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English for Tourism

Учебное пособие

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Учебное пособие предназначено для формирования и раз-
вития компетенций профессионально-ориентированного обще-
ния на английском языке в сфере туризма.

Пособие может применяться для получения дополнитель-
ных знаний по вопросам английского языка в сфере туризма с
целью более глубокого изучения соответствующих тем курса
английского языка. Пособие знакомит обучающихся с понятием
туризма, мотивацией в туризме, типами дестинаций и турист-
ских компаний, основными видами туризма, транспортными
услугами, карьерой и профессиями в туризме.

Для студентов, обучающихся по направлениям и специали-
зациям туристского профиля, а также для всех, кто интересуется
вопросами английского языка в сфере туризма.

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ПРЕДИСЛОВИЕ

Настоящее учебное пособие знакомит обучающихся с основными видами туризма, типами дестинаций и туристских компаний, мотивацией в туризме, транспортом, карьерой и профессиями в туризме.

По целевому назначению данное учебное пособие может применяться при изучении соответствующих тем курса английского языка, а также для самостоятельной работы. Пособие является источником учебной информации и видом учебной литературы, дополняющей учебник. Исходя из этого, учебное пособие может использоваться для дополнения, конкретизации учебного материала, изложенного в учебнике или для более глубокого изучения учебной дисциплины.

По читательскому адресу учебное пособие предназначено для студентов, обучающихся по специальностям туристического профиля, а также для всех, кто интересуется вопросами индустрии туризма и сервиса.

Учебное пособие ставит своей целью научить студентов быстро извлекать информацию при чтении, излагать содержание по-английски просто и понятно, делать сообщения и обсуждать темы, связанные с туризмом, используя самые употребительные языковые средства, основной словарный фонд английского языка и базовую терминологию. Учебное пособие может быть дополнено грамматическим материалом по желанию преподавателя в зависимости от уровня грамматических навыков обучаемых.

В понятийном плане пособие имеет четкую структуру, обусловленную логикой данной предметной области. Учебное пособие состоит из 30 уроков (Units), сгруппированных в 7 модулей. Учебный материал текстов и упражнений освещает все основные аспекты туристической индустрии.

Данное пособие составлено на материале аутентичных текстов. При отборе текстов учитывалась информативность, познавательная ценность и актуальность тематики.

От автора

MODULE I. TOURISM YESTERDAY AND TODAY

UNIT 1. THE DEVELOPMENT OF TOURISM BEFORE THE 20th CENTURY

Tourism can be defined as a temporary visit, usually for pleasure, to a place where you do not usually live, creating the need for transport, information and catering services, accommodation and entertainment. While today people make temporary trips for many reasons – to visit friends or family, work, study, do sport, have a holiday, or for cultural interest – up until the 16th century people travelled mainly for commercial and religious reasons.

The Greeks and the Romans travelled in the Mediterranean and also to other more distant parts to buy and sell their goods and also to expand their empires. In the Middle Ages people started making trips to places of religious importance and later people began to travel for health reasons.

While the Romans were in Britain they discovered the benefits of the water at a place that we now call Bath. This town has the only hot springs in Britain. The Romans built baths there, giving the town its name. During what we call the Georgian period (1714-1830), it was fashionable for middle-class people to go there to take the waters. They needed entertainment, so magnificent ballrooms were built and soon there was a second reason for going to Bath – it was a great place to find a husband! So families with young girls made the long journey there hoping for success! This was the beginning of tourism as we know it today.

During the 18th century, members of the British upper classes began going on what they called the Grand Tour when they visited the most important cultural centres in Europe, particularly France and Italy. The Grand Tour therefore introduced a cultural dimension to tourism. But still the journey itself from one place to another was long, uncomfortable and often dangerous. It was also very expensive so only the richer people moved. Poor people moved around the countryside looking for work, usually on farms and often staying in one place for only a short time.

