitely changing", she added.

In fact, trends are changing across the whole of the honeymoons market. For example, operators used to offer flowers, fruit or wine free of charge to newlyweds. But now such extras invariably appear under the heading of "special occasions" — next to a list of applicable supplements.

According to Kuoni, the Maldives, Mauritius, St Lucia and Far East tours are among the most requested honeymoon destinations.

Closer to home, short-break specialist Time Off said Venice, Rome and Paris were continuing to attract steady business, while Ireland was becoming popular for its romantic castles and country house hotels with four-poster beds.

Упражнение 13. Прочитайте статью и найдите в ней описания:

1. The most popular destination in the Indian Ocean.
2. A destination that has recently abolished a residency qualification.
3. An area that is popular due to its cheapness.
4. An ideal location for safari honeymoons.
5. Where the bride and groom must be of the same religion.
6. Where most weddings take place at a beach resort.
7. Where couples must be resident in the country for at least seven days.
8. A country where the Tourist Board has issued a leaflet explaining wedding procedures.
9. A location that does not have a residency qualification.
10. Where the price includes the chapel fee, photographs, a limousine and witnesses.

Bells Ring and Confetti Rains from Bali to Cyprus

Peter Lilley looks at both the new and the traditional wedding venues.

THE CARRIBEAN

The Caribbean is still the most popular region for getting married abroad, helped considerably by the relative cheapness of Jamaica and the Dominican Republic — the best-selling destinations for both Thomson and Cosmos.

The Cayman Islands has made it easier for couples to get married by abolishing its previous 72-hour residency qualification.

The Department of Tourism has issued a leaflet, *Getting Married in the Cayman Islands*, detailing all the information required to obtain a marriage licence.

Skybus Holidays' Caribbean Dream programme is among operators featuring St Lucia, where it offers wedding arrangements from £374 per couple at the Islander, Candyo Inn and Caribees hotels. Caribtours offers plantation weddings on St Kitts and Nevis.

THE INDIAN OCEAN

Mauritius has moved ahead of the Seychelles as the most popular wedding destination in the Indian Ocean.

It is now the biggest-seller for Kuoni, which features eight properties including Le Touessrok, where wedding arrangements cost £125 per couple.

KENYA

Gaining in popularity very quickly and an ideal choice for couples who want a beach / safari combination or a two-centre wedding / honeymoon marching Kenya with the Seychelles or Mauritius.

Somak Holidays offers wedding packages at a number of beach hotels.

BALI

Another more problematic place to hold weddings, which was why Thomson withdrew.

Couples need to be resident in the country for seven working days and present themselves to officials in Jakarta.

It is also important that both the bride and groom should be of the same religion.

MALAYSIA

Most couples who get married in Malaysia do so in Penang — the country's first and best-known beach resort.

Popular locations for the ceremony include the Shangri-La Rasa Sayang with its exquisite gardens.

THE US

The popular wedding locations of Florida, Hawaii and Las Vegas have the advantage of having no residency qualification, so couples can get married as soon as their paperwork is in order.

Prices start at £142 for a wedding ceremony at the Chapel of Flowers in Las Vegas which includes the chapel fee, witnesses, photographs and limousine service.

In Hawaii, prices start at £589 which includes hire of a limousine and a solo musician or vocalist at the reception.

Упражнение 14. Какой маршрут Вы бы посоветовали этим клиентам ?

1. Miss Colley and Mr Browne who would like to go on a safari honeymoon.
2. John and Sarah who have only four days for the trip.
3. Petra and Peter who would like to go to Asia and stay at the seaside.
4. Charles and Diana who would like to get married on a plantation.
5. Antonella and Francesco who would like a reception with live music.

УРОК III

TRAVEL AGENTS

Taking and Making Holiday Bookings

Упражнение 1. Заполните пропуски глаголами, которые часто используются в телефонных переговорах:

hold on, hang up, put someone through, cut off, get through, ring up, get back (to someone).

1. Sorry, I don't know what happened. We got ...
2. I'll ... you ... to her extension.
3. The line is constantly busy — I never seem to be able to ...
4. Could you ... a minute and I'll see if she's in her office.
5. Would you ... Sky Air and ask if they have any seats on this Saturday's flight to Delhi ?
6. I'll make some enquiries and ... to you by eleven.
7. Don't ... yet; the call may be diverted to another number.

Упражнение 2. Что бы Вы сказали в следующих ситуациях ?

1. Someone phones but the call is for a colleague who works on the second floor.
2. The line went dead. The person you were speaking to rings back.
3. You're on the phone but need to get a file from the office next door.

4. You're on the phone but haven't got all the information to hand. You need about an hour to get it together.
5. The number is constantly engaged.
6. You want someone else to call Global Tours for you.

Запомните:

May I speak to / with ...	I'm afraid she's not answering her phone.
I'm returning your call.	I'm sorry, there's no reply.
Sorry, could you repeat that ?	
I'm afraid he / she's not in at the moment.	Can I take a message ?
Shall I get him / her to call you back ?	
Mrs X will get back to you.	
Hold on a moment, please.	
I'll just put on hold.	
I'm sorry, you've got the wrong number.	
Sorry to keep you waiting.	

Упражнение 3. Переформулируйте следующие вопросы так, чтобы они звучали более вежливо.

<u>Примеры.</u> — How far is it ?	— Can you tell me how far it is ?
— How much does it cost ?	— Could you tell me how much it costs ?
— How long does the journey take ?	— Do you know how long the journey takes ?
— How old are you ?	— Would you mind telling me your age ?

1. When do you want to go ?
2. How many people are there in the group ?
3. How are you paying ?
4. Repeat that !
5. I must check the details.
6. Spell that for me.
7. Give me a deposit.
8. Fill this form in.

Упражнение 4. Составьте вопросы из приведённых ниже слов:

1. you me is where can tell the station ?
2. to Florida you do any know are there cheap if flights ?
3. please this form you in fill could ?
4. ask mind do some you if I you questions ?
5. a clerk you would mind is free until waiting ?
6. you me the brochures are show where winter-sun can ?
7. when leaves the train next to know would I like.
8. tell me you spend to could much how you wish ?

Упражнение 5. Образуйте tag-questions.

Примеры. — She isn't going, is she ?

— You haven't paid yet, have you ?

1. A visa is compulsory, ... ?
2. You're not leaving until next month, ... ?
3. They haven't confirmed the booking yet, ... ?
4. You won't forget to fax me the details, ... ?
5. Tanya, pass me the brochure, ... ?
6. Let's have a look at the schedule, ... ?
7. You had a single room last year, ... ?

Упражнение 6. Проверая информацию клиента, сотрудник туристического агентства делает много ошибок. Дополните диалог вопросами, которые задаёт сотрудник агентства.

Пример. A: Your name is Mr George Brown, isn't it ?

B: No, it's Mr Huw Brown.

A: (English ?)

B: No, I'm Welsh.

A: So, (Welsh passport ?)

B: No. I've got a British passport.

A: And your address (44 Stoneybrook Drive, Cardiff ?)

B: No, not exactly. It's 444 Sunny Brook Drive, Cardiff.

A: And (a twin room with bath ?)

B: No, we would like a double room with a shower.

A: (for three nights ?)

B: No, we'll be staying for four nights.

Упражнение 7. Заполните пропуски в следующем диалоге. Прочитайте по ролям и переведите.

A: Good morning. (a) ... some help or are you just (b) ... ?

B: Good morning. Well, I was considering taking a short skiing trip. You don't happen to have any bargain packages, (c) ... ?

A: Ah well. As it so happens, yes. But could you first give me some idea of where and when (d)...?

B: Anytime between now and mid-March really, but the sooner the better.

A: Would (e) ... ski in Europe or America ?

B: I was thinking of Switzerland or Austria but it's more a question of cost and good skiing. Could you suggest where (f) ... good intermediate to advanced ski runs ?

A: Mm, well ... We have a seven-night self-catering deal to Verbier in Switzerland and that's £169.