This situation changed with the Industrial Revolution. People moved to the cities and stayed there. During this period one of the most significant

developments was that of transport. At first boats and trains were used to transport materials and goods to and from factories but gradually people started using them, too, especially trains. People could now travel further, more quickly and more comfortably. Industrialisation led to a new class of wealthy people and in a short time the phenomenon of tourism went from being the privilege of the rich minority to an important part of life for a large majority.

(Source: Giuliana Bernardi Fici. Travel Pass. English for Tourism, 2010)

NOTES

tourism – Tourism is the activities of people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year. Tourism is a dynamic and competitive industry that requires the ability to adapt constantly to customers' changing needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism businesses.

caterin – Catering is the business of providing foodservice at a remote site such as a hotel, public house (pub), or other location.

accommodation – Accommodation is a place you stay at for your holiday or tour. Accommodation in the form of low budget lodges/hotels to world class luxury hotels is available at all the major tourist destinations to provide the tourist a home away from home. These are establishments that provide a place for the tourist to stay i.e. lodging facilities which are paid for the duration of the stay by the tourist.

entertainment – Entertainment is a form of activities that take away people's stress basically come from work or school and give them properly amusement to relax. In tourism industry, entertainment is a very important sector. Tourists would love to visit some specific places such as movie theaters, water park, Carnival and so on.

The Industrial Revolution – The Industrial Revolution was the transition to new manufacturing processes in the period from about 1760 to sometime between 1820 and 1840. This transition included going from hand production methods to machines, new chemical manufacturing and iron production processes, the increasing use of steam power, the development of machine tools and the rise of the factory system.

EXERCISES

1. Answer the following questions using the information from the text «The development of tourism before the 20th century»:

1. How can tourism be defined?
2. Following this definition, why is migration different from tourism?
3. Why do people stay for a short period in another place?
4. Why did the Greeks and the Romans travel?
5. Why did people go to Bath during the Georgian period?
6. What was the Grand Tour?
7. What dimension did it bring to tourism?
8. Why did poor people move around?
9. Which aspect of the Industrial Revolution influenced tourism?
10. Why was this development significant for the development of tourism?

2. Match the words with their definitions.

1. holiday	a) A feeling of happy satisfaction and enjoyment. Enjoyment and entertainment, as opposed to necessity.
2. reason	b) The land and scenery of a rural area.
3. cultural centre	c) The provision of food and drink at a social event or other gathering.
4. visit	d) An extended period of leisure and recreation, especially one spent away from home or in travelling.
5. transport	e) The centre of cultural activity in an area or region. A public building or site for the exhibition or promotion of arts and culture, especially of a particular region or people.
6. pleasure	f) an act of going to see a person or place as a guest, tourist, etc.
7. catering	g) A cause, explanation, or justification for an action or event.
8. countryside	h) A system or means of conveying people or goods from place to place.

3. Study and practice the conversation.

Plans for the summer holidays

Michael and his wife Helen are talking about their plans for the coming holiday.

Michael: What about spending our holiday in California this time? I've always wanted to go to California.

Helen: In California? Why not in Hawaii?

Michael: Do you think we are so rich?

Helen: I think we can afford it if we do not stay at a very expensive hotel.

Michael: Well, I don't think so! Why not to go to the West Coast? California... a land of sunshine and golden beaches

Helen: OK, I'll go to the Travel Agency next week. You know what we shall do? We'll book plane tickets in advance.

Michael: That's a good idea! By the way, I've got a guide book of California. Let's read what it says about this wonderful land.

Helen: Oh, what a beautiful view! The sea... I love the sea! We'll swim, we'll lie in the sun and go boating.

Michael: Yes, we'll take a boat trip along the coast and take pictures.

Helen: And when we come back we'll make an album of our wonderful holiday in California!

Michael: OK, I'll take my new camera then. I think we'll enjoy our holiday there.