Both leave this Saturday. That's not too short notice, (g) ... ?

B: No, that's fine. Um, my partner prefers Switzerland so I guess I'll take that one. Er, could (h) ... airport (i) ... ?

A: Yes, Gatwick.

B: And the plane comes back to Gatwick, (j) ... ?

A: That's right.

B: Fine.

A: Right, well, let me take a few particulars. Could you (k) ... name (l) ... ?

B: Yes, Bogdan Kominowski.

A: Um ... yes ... , er, would you mind spelling that for me ?

Упражнение 8. Прочитав приведённый ниже бланк заказа (booking form) туристической поездки в Россию, подтвердите или опровергните следующие утверждения.

1. The customer has to purchase an Intourist travel insurance policy.
2. Clients do not need a visa.
3. If you make a reservation for four people ten weeks before departure, you have to make a deposit of £400.
4. Deposits cannot be made by credit card.
5. Full payment is due two months before departure.

INTOURIST

PLEASE USE BLOCK CAPITALS

BOOKING REFERENCE UKR 352. JP

TOUR NUMBER _____

DEPARTURE DATE _____

DEPARTURE AIRPORT _____

TOTAL HOLIDAY PRICE _____

Mr / Mrs Ms / Miss	First name	Surname	Address	Tel. No	Nationality

INSURANCE	PAYMENT
<p>Insurance is compulsory on an Intourist Travel Limited holiday. We assume you require our Insurance UNLESS you have made alternative arrangements for greater or comparable cover.</p>	<p>Deposit of £100 per fare-paying passenger or full payment when travel is within 8 weeks. Insurance premium per person £ _____ Visa per person £ _____ Deposit per person £ _____ <i>If payment is made by credit card, the credit card charge form must be completed.</i></p>
	TOTAL

VISA SERVICE	
<p>A visa is compulsory. The visa charge will automatically be added to the invoice. Please fill in the standard application form.</p>	<p>I warrant that I am authorised to make this booking. I have read and agree to abide by the booking conditions and other information set out in the brochure relevant to my holiday.</p> <p>SIGNATURE: _____</p>

Упражнение 9. Составьте диалог. Студент А – сотрудник туристического агентства. Студент В хочет купить путёвку. Обсудите вид отдыха и маршрут. Студент А должен получить и записать информацию о следующем:

- the holiday
- the dates
- the customer's name

Упражнение 10. Прочитайте нижеследующий текст и заполните (у себя в тетрадах) таблицу.

Booking Procedure

Once the client has signed the booking form, you must collect the appropriate deposit payment. If the client pays in cash or by cheque, you should issue a receipt according to office procedure and then forward payment to the tour operator concerned.

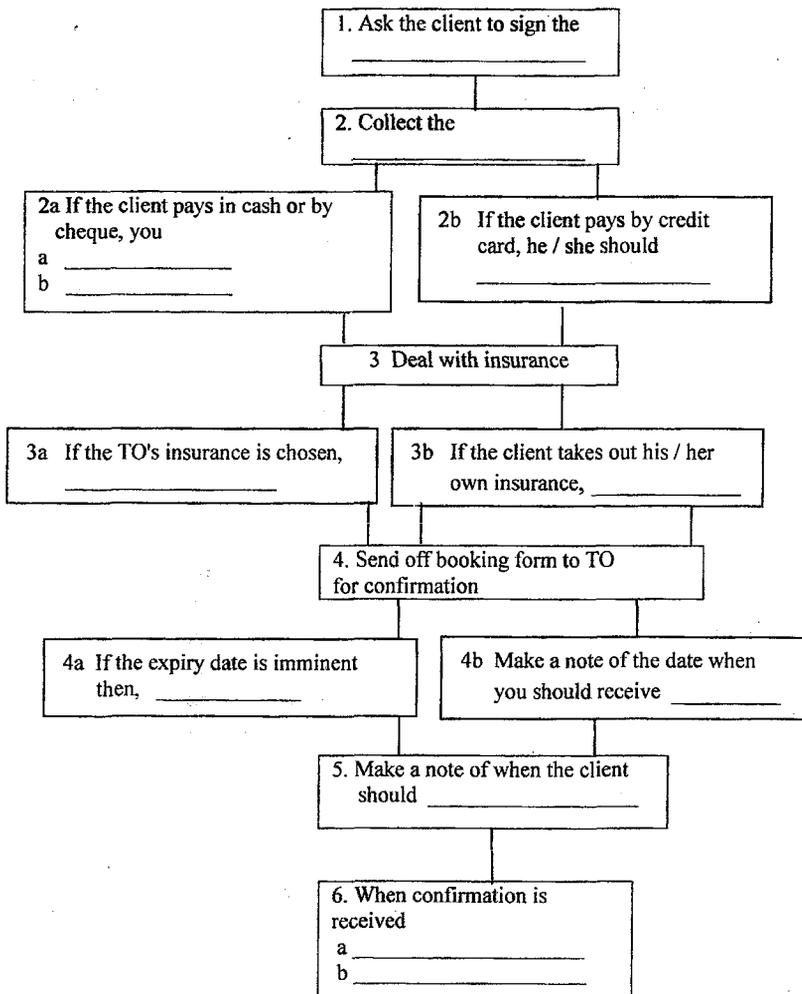
However, if the client pays with a credit card, you should make sure he or she has completed and signed the credit card section on the booking form. You may find also that from time to time the operator may want the client to sign a Standard Sales Voucher instead.

Of course, it is important for the client to take our insurance. If the operator's insurance is chosen, make sure the booking form is correctly completed and then add the premium to the deposit.

Should the client decide on an alternative insurance policy or perhaps no insurance at all (not to be advised), make sure this is properly noted on the booking form. Remember that if you sell our own group's travel insurance, you can earn up to 45 per cent commission.

Once the booking form has been signed, it should be sent to the tour operator immediately. If the option expiry date is coming up soon, it is best to telephone and make arrangements to extend the option so as to avoid any risk of the booking arriving too late. When the tour operator receives the booking form, all the details such as flight reservations or hotel rooms will be confirmed.

It is a good idea to note the date by which you should get the confirmation or the invoice back — usually two to three weeks after the booking. It is also a good idea to make a note of the date by which the client must make full payment (usually about six to ten weeks before departure). When confirmation is received you should check the details to make sure they are the same as those in your file and on the photocopy of the booking form. Finally, the confirmation should be sent to your client, highlighting the latest date for payment.



Упражнение 11. Переведите данный ниже текст и заполните пропуски в нём следующими словами: 1) settle, 2) option, 3) come, 4) due, 5) issue, 6) file, 7) expiry, 8) liability, 9) departure, 10) confirm.

Payment of Balance

About eight weeks before the client is due to travel, full payment for the holiday must be collected. Make sure YOU check each booking form to see exactly when payment is (a) ... and make a note on your (b) If the client cancels after the (c) ... date for final payment, hefty cancellation charges apply. You must safeguard yourself against (d) ... for these charges by ensuring you are holding full payment before the date that cancellation charges (e) ... into force.

As far as tour operators are concerned, late bookings are bookings made after the date when full payment was expected. So usually a late booking is one made less than eight weeks before (f)

Since cancellation charges would apply immediately in this case, it is essential that you should collect full payment at the time of booking. If the client is unable to pay at once, take out

a(n) (g) ... on the holiday and (h) ... it when they return to pay by an agreed date, at which time the client must (i) ... in full.

When payment has been finalised you are then ready to (j) ... the travel documents.

Упражнение 12. Прочитайте диалог между Mrs Pinotti и сотрудником туристического агентства. Заполните бланк заказа.

Carla: Good afternoon. Skyways Holidays: Carla speaking. How can I help you ?

Mrs Pinotti: I'd like to book a hotel in Frascati for myself and my husband for a few days.

Carla: Do you know when you'd like to go ?

Mrs Pinotti: Yes. During the wine-making season, in October. Er ... just for three nights, the 18th to the 22th October.