4. Discuss the following points.

1. What are the most popular destinations for tourists in your country? What makes them popular? Are they popular with both natives and tourists? Have you visited them? Why/why not?
2. Is there any special period when tourists visit your country?
3. What special provisions does your country make for tourists?
4. How important is the tourism industry for your country?
5. How far in advance do you like to plan your holidays?
6. Which do you prefer: summer holidays or winter holidays? What are their advantages and disadvantages?

7. What are the advantages and disadvantages of buying a holiday with everything organised for you compared with a holiday which you create fully by yourself?
8. Do you organise your holiday over the internet or do you use a travel agent? What are the advantages and disadvantages?
9. Do you consider environment issues when you plan and take a holiday? Which issues do you consider?
10. What are the differences between a holiday you take with your family and a holiday which you take with friends?
11. Do you prefer holidays which include a lot of activities or more relaxing ones? Why?
12. Do you prefer to visit cities, the beach or mountains? Why?
13. The Antarctic is a potentially dangerous place to visit. Can you think of any other dangerous parts of the world for tourists? What makes them dangerous? What dangerous places would you like to visit?
14. Would you like to go on a long cruise? Why/why not?
15. Where would your ideal holiday destination be? You can spend as much money as you like!
16. Who would be your ideal holiday companion? What would you do?

5. Translate the text into English.

Туризм, как явление известен с глубокой древности. Исторические материалы свидетельствуют, что во время расцвета Римской империи, в летние месяцы многие горожане направлялись из города в места отдыха, расположенные на побережье моря. Римляне, посещающие монастыри и соборы, лечились на термальных водах. Кроме того, народ собирался из различных провинций на спортивные состязания.

Великие морские путешествия в конце XIV и в XV вв. открыли новые горизонты эпохи - открытие Америки, освоение новых земель в Африке и Азии. Они вызвали интерес и желание познать новые земли и народы, что открыло новую эру в истории путешествий.

В связи с изобретением парового двигателя изменились средства передвижения. Появились пароходы и железнодорожный транспорт, что привело к увеличению количества путешествующих ради удовольствия.

Первые путешествия по железной дороге были организованы из Лондона Томасом Куком, который считается пионером и создателем современной концепции агентств путешествий.

Феномен туристического «бума» в XX в. начинается после Второй Мировой войны, когда возникают условия для развития массового туризма. В это время преобладал туризм элиты, посещающий пляжи севера Европы, бальнеологические курорты и совершающей морские круизы.

(Источник: Путрик Ю. С. История туризма, 2014)

UNIT 2. TOURISM IN THE 21th CENTURY

What does the future hold for the Travel Tourism Industry? The economics of the 21st century will be dominated by three industries: information technology, telecommunications, and tourism. The travel and tourism industries have grown by 500% in the last 25 years.

An ever-increasing number of destinations worldwide have opened up to, and invested in tourism, turning it into a key driver of socio-economic progress through the creation of jobs and enterprises, export revenues, and infrastructure development.

Over the past six decades, tourism has experienced continued expansion and diversification to become one of the largest and fastest-growing economic sectors in the world. Many new destinations have emerged in addition to the traditional favourites of Europe and North America.

Two changes took place in the Top 10 ranking by international tourism receipts in 2015, and one in the Top 10 by international tourist arrivals. Following the strong rebound last year, Thailand jumped from 9th to 6th place in tourism receipts, while Hong Kong (China) moved up one position to 9th from 10th. In the ranking by arrivals, Mexico climbed one place to 9th from 10th. The United States is the world's top tourism earner with US\$ 205 billion recorded in 2015, and the number two destination in international arrivals with 78 million. China is the second largest earner with US\$ 114 billion, and fourth in arrivals with 57 million. Spain comes third, both in receipts (US\$ 57 billion) and in arrivals (68 million). France is fourth largest tourism earner with US\$ 46 billion reported in 2015, but

the world's top destination in terms of arrivals with 84 million tourists in 2015.