Carla: Can you tell me the type of hotel you require ?

Mrs Pinotti: Yes. A good comfortable hotel with private facilities.

Carla: So you'd like a double room with en-suite bath or shower ?

Mrs Pinotti: A double with a shower.

Carla: We have two in the brochure. The Belvedere in the centre and the Toscana on the outskirts.

Which would you prefer ?

Mrs Pinotti: The one in the centre.

Carla: So, the Belvedere costs € 75 a night for a double room with shower. Is that alright ?

Mrs Pinotti: Yes, fine. Can you book that one for me please ?

Carla: Certainly. And how will you be paying ?

Mrs Pinotti: By American Express.

Carla: Right. And will you require transport ?

Mrs Pinotti: No, thank you. We'll be driving ...

Name of client: Mrs Pinotti

Hotel:

Dates:

Number of nights:

Room type: D S shower bath

Price per night:

Упражнение 13. Составьте письмо (a letter of confirmation). Включите в него следующую информацию.

- 1 Thank Mrs Pinotti for telephone enquiry of [date].
- 2 Say what you have booked. Begin with "In accordance with your instructions".
- 3 Tell her that she must pay the bill within 48 hours by credit card to confirm the booking. Begin with "Payment by credit card".
- 4 Thank her for using your firm.
- 5 End the letter.
- 6 Write the salutation.

ATLANTIC HOUSE HAZEIWICK AVENUE HAYWARDS
HEATH WEST SUSSEX HH10 INF

Mrs Pinotti
48, Canal Street.
Herne Bay
Kent

Date

Dear Mrs Pinotti

(Sign your name)
Assistant travel consultant

УРОК IV

ACCOMMODATION AND CATERING

Упражнение 1. Подберите определения к следующим словам и словосочетаниям:

an inn is ... , a guest house is ... , a motel is ... , pension ... , caravanning or camping means ... , occupancy rate is ... , room service is ... , a snack bar means ... , a casino is ... , a caravan or a van is...

1. a quick food service;
2. the percentage of rooms or beds in a hotel that are occupied in a particular period of time;
3. travelling with one's own facilities for shelter and often for eating;
4. a place for gambling;
5. a catering service in which food and drink are brought to a guest's room in a hotel;
6. a type of vehicle with sleeping space;
7. a small establishment that accommodates travellers. They usually have relatively few rooms;
8. (usually pronounced in French) is another type of accommodation for travellers especially in Europe. It usually offers bed and breakfast at low prices. In Britain it is traditionally called "B & B" and means a boarding house which offers breakfast;
9. a place that offers shelter and food to travellers, often in rural areas. Now it sounds a bit old-fashioned;
10. a hotel with special facilities for motor vehicles. The word is made by combining "motor" and "hotel".

Упражнение 2. Образуйте словосочетания по модели.

self	board	shoes
old-	service	charm
direct-	made	room
centrally-	in	accommodation
hand-	dial	woman
well-	world	party
low-	heated	restaurant
half-	only	cupboard
built-	season	telephone
invitation-	dressed	rates

Упражнение 3. Образуйте устойчивые словосочетания из приведённых ниже слов при помощи союза "and".

A	B
black	tie
bread	dine
bride	breadth
jacket	white
milk	span
wine	groom
hard	soda
length	sound
male	butter
whisky	fast
spick	female
safe	sugar

Упражнение 4. Заполните пропуски в предложениях полученными выше словосочетаниями.

- The ... and ... had decided to spend their honeymoon in the Alps.
- The guests ordered a ... and ... without ice.
- The dress code in the restaurant is informal, but gentlemen are requested to wear a ... and
- ... and ... in the Aspects Restaurant on the 25th floor from 8 p.m. till midnight.
- Both ... and ... staff are obliged to wear a uniform.
- They searched the ... and ... of the hotel for the missing earring.

7. Would you like some ... and ... with your meal, sir ?
8. We have to make ... and ... rules for the safety of all concerned.
9. Please make sure that your uniform is ... and ... , so that you will make a good impression.
10. If you look carefully at your contract you will see that all the points are there in ... and
11. They searched everywhere for the missing child and eventually found him ... and ... in the games room.
12. Would you like ... and ... in your tea, madam ?

Упражнение 5. Какие удобства Вы хотели бы видеть в отеле высшей категории ?

Trouser press, cable TV in the room, ornamental gardens, live entertainment, lift, free garage space, beauty salon, tea / coffee making facilities, air conditioning, DD telephone, outdoor or indoor swimming pool, disco, floodlit tennis court, sauna + Jacuzzi, gift shop, newspapers.

Упражнение 6. Прочитайте текст.

The Hotel Trade in the World

The hotel is the traditional form of tourist accommodation. As a major economic activity, it creates direct and indirect employment and provides an important source of foreign currency.

A large variety of accommodations is available to the modern tourist. They vary from the guest house or tourist home with one or two rooms to grand luxury hotels with hundreds of rooms.

Before the age of railroads travellers stayed at inns in the country or in small hotels — most of them family-owned — in the towns and cities. The first big hotels were built in the vicinity of railroad terminals to serve the flood of new passengers. These new hotels were more impersonal than the old-fashioned family-style inn or hotel.

Some of the hotel corporations operate on a franchise basis; that is, the hotel is designed by the corporation, but the right to run it is sold or leased. The operator then pays a percentage to the parent corporation.

Large modern hotels contain not only guest rooms but many other facilities as well. They usually contain restaurants and cocktail lounges, shops and recreation facilities such as swimming pools or health clubs.

Many hotels also have facilities for social functions, conventions and conferences — bathrooms, auditoriums, meeting rooms of different sizes, exhibit areas and the like.

The hotel business has its own load factor in the form of the occupancy rate. This is the per centage of rooms or beds that are occupied at a certain point in time or over a period of time. One of the main problems of the hotel business is a high occupancy rate during one season and a very low one during another.

Catering, providing food and drink for guests, has always gone together with accommodations. Food services are a feature of hotels. The typical, modern "packaged hotel" includes a restaurant, a cafe shop for quicker and less expensive meals, and a bar or cocktail lounge. Many large hotels have several restaurants, often featuring different kinds of foods, as well as different prices. Hotels also normally provide room service — food and drink that are brought to the guest's room.

Food, in fact, may be one of the reasons why people travel. Many people go out of their way to visit France, for example, because of the gourmet meals that are served there. Similarly, the excellent restaurants of Hong Kong constitute one of its principal tourist attractions. It should also be pointed out that many grocery stores, delicatessens, and liquor stores make money from tourism.

The accommodations and catering service industries employ large numbers of people. At a luxury hotel, there may be as many as two or three employees for every guest room. At a large commercial hotel, there are usually about eight employees for every ten guest rooms. This intensive use of labour is one of the reasons why tourism is so attractive to developing countries. Furthermore, many of the hotel and restaurant jobs are semi-skilled work, so only a small amount of training is necessary to fill them.

Упражнение 7. Найдите в тексте ответы на следующие вопросы.

1. What kinds of accommodation are available to modern tourists ?
2. What were the first hotels like ? Where were they built ?
3. What does franchise basis mean ?
4. What facilities do modern hotels contain ?
5. Why is catering closely connected with hotel business ?
6. What does catering involve ?
7. What are the attractions of food service ?
8. Why is hotel business and catering important for the development of national economy ?

Упражнение 8. Что Вы узнали из текста о ...

1. different types of accommodations;
2. hotel facilities;
3. catering as an important part of tourism service;
4. the employment opportunities hotels and catering provide.

Упражнение 9. Ответьте на следующие вопросы.

1. How well is hotel business developed in Russia ?
2. What kinds of accommodations do Russian tourist companies offer ?
- What do you know about the quality of this service ?
3. Does the price of accommodation in Russia reflect the quality of the service ? Why (not) ?
4. What do you know about catering service in Russian hotels ?
5. Is it similar to that in international hotels ?
6. Do foreign tourists like Russian food ?
7. What Russian food is most popular with tourists ?
8. What problems do hotels in Russia face ?
9. How do they cope with these problems ?

Упражнение 10. Ролевая игра.

You want to book rooms at a hotel for a company meeting and trade presentation involving a number of executives from your overseas subsidiaries.

The trade presentation on 11–12 July is very important as you wish to show potential customers from all over world that the company is successful and knows how to treat client well.

You have recently seen an advertisement for the International Hotel and are going to phone the hotel to make a booking if the facilities meet your expectations.

Task 1. Study the list of facilities offered by the International Hotel.

Room facilities.

Colour TV, in-room movies, DD telephones, mini-bar, soundproofing, hairdryer, all rooms en suite.

Business Center.

The International has a fully-equipped business centre with six private meeting rooms and three offices, offering its guests a comprehensive range of services, including 24-hour facsimile and telex, photocopying, word processing, e-mail, interpretation and translation.

Conventions and meetings.

Meeting rooms, classrooms, conference rooms. Lecterns, flip charts, slide projectors, OHPs, white boards and stationery supplied at no extra charge. Audio-visual assistance available.

Daily delegate rate.

Includes morning tea and coffee, hot and cold buffet lunch, afternoon tea, main meeting room hire, \$32 per delegate.

24-hour residential delegate rate.

Includes above, plus three-course table d'hote evening meal, overnight accommodation, full Continental breakfast. \$110 per delegate single occupancy and \$90 per delegate double occupancy.

Clients must be able to guarantee at least fifteen delegates per day to be able to benefit from the daily or residential delegate rates.

Restaurant.

A la carte three-course menu from approx. \$35 per person.

Task 2. Phone the hotel and discuss your requirements with a clerk in Reservations at the International.

Your requirements; in all, seven members of staff will need accommodation for five nights from Monday 10 July. Three of them will be accompanied by their wives.

You will also need to book a conference room, including lunch, for twenty-five people for 11 and 12 July.

Your basic requirements are that:

- the hotel should be close to public transport;
- the rooms should be of a good standard with private bath and so on;
- the staff should be able to relax in pleasant surroundings;
- the business facilities should be spacious, professional and hi-tech.

You want to know the price of rooms, group discounts, the charge for the hire of business meeting facilities and the method of payment.

Give your address and the telephone number.

Make up a telephone conversation with a partner. Act it out in class. Discuss different variants.

PROMOTING A DESTINATION

Brochure language

Брошюра, вероятно, один из самых важных документов, используемых для рекламы и продвижения различных направлений в туристическом бизнесе. В брошюрах обычно используют особый описательный язык, помогающий сделать то или иное направление / маршрут наиболее привлекательным.

Упражнение 1. Прочитайте описание курорта Salou в Испании и обратите внимание на выделенные слова.

Salou has all the ingredients for a perfect seaside holiday. Its major attraction is a long, wide beach of soft, gently-shelving sands, backed by a fine, tree-lined promenade. East of the beach you will find uncrowded streets alongside a picturesque coastline with pretty wooded areas and several smaller bays.

West of Salou is the attractive fishing village of Cambrils. With its marvellous beach, idyllic harbour and many magnificent seafood restaurants it is a resort in its own right. But wherever you stay in the Salou area you'll have access to a whole host of pleasures: superb bathing, every kind of watersport and, by night, plenty of excitement in countless bars and discos. Another impressive attraction is the truly amazing Aquapark at La Pineda, a short bus ride from Salou itself.

Упражнение 2. Используйте каждую из восьми групп прилагательных, приведённых ниже, для описания одного из следующих существительных:

beach, village, hills, mountains, hotels, views, city, atmosphere.

- | | | |
|----------------|-----------|----------------|
| 1. rolling | gentle | undulating |
| 2. low-rise | spacious | well-appointed |
| 3. quaint | old-world | charming |
| 4. relaxed | carefree | welcoming |
| 5. spectacular | soaring | majestic |
| 6. unspoilt | striking | panoramic |
| 7. ruined | medieval | bustling |
| 8. secluded | safe | uncrowded |

Пользуясь словарём, дополните каждую из групп подходящим прилагательным.

Упражнение 3. Разместите в приведённом ниже тексте следующие слова таким образом, чтобы он выглядел более описательным.

Easy, floodlit, whitewashed, secluded, rocky, cobbled, free-of-charge, easy-going, many welcoming, ideally situated, short, mouth-watering.

A Stay in Paradise

This holiday complex is within reach of the bay and the sea. There are four tennis courts available to guests and the Sandy Lane Golf Club is just a bus ride away.

Hole Town exudes an atmosphere with its streets and houses. Watch the world go by from the café terraces or sample dishes in the restaurants.

Упражнение 4. Парная работа. Дополните следующий текст прилагательными на свой выбор. Сравните свой вариант с вариантом другой пары студентов.

Tangier

Tangier with its bazaars and architecture provides a taste of the Orient. It has sporting facilities, including golf, tennis and sailing. Watersports can be enjoyed along its coasts which have beaches. You can try your luck in the casino or window-shop down the boulevards of the quarter. The Mendoubia Gardens, a palace and antiquities are just some of the attractions that Tangier has to offer.

Упражнение 5. Заполните в диалоге пропуски, употребив глаголы в скобках в соответствующем времени.

Dominic: What (a) ... you ... (do) for Christmas ?

Lesley: I'm really lucky. I've been chosen to go on a trip to Jamaica !

Dominic: Lucky you ! How long (b) ... you ... (be) away ?

Lesley: Ten days in all. I (c) ... (leave) on 19th December and (d) ... (arrive) home in time for the New Year.

Dominic: What kinds of things (e) ... you ... (do) while you are there ?

Lesley: I (f) ... (tour) the island. I (g) ... (stay) in three resorts: Montego Bay, Ocho Rios and port Antonio.

Dominic: Has your itinerary been planned for you or (h) ... you ... (be able) to decide what you (i) ... (do) when you (j) ... (get) there ?

Lesley: A bit of both, I suppose. My plane (k) ... (leave) from Heathrow on 19th December for Montego Bay where I (l) ... (stay) in the Richmond Hill Hotel. While I (m) ... (be) there (n) ... (have to) complete the questionnaire on what there is to do in the resort, the quality of services, the cost of snacks and drinks for the agency. But I (o) ... definitely ... (go) to Chukka Cove while I (p) ... (be) there to see the polo.

Dominic: (q) ... you ... (be) in time to watch the Jam-Am yacht race ?

Lesley: No, unfortunately it (r) ... (finish) before I (s) ... (arrive).

Dominic: That's a shame. But I wish I (t) ... (go).

Упражнение 6. Прочитайте рекламное описание Дублина, столицы Ирландии. Заполните пропуски.

Tucked away to the west of mainland Europe, Dublin is probably one of the world's (a) ... secrets. Being less easily accessible than other capital cities in Europe has proved to be a (b) ... advantage, as it has allowed Dublin to keep its (c) ... village atmosphere. Dublin is a city of contrasts and contradictions.

Medieval and Georgian architecture provide a (d) ... backdrop to the (e) ... and lively streets filled with entertainers of all kinds. The aroma of (f) ... coffee mixes with the distinct smell of hops from the nearby Guinness brewery, drawing the visitors indoors. Street-side cafes and pubs are always buzzing with (g) ... conversations and visitors may soon find themselves involved in topics as diverse as sport, politics and literature, or the old favourite — the weather.

In 1988 Dublin celebrated its 1,000th birthday and was designated European City of Culture in 1991. Many visitor attractions throughout the city show its fascinating history. There are a variety of museums, art galleries and visitor attractions for every taste and age-group. Take a walk along one of the many Heritage trails or follow the City's Rock'n'Stroll trail which tells a myriad of (h) ... facts about the many famous musicians who have come from this (i) ... city.