Tourism needs intact nature, vibrant cultural life, healthy environment and products and a fair partnership between visitors and visited, which ensures respect for the requirements of the visited, upgrades their quality of life and generates economic benefits. As an economic sector, tourism is thus directly dependent on sustainability. The resulting demands as regards tourism and sustainability in the 21st century are the following:

1. Tourism must contribute proactively to preserving its own mainstays – nature and culture. This goes for the tourism industry at the destinations, for the tour operators and for individual tourists.

2. Tourism has to curb its consumption of natural resources.

3. The strain of tourism traffic has to be reduced.

4. Tourism must help eliminate poverty, inter alia, by promoting local, circular business flows, by improving the quality of life in tourism regions and by providing quality training opportunities.

5. Tourism depends on partnership between visitors and visited, between North and South.

6. Tourism policies must emancipate themselves from pure marketing and strive for skilful, sustainable destination and transport management in the interests of the population and the environment.

Because the tourism industry has been experiencing a boom time, it is in desperate need of qualified tourism professionals. Tourism is one of the few industries that can offer exciting, challenging, and varied careers. Opportunities for small businesses are growing at an impressive rate. In 2016, an additional 130 million new tourism jobs are being created around the world, with over 400 different types of employment and business opportunities. Tourism presents an excellent opportunity for new entrepreneurs! The travel industry is the largest employer in over 33 states in the USA and has spawned a new quasi-political profession of destination-tour operators. The travel-tourism industry has shown over the years that it has the ability to generate new business opportunities when the rest of the economy is in a slump. For that reason alone, travel-tourism is now considered the nation's third-largest retail sales industry and the second-largest private employer (Source: TIA Foundation). It is no wonder that travel is now the biggest consumer category on the World Wide Web. Globalization has changed the orientation of companies in response to

falling barriers and borders, which have opened new career/business opportunities.

(Source: Tourism and Sustainability in the 21st Century)

NOTES

tourism industry – The tourism industry is a worldwide business catering to pleasure travel. Such travelers are called tourists or sightseers; their destinations include natural wonders, foreign cities, and other attractions. Tourists are distinct from business travelers or people who travel to reside in a distant location for weeks or months at a time. Tourists come from everywhere in the world and will travel to almost any location. Popular sites are called tourist destinations. Numerous businesses worldwide provide services of one kind or another to the tourism industry.

international tourism – International tourism involves tourists who are traveling to foreign countries. An example of international tourism includes a Chinese tourist visiting Rio de Janeiro. Since these tourists cross international borders, they have to carry a passport and visa and exchange their money into the local currency. An international tourist may find the local culture strange and new because he or she only has a basic idea about the traditions, etiquettes, and rules of a country. For example, certain gestures may be considered rude in a particular region or a certain way of dressing may be considered immodest in a certain culture. Therefore, international tourists may face some uncomfortable situations.

tourist destination – A tourist destination is basically a travel destination that attracts large numbers of travelers, or tourists. Travelers may visit these destinations to see historical sites, natural wonders, or buildings. Some tourist attractions also have activities, such as rides or games, or unusual novelties. Souvenirs are often sold at these destinations, and many of these areas rely on the income generated by the travelers that visit.

EXERCISES

1. Answer the following questions using the information from the text «Tourism in the 21th century»:

1. What industries will the economics of the 21st century be dominated by?
2. What makes tourism a key factor of socio-economic progress?
3. What country is the world's top destination in 2015?
4. What country is the world's top tourism earner?
5. What are the resulting demands as regards tourism and sustainability in the 21st century?
6. Why is the tourism in desperate need of qualified tourism professionals?
7. What data shows that opportunities for small businesses are growing at an impressive rate?
8. How has globalization influenced tourism?
9. How can tourism help eliminate poverty?
10. Why is travel-tourism considered to be the nation's third-largest retail sales industry and the second-largest private employer?