If the hustle and bustle of the city prove too much you can always take a trip along Dublin's (j) ... coastline or explore the nearby Dublin mountains. Pay a visit to Malahide Castle and you may be lucky enough to see briefly Puck, the (k) ... ghost.

The choice of entertainment does not lessen as darkness falls and the visitor is faced with the dilemma of choosing whether to visit one of the many theatres, go to a concert at the National Concert Hall, walk through the lively pedestrianised area of Temple Bar or take time over a (l) ... meal in an (m) ... restaurant.

Упражнение 7. Пользуясь словарём, замените подчёркнутые в вышеприведённом тексте глаголы следующими:

attend, catch a glimpse of, descends, diminish, stroll, have emanated, engrossed, linger, mingles, to suit, pay tribute to, proven, relates, retain.

Упражнение 8. Дополните следующий отрывок прилагательными так, чтобы представить рекламируемый отель как можно более роскошным.

Hotel Dunloe Castle is ideal for your golfing holiday. Situated in parkland, the hotel provides nature-lovers with a break. Stroll through gardens which reflect Ireland's magic and marvel at a botanical collection which has won awards. Enjoy the facilities, including indoor tennis, a swimming pool, riding and fishing. The hotel itself is luxuriously furnished. Sip a drink in our bar or sample the restaurant's cuisine.

Упражнение 9. Прочитайте нижеследующую статью и ответьте на вопросы.

1. How, according to the article, does cricket help the Caribbean tourism industry ?
2. How are the Sandals resorts being promoted ?
3. What are the promoters trying to achieve ?
4. According to the article, which segment of the British tourism market watches cricket ?
5. In which segment of the market is there the greatest increase in trade ?
6. What season does the writer give for a fall in the numbers of German visitors to the Caribbean ?
7. Why does the writer think that South Africa may become a popular long-haul destination with the British ?

Test Series* Gives Big Boost to West Indies Tourism

Can cricket sell holidays? It seems unlikely that the game can convince British holidaymakers to book an expensive trip to the other side of the world. Yet cricket does appear to have a role, at least in the salvation of many Caribbean islands with hopes of attracting upmarket clients. The fact that during this long, hot summer up to 4 million people have watched the Test Matchers throughout the day on television seems to justify the marketing people's optimism.

Certainly, Butch Stewart, the hard-headed chairman of the rapidly expanding Sandals chain of resorts, has been happy to spend £2.5 million to sponsor the West Indies cricket team. Each time the tension rises and even non-cricket supporters switch on they see the name Sandals emblazoned clearly in red on the West Indians' white shirts. When the team captions are shown, they cannot help but notice that Richardson, Ambrose, Keith Atherton and Kenneth Benjamin come from the romantically named Leeward Islands and Junior Murray is from the equally evocative Windward Islands.

Where are these magical islands which can produce such talent? Out come atlases and, with them, holiday brochures for the Caribbean, or so the Sandals staff hope.

Suddenly Antigua and Nevis in the Leewards and Grenada in the Windwards look particularly appealing, especially when the new British Airways Holidays brochure appears coincidentally in the travel agencies luring travellers to Jamaica, the home of Jimmy Adams and Coateney Walsh and to Sherwin Campbell's Barbados.

Some insist that only cheap, downmarket packages are selling well and that anyone with style — the type who would naturally regard cricket as the finest game in the world — is now shunning the islands.

Yet the figures contradict this. Thomson, which has 31 per cent of the Caribbean market, has sold 41 per cent more packages to the islands this year than last. Though the company spans the market with holidays from £455 for two weeks' self-catering in Barbados to £2,989 for three weeks' full board at the island's Tamarind Cove, much of the increase has been in the costlier all-inclusives.

Overall, according to the Caribbean tourist organisation, 4 per cent more Britons will visit the island this year compared to 3 per cent fewer Germans. But then not many Germans play cricket.

British Airways Holidays says that there has been a 60 per cent increase in its own bookings for the Caribbean and that surprisingly 23 per cent of

its clients ask for an upgrade from economy to business class on the eight-and-a-half-hour flights.

Caribbean Connections, which concentrated on taking cricket supporters to watch England play in the West Indies two years ago, saw its business rise by more than 50 per cent as result. England play South Africa this winter. Will the republic become the next long-haul holiday sensation ?

* Test Series — a competition between two national cricket teams involving several matches (or games).

УРОК VI

CUSTOMER RELATIONS

Упражнение 1. а) Пользуясь словарём, переведите прилагательные, которые описывают личные качества человека, работающего с людьми.

Ambitious, clever, disorganized, efficient, helpless, honest, motivated, sensitive, shrewd,

trustworthy, timid, thoughtful, zealous.

б) какой Вы человек ?

Tidy, capable, responsible, polite, sympathetic, organized, friendly, patient, experienced, professional, efficient, motivated.

с) к сожалению, вышеприведёнными качествами некоторые люди не обладают. Опишите их при помощи следующих префиксов:

un-, im-, ir-, in-, dis-

д) добавьте префиксы well- или self- к прилагательным, чтобы они описывали положительные качества человека. Пример: well-informed.

...-behaved, ...-assured, ...-possessed, ...-organized, ...-confident, ...-mannered, ...-reliant, ...-intentioned.

Упражнение 2. а) Прочитайте текст и найдите в первом абзаце эквиваленты следующих слов и словосочетаний:

not enough or not good enough, uninterested, new to the job, not polite.

б) найдите в первом и втором абзацах идиоматические выражения, обозначающие apathetic or careless attitude, a reprimand.

с) ответьте на вопросы по тексту.

1. Why did Jane go to work at Ridgeway Tours ?

2. Why wasn't Jane's behaviour to customers noticed sooner ?
3. What did the assistant manager of ABC Travel do when she wasn't satisfied with the service she received ?
4. How did Ridgeway Tours react ?
5. Why wasn't the manager of Inter-World satisfied with the service he received ?
6. What conclusion did he come to ?
7. What did this mean for Ridgeway Tours ?

An Unfortunate Incident at Ridgeway Tours

Ridgeway Tours has always had a reputation for having well-trained staff but, following the expansion of the company's main tour programme, they had taken on a number of very inexperienced staff, not all of whom had been properly inducted into the company's operations. One of the new sales staff, Jane, took on a telesales job as a temporary measure, and had no intention of staying more than two months — just long enough to save enough money to go off on a summer holiday. Jane's attitude to the job reflected in her work. She failed to record details of bookings, was sometimes rude to customers phoning in and, for most of the time, adopted an attitude of take-it-or-leave-it. Unfortunately for Ridgeway Tours, their rather inadequate staff training programme meant that the effects of Jane's indifferent attitude to the job were not immediately recognised.

ABC Travel had dealt with Ridgeway Tours for a number of years, and most of the counter sales staff were on very good speaking terms with all of the tour operations staff. When the assistant manager telephoned through with a booking and got Jane on the end of the line, she very quickly realised that the level of service was not up to Ridgeway's usual standard. The good standing between the two firms, however, meant that the matter was easily resolved at supervisor level. Jane quite rightly received a ticking off from reservations supervisor, the agency received an apology, and confidence was restored once more.

Inter-World Travel had never used Ridgeway Tours before but, due to a number of difficulties in finding a suitable holiday for a large group, the manager telephoned Ridgeway to make a

reservation on their new programme. Unfortunately for the tour operator, the very person who answered the call was Jane and, true to form, she treated the agent in her usual manner, failing to show any real interest in the booking and ringing off before the agent had properly finished the call. The

agent was neither pleased with Jane's attitude, nor the service he had received but, unlike ABC Travel, the agency had had no previous dealings with Ridgeway Tours and did not realise that Jane's attitude was in no way typical of the attitude of the whole company. Although the manager of Inter-World urgently needed to find a suitable holiday for his clients he felt that it was vital to entrust the booking to a reliable tour operator. He thought over his conversation with Jane and decided that he couldn't afford to take a chance with this booking. He then walked out of his office into the agency and spoke to his staff: "Can I just have your attention for a minute ... Ridgeway Tours — no one is to make a booking with them under any circumstances. OK ?"

Упражнение 3. а)

Запомните:

Language for handling complaints

Introducing your complaint

I'm not one to make a fuss, but ...

I don't want to complain, but ...

I'm sorry, but I really feel I have

to make a complaint about ...

Handling a complaint

I'm sorry to hear that.

Let me take the full particulars.

I fully understand.

I'll do my best to sort it out.

Writing a letter of apology.

Notes and expressions:

thank you + sorry

I was sorry to hear that ...

Please accept my sincere apologies for ...

I have thoroughly investigated your complaint ...

Main reasons (shortage of staff, holidays and sickness of some people)

I apologize for the inconvenience ... due to circumstances beyond our control.

b) Вы работаете в фирме Exotic Destinations в отделе по работе с клиентами. Ваш менеджер оставила на вашем столе письмо и записку. Следуйте её инструкциям.

MEMO

To:

From: Marianna Corradi

Can you please deal with this letter ? Apologise for the unfortunate incident and explain that this is not our usual standard. Promise we will look into the allegations of rudeness. BUT point out that: 1. our brochure does not stipulate the age of our reps;

2. all our reps are highly trained;

3. the brochure states that there needs to be a minimum of 8 people for the Golden Group package.

As gesture of goodwill offer 4 vouchers for day trips to Paris and Brussels.

Many thanks. See you back in the office on Monday.

48, The Vale · Sunnyside · Devon · DC4 5JK

7th December

The Customer Relations Dept

Exotic Destinations

Pacific House

Randolph Way

London W1Y 8QT

Dear Sir,

My husband and I have recently returned from one of your Golden Group holidays in Tunisia.

We chose this holiday in preference to many others as we were assured both in the brochure and by your agency staff that this particular package catered for retired couples like ourselves. We understood that our specially organised activities would be run by mature friendly hostesses. However on arrival at our destination we were met by a very youthful rep who very curtly told us that there were only two other people on the Golden Group package and that, as a result, we could join in the activities organised for other groups or fend for ourselves. Since our tastes do not include hard rock or late-night pub crawls we asked to be moved to another hotel. We were told that if we did this it would have to be at our expense. As a result we decided to stay where we were and to organise our own entertainment.

Now that we have returned home we feel obliged to draw your attention to our deep dissatisfaction with the service we received. Not only were we deceived by the information in your brochure but we were not properly treated by your staff in the resort.

We hope that this matter will be rectified to our satisfaction in the near future and look forward to hearing from you shortly.

Yours faithfully
Katherine Hopper

Упражнение 4. Парная работа. Составьте диалоги.

SITUATION 1

Student A.

You have just checked into a hotel and you have noticed that there are no towels in the bathroom. You go down to reception.

Student B.

You are a hotel receptionist. A customer has just come into the lobby and want to speak to you.

SITUATION 2

Student A.

You work in a travel agency. A customer has just come through the door and is looking angry.

Student B.

You bought a return airline ticket from a travel agency with the wrong departure time on it and you missed your flight. You had to purchase another ticket for a later flight (which, to make matters even worse, was delayed), and as a result you missed a very important business meeting. You want to know what the agency is going to do about it.

Упражнение 5. а) Ознакомьтесь с таблицей.

Verbs + the infinitive			Verbs + the gerund		
Afford	decide	arrange	admit	anticipate	avoid
choose	expect	wish	deny	delay	consider
hope	manage	offer	mind	suggest	postpone
promise	refuse	undertake	risk	recommend	save
demand	fail	plan	involve	justify	miss

Пример. I wish to claim compensation.

I suggest writing to the manager.

После некоторых глаголов может следовать как инфинитив, так и герундий. При этом смысл предложения меняется.

Пример. They stopped to take extra passengers on board.

They stopped taking extra passengers on board.

b) Перепишите следующие предложения так, чтобы смысл остался прежним.

Пример. She hasn't got enough money to travel first class.

She can't afford to travel first class.

1. If you don't pay the invoice there may be a 10% penalty charge. If you delay ...

2. I think it would be a good idea to write to the tour operator. I suggest ...

3. Would it be convenient for you to wait a little longer? Would you mind ...

4. OK, yes, I made a mistake about the time but not the date. I admit ...

5. I'll do my best to have an answer within a week. I promise ...

6. If I were you, I would make a strongly-worded complaint. I recommend ...

7. The guide said she certainly did not turn up late. The guide denied ...

8. It would require us to make a change in the schedule. It would mean ...

Упражнение 6. Прочитайте статью.

When Pays to Complain

A dissatisfied customer who complains is just as likely to remain loyal as a completely satisfied customer. This surprising state of affairs has been observed by British Airways, which has turned the handling of complaints into something of a science.

Charles Weiser, BA's head of customer relations, calculates that about 13 per cent of customers who are completely satisfied with BA's service may not fly with the airline again. "Perhaps they changed jobs, found a frequent flyer programme which better suited their needs, or maybe they felt it

was time for a change of airline," he says, writing in the July issue of *Consumer Policy Review*, the journal published by the UK's Consumers' Association.

Half of all customers who experience problems but do not complain, do not intend to use the airline again. This contrasts with the customers who are dissatisfied but do complain — just 13 per cent of this group will defect, the identical rate of defection as the "satisfied" group, says Weiser.

Clearly, it pays to encourage customers to complain, and to encourage complaints departments to turn themselves from "blame" to "customer retention" departments, he says. Weiser's guide to satisfying complaints includes the following points:

- Apologise and "own" the problem. Customers do not care whose fault it was — they want someone to say sorry and champion their cause.

- Do it quickly — customer satisfaction with the handling of a complaint dips after five days.

- Assure customers the problem is being fixed. Complaints departments need to know their company inside out and work with front-line departments.

- Do it by phone. Many departments are frightened of the emotion customers often show when things go wrong, but customers appreciate a personal apology and reassurance the problem will be solved.

- Выберите верные утверждения.

1. A dissatisfied customer who makes a complaint will usually fly again with British Airways.

2. About one sixth of BA's satisfied customers defect to other airlines.

3. Both satisfied and dissatisfied customers will fly with BA again in about the same proportions.

4. BA gives money to customers if they complain.

5. Customers are anxious to find out who was responsible for things going wrong.

6. It is not a good idea to admit to being in the wrong.

УРОК VII

TOURISM AND TRANSPORTATION

Упражнение 1. Сгруппируйте слова по темам:

sea: cruise, ...

rail: platform, ...

air: steward, ...

road: highway, ...

phrasal verbs: breakdown, ...

Liner, sail, long-haul, toll, runway, compartment, make, registration number, see off, jet lag, run out of, crossing, roundabout, ticket collector, station wagon, drop off, starboard, set off, guard, harbour, gangway, stop-over, standby, track, press on, self-drive.

Упражнение 2. Расставьте по порядку подчёркнутые слова.

1. it's easy around to New York get on the subway;
2. the chance at jumped she to work as a tour guide;
3. down bus the broke in the middle of the street;
4. the cashier the bill worked out;
5. it's a tour rep's responsibility the guests after to look;
6. at the airport the guests up tour reps pick;
7. the itinerary up she drew;
8. her uncle her up put for a few nights.

Упражнение 3. Подберите определения.

- a. Jumbo jet is ...
- b. Load factor means ...
- c. Car rental agency is ...
- d. Cruise is ...
- e. Scheduled airline operates ...
- f. IT means inclusive tour ...
- g. Affinity group is ...
- h. Charter plane is ...
 1. a service of renting automobiles for short periods of time;
 2. its aircraft on fixed routes at fixed times;

3. a group of people with the same purpose or interests travelling to the same destination — e.g. a garden club making a tour of English gardens;

4. a package tour that offers transportation, accommodation and other inducements;

5. an aircraft that has been rented to fly when and where the service is desired;

6. the number of seats that have been sold on an aircraft;

7. a large aircraft with a seating capacity of about 400 passengers;

8. a pleasure voyage by ship.

Упражнение 4. Составьте словосочетания из слов в колонках А и В и заполните ими пропуски в предложениях.

A	B
conveyer	desk
departure	card
terminal	class
hand	lounge
check-in	baggage
economy	building
departure	control
excess	luggage
boarding	belt
passport	gate

At the Airport

Most taxi drivers know the airport quite well, so if you tell him where you are going, he'll drop you off at the right (1) terminal building. When you get inside, go to the (2) ... and have your ticket and passport ready. As you are travelling (3) ... , the queues can be quite long, so make sure you get there in good time. You'll be given your (4) ... with your seat number, and they'll weigh your bags, which will then be taken away on a (5) You can carry one item of (6) ... with you onto the plane, but if your cases weigh more than 20 kg, you'll have to pay (7) You'll have to go through (8) ... or a final check, and then listen out for the announcement to tell you which (9) ... you need to go to in order to board the plane.

Упражнение 5. Расставьте предложения в таком порядке, чтобы получился диалог.

Travel Agency	Traveller
<input type="checkbox"/> G-O-M-E-Z. And your credit card ?	<input type="checkbox"/> G-O-M-E-Z.
<input type="checkbox"/> Thank you. I'll put your tickets in the mail today.	<input type="checkbox"/> November next year.
<input type="checkbox"/> Liteways Travel. Can I help you ?	<input type="checkbox"/> Marcus Gomez, and ...
<input type="checkbox"/> Sorry, could you spell that ?	<input type="checkbox"/> That sounds fine. Can you reserve a seat in business class for me ?
<input type="checkbox"/> Certainly. Could I have your name and details of your credit card ?	<input type="checkbox"/> On the 21st, next Friday.
<input type="checkbox"/> What's the expiry date ?	<input type="checkbox"/> In the morning, please. As early as possible.
<input type="checkbox"/> Certainly. When would you like to travel ?	<input type="checkbox"/> Yes, I'd like to book a flight to Berlin.
<input type="checkbox"/> In the morning, afternoon or evening ?	<input type="checkbox"/> Thank you. Good bye.
<input type="checkbox"/> Just a moment ... There's a flight at 7.55 a.m.	<input type="checkbox"/> Visa, 2985 1409 9584.
<input type="checkbox"/> Good bye.	

Упражнение 6. Расставьте предложения в логической последовательности.

1. Take off.
2. Land and disembark.
3. Buy some duty-free goods before leaving.
4. Have a meal and watch an in-flight movie.
5. Fasten your seat belt.
6. Go through passport control.
7. Get on the plane and find your seat.
8. Go to the departure lounge for your gate.
9. Pick up your luggage and leave the airport.
10. Arrive at the airport and check in.

Упражнение 7. Ответьте на вопросы.

Types of Water Holiday

1. What are the advantages and disadvantages of a holiday on the sea or on a river? Think about accommodation, activities, sights and costs.
2. Have you ever been on a cruise or spent a holiday on a ship or boat? What was it like?
3. Look at the list of sea and river trips. Put them in two different orders:
 - a) from the most expensive to the least expensive;
 - b) the order in which you would like to go on them.

Sea and River Trips

1. Caribbean cruise
 2. Mediterranean cruise
 3. round-the-world cruise
 4. speed boat ride off the south coast of France
 5. sightseeing trip down the Neva river
 6. gondola ride in Venice
 7. canal holiday in the UK
 8. hovercraft trip across the English Channel
 9. rowing boat on a mountain lake in the Caucasus
 10. transatlantic voyage to New York
 11. white-water rafting trip in the Carpathians
 12. river Nile cruise
- Give reasons for your opinions.

Упражнение 8. Найдите в тексте "Tourism and Transportation" ответы на следующие вопросы.

1. Why is transportation a vital aspect in the tourist industry?
2. How did means of transportation develop?
3. Why have railroads and ships lost much of their business?
4. What makes car a very convenient means of transportation?
5. What mode of transportation has become principal carrier for long-distance travel? Why?
6. Why do ships play an important part in tourism?
7. What is "cruise"?
8. What is "car ferry"?
9. What kinds of airline operations does the text describe?

10. What is the difference between a scheduled and nonscheduled airlines ?

11. Why did airlines introduce special fares ?

12. How did this influence their business ?

Tourism and Transportation

Transportation is a vital aspect in the tourist industry. Without the modern high-speed forms of transportation tourism would be possible only for a tiny fraction of population. During the 19th century railroads spread across Europe, North America and many other parts of the world.

The tourists on Thomas Cook's first organised tour in 1841 travelled by railroad.

Steamships were developed at about the same time as railroads, but they were used for the most part on inland waterways. By 1900, they were developed so that they were carrying passengers and freight on all the oceans of the world. But in the second half of the 20th century, the automobile replaced the railroad for most local travel. It offers convenience and a very large per centage of domestic tourism now takes advantage of the automobile for transportation. In Europe, where the distance from one national board to another may be very short, automobiles are also used extensively for international journeys.

For long-distance travel, the airplane has replaced the railroad and the ship as the principal carrier. The airplane has become so commonplace that we often fail to realize what a recent development in transportation it really is !

Ships still play an important part in tourism for the purpose of cruising. A cruise is a voyage by ship that is made for pleasure rather than to arrive quickly at a fixed destination. The cruise ship acts as the hotel for the passengers as well as their means of transportation. When the tourists reach a port, they are usually conducted on one-day excursions, but return to the ship to eat and to sleep.

Ships play another part in modern tourism as car ferries. Particularly in Europe, the tourist who wants to have his car with him on a trip can take advantage of car ferries across the English Channel or the Strait of Gibraltar. Car ferries even ply across large bodies of water such as the North Sea between England or Scotland and Scandinavia. The city of Dover on the English Channel handles the largest volume of passenger traffic of any port in the UK primarily because of car ferries services.

The airlines are now very prominent in the tourist industry and it is important to remember that there are two kinds of airline operations, scheduled and nonscheduled.

A scheduled airline operates on fixed routes at fixed times according to a timetable that is available to the public.

A nonscheduled airline operates on routes and at times when there is a demand for the service. The nonscheduled airline is, in other words, a charter operation that rents its aircraft. The competition between the two has been very intense.

All transportation is subject to regulation by government, but the airlines are among the most completely regulated of all carriers. The routes they can fly, the number of flights and many other matters are controlled by means of bilateral agreements between different countries in the case of international airlines.

Упражнение 9. Прочитав диалог, выпишите все даты, время и виды транспорта, которые Вам встретятся.

TC — Travel Consultant *S* — Susan

TC: Good morning. Can I help you ?

S: Yes, I am thinking about going to the States and I'd like to sort out the final itinerary.

TC: Good. Do you still plan to start off in New York and come back via San Francisco ?

S: Yes. Last time you mentioned something about an open-jaw ticket. Could you tell me what ... ?

TC: Oh, an open-jaw ticket ... you'll fly out from Heathrow to Newark International and come back to London from San Francisco. That means you pay half the return fares on both routes added together.

S: And do I get my student discounts on those flights ?

TC: Yes, no problem. Do you need accommodation in New York ?

S: No, thanks. My uncle will pick me up from the airport and put me up for a few days in Manhattan. I guess it's easy to travel around New York ...

TC: Well, there are guided tours in the city but you can get round quite easily on the subway.

S: Right, and the next day I was planning to go to Washington.

TC: By the Greyhound bus or by rail ?

S: Well, could you get me an Amtrak fifteen-day travel pass ?

TC: Sure. All Amtrak trains have names. Yours is *the Capitol Ltd* and it leaves at 7.20 and arrives 11.05 on 6 September.

S: Fine.

TC: Then you take the 16.40 from Washington on the 7th and arrive in Chicago at 09.10 on the morning of the 8th and have some time to have a look around Chicago.

S: OK.

TC: So I'll book you on *the Desert Wind* to San Francisco via Salt Lake City arriving at 7.45.

S: Great. I'd like to hire a car while I'm there. Can I do this through you?

TC: Yes, I've got a brochure here in fact. You have a choice of ...

УРОК VIII

BUSINESS TRAVEL

Упражнение 1. Прочитайте и выучите следующие слова и словосочетания:

executive	руководитель высшего звена
expense containment	содержание расходов на поездку
board meeting	совещание совета директоров
sales launch	выпуск нового товара на рынок
exhibition	выставка
venue	место проведения какого-либо мероприятия, выставки
audio-visual equipment	аудио-видео оборудование

Упражнение 2. Conferences and Meetings. Переведите предложения. Определите, какие из следующих событий в них описаны:

a) lecture, b) congress, c) workshop, d) trade fair, e) board meeting

1. A group of hoteliers who want to listen to a formal talk on management techniques from a specialist speaker.

2. Travel agents going to see promotions from tour operators and tourist boards in order to find new packages and venues for their clients.

3. An international group of tour operators meeting to discuss global problems.

4. Hotel staff needing practical know-how to improve their work techniques.
5. The directors of a company going to their monthly decision making meeting.

Упражнение 3. Прочитайте текст и скажите, от лица кого он написан и кому адресован.

The first, most important point, is the number of delegates attending. The next thing to decide is what you actually want to achieve with your conference; is it a training session or are you having a sales launch ?

Then you must decide how long your conference is to last, how many days you anticipate you're going to need and what time of year you want to hold it.

Another point is where the conference is going to take place. Will it need to be reasonably central — near an airport, near good railway connections, or easy to get to by road ? Are there adequate car parking facilities ?

And of course you need to know who is actually paying for the conference. Are the delegates paying for themselves or is the company paying ? Usually the company pays for the main part of the conference and the delegates pay for their drinks, telephone calls and other things.

Next you'll have to think about the things that you'll require while you are there: things like conference room size. If it's very informal you won't need a very big room, but if you need everybody with desks you'll need a larger room. You'll also have to decide whether you need syndicate rooms — that's small rooms for fifteen to twenty people, and if you're going to use syndicate rooms, how many rooms you'll need.

You also need to know what refreshment your delegates will require. Do you want that served in the conference room or out of it ? And at what time ?

You need to find out the dining requirements — will they be privately dined or is it okay for them to sit at small tables in the main dining room ? Perhaps you want a gala dinner on the last evening to make it more of an occasion.

Then you can get down to the menu arrangements. At lunch time delegates often only have forty-five minutes to an hour, and so they'll want a fast buffet service. In the evening you can spend a couple of hours over the meal and can have a more formal one.

Another thing you can do is, if the delegates need to work through lunch, you can have a finger buffet brought in.

Another thing to consider is accommodation. If you've got a conference of twenty, perhaps only ten require accommodation. Perhaps some of these guests are very important people, so you'll want to put them into better rooms than the ordinary delegates. So you must work out a rooming list. And finally are the delegates going to have any leisure time? For instance, they're here for two days. On the first afternoon there's a free period — they haven't got any work to do in the conference. The delegates might want some activities organised. Perhaps they want to go out and see the local sights, perhaps they want an organised sporting activity. If the delegates are here for a long time they might want to go to a local pub. Will they want a disco or a casino set up, or will they want a party?

Упражнение 4. Заполните пропуски, пользуясь полученной из текста информацией.

1. Number of _____
2. Type of conference
 - board meeting
 - sales _____
 - training _____
3. _____ of stay
4. _____ of year
5. Transport requirements
 - air connections
 - rail connections
 - road connections: _____ facilities
6. The conference room layout
 - _____ size
 - with _____
 - _____ rooms
7. Refreshments in / outside _____
8. _____
 - requirements
 - private dining
 - _____
 - public restaurant
 - buffet service
 - formal dinner
 - _____
9. Accommodation
 - VIPs
 - _____

10. _____

- sightseeing
- sports
- pub visit
- disco / casino

Упражнение 5. Соедините существительные из правой колонки с прилагательными из левой и подберите определения к полученным словосочетаниям.

Adjectives	Nouns
economic	countries
foreign	fares
metropolitan	communities
competitive	economy
global	opportunities
indigenous	ownership

1. belonging to somebody who does not live in your country: ...
2. local people native to the area: ...
3. cheap flights: ...
4. all the goods and services produced and traded in the world: ...
5. nations with large cities: ...
6. chances for a country to become wealthy: ...

Упражнение 6. Составьте словосочетания и подберите определения к ним.

commodity	costs
labour	prices
maintenance	rates
tourist	receipts
occupancy	

1. ...the amount of money a country receives from tourism
2. ...the amount of money that is required to keep a building in good repair
3. ...what you have to pay for food and other basic materials on the world market
4. ...the amount of money a hotel must pay its staff
5. ...the percentage of hotel rooms that are full throughout the year

Упражнение 7. Парная работа.

Student A.

You work for Electrical Engineering company and have been asked to find a venue for a full-day seminar. Professor Brown will be giving a lecture on new techniques in electrical engineering in the morning, and this will be followed by an annual general meeting in the afternoon. You need a lecture theatre for fifty people. Call the Manor Hotel and find out what they have to offer.

Student B.

You work for the Manor Hotel. Find out what equipment the client requires. All equipment is provided free of charge if you have prior notice. First study the list of conference facilities:

flip chart	pointer
lectern	screen
OHP (overhead projector)	remote control
PC	copier
	marker pens

Упражнение 8. Составьте словосочетания и заполните ими пропуски в тексте.

A		B	
express	corporate	service	rooms
incentive	fax	check-in	machine
Limousine	meeting	leg-room	bar
automatic	mini	upgrade	pall
extra	modem	scheme	discount
conference		point	

"I would certainly recommend East American Airlines if you're going to be doing a lot of travelling in the States — they like to make things easy. For a start, they offer a free chauffeur-driven (1) limousine service to take you to the airport and to pick you up the other end, and they have an (2) ... solely for the use of passengers in Business Class, so you only have to get there ten minutes before the flight. What's more, you also have the chance of an (3) ... to First Class if there are any free seats. The planes are very comfortable — the seats have lots of (4) ... so you don't feel cramped, and they offer a good range of meals on the menu. On top of that there is an air miles (5) ... , so that if you fly with them regularly, you can quickly earn enough points for a free flight. In Georgia, they have an arrangement with the Eastern Traveller's Inn, which has been specially built to meet the need

of the business traveller. It's in a good area of town, and the rooms are very nice. They all have a (6) ... with snacks as well as drinks, and they come with a (7) ... so that you can get your e-mail from a portable PC, and they also have a (8) ... so that you can send and receive other documents. If you want to give a small presentation, you can hire one of the (9) ... which can hold up to twenty people, but if you're planning something big, like a product launch for example, you can hire the (10) ... , which can seat over 1,000. It's very good value, but for regular guests they also offer a (11) of about thirty per cent".

Упражнение 9. Ознакомьтесь с рекомендациями по составлению ответа на запрос клиента.

1. Layout.

Make sure that you lay out your letter correctly. You will be using headed writing paper, so you do not need to write your address. You should write your address (86 March Street, London SW1) and the date in the correct position.

2. Beginning.

Begin you letter with a reference to his enquiry. Useful phrases; I am writing in response to ... Thank you for your enquiry about ... I would like to tell you about ...

3. Facilities.

Give the customer an idea of the main facilities that you offer. You can divide this up into three sections: facilities related to relaxing, facilities related to carrying out business, facilities related to washing and cleaning.

4. Prices.

Give the customer an indication of prices. In this section give information about some of the prices. Give details of the cost of the lounge area and what it includes and give details of the cost of work stations.

Useful phrases:

Our prices are extremely competitive.

In addition ...

Not only does this include ... but it also includes ...

5. Ending.

Finish your letter with a suitable ending. For example:

Should you require any further information please do not hesitate to contact me.

I look forward to hearing from you.

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