2. Match the words with their definitions

1. information technology	a) The sale of goods to the public in relatively small quantities for use or consumption rather than for resale.
2. career	b) The commercial organization and operation of holidays and visits to places of interest.
3. opportunity	c) An occupation undertaken for a significant period of a person's life and with opportunities for progress.
4. consumer	d) A time or set of circumstances that makes it possible to do something. A chance for employment or promotion.
5. globalization	e) A person who purchases goods and services for personal use. A person or thing that eats or uses something.

6. telecommunication	f) The study or use of systems (especially computers and telecommunications) for storing, retrieving, and sending information.
7. tourism	g) The process by which businesses or other organizations develop international influence or start operating on an international scale.
8. retail	h) Communication over a distance by cable, telegraph, telephone, or broadcasting.

3. Study and practice the conversation.

Mum: So, any ideas about where to go on holiday this year? I know Grandma really wants to go on a pilgrimage to Lourdes in the south of France.

Dad: Really?

Mum: Yes, you know she's a really strong Catholic and she believes in miracles.

Dad: Mmm! Well, I quite fancy a nice city break to London or Edinburgh. I know there's a really good Roman art exhibition in the National Gallery this summer.

Hannah: Oh no, Dad. You can't be serious. That's just like going on a school trip! How about a nice rest in a spa where there are thermal baths and Jacuzzis and you can have massages and...

Josh: Boring! Hannah! Why don't we try something new and exciting this year? Maybe a polar exhibition or a trek across the desert on camel back...

Zoe: Yeh, right, Josh. That's just typical of you! If we want to do something new and exciting there are plenty of places in this country. We don't need to fly halfway across the world and damage the environment. What do you think, Mum?

Mum: Well, I agree that we don't want to do anything that is bad for the environment and holidays abroad are very expensive... Personally, I'd like a nice relaxing holiday by the seaside, maybe in Cornwall or on one of the Channel Islands. Let's see if there are any special offers...

4. Discuss the following points.

1. What are the main reasons people travel?
2. What are some benefits of travel?
3. Do you travel much within your country?
4. Have you travelled outside your country?
5. What is the best place you have been to?
6. Do you have any current travel plans?
7. Could you live in another country for the rest of your life?
8. What was your best holiday you have ever had?
9. What is your worst travel experience?
10. Do you prefer to travel on your own or with others?
11. What are your favourite types of vacations?
12. How are environmental problems changing the way people travel?
13. How does the recession affect people's travel plans?
14. What are the advantages and disadvantages of tourism?
15. Do you have a fear of flying?
16. Do you ever have to travel for business?
17. Do you prefer to travel by train, bus, plane or ship?
18. Have you ever been in a difficult situation while traveling?
19. How do you spend your time when you are on holiday and the weather is bad?
20. Do you like camping holidays?
21. Are there any countries that you would never like to visit? Why?
22. What are some things that you always take with you on a trip?
23. What countries would you like to visit? Why?
24. What's the most beautiful place you've ever been to?
25. When was the last time you travelled?
26. Where type of accommodation do you like to stay in when you travel, for example, hotel, cabin, tent, lodge?
27. Do you prefer to visit another country or travel within your own country?
28. Do you prefer to visit cities or more remote areas?
29. Do you like traveling to countries that have a different language from your own?
30. What types of leisure activities do you do on your holiday?
31. What are popular tourist destinations in your country?
32. Do you prefer active or relaxing holidays? Why

5. Translate the text into English.

Как отдыхает молодежь в России? Если ответить на этот вопрос одним словом, то можно сказать: по-разному. Это значит, что молодежь ездит в дома отдыха, в пансионаты и спортивные лагеря, ходит в походы, ездит на экскурсии в другие города, отдыхает на море и в горах. Но если говорить о самом распространенном и любимом виде отдыха, то надо говорить о туризме. Это туризм особый: больше всего молодежь любит ходить в походы по стране, плавать по рекам и озерам, отдыхать на турбазах, откуда также можно совершать турпоходы. В походы ходят и на один-два дня в субботу и в воскресенье, и на 2-3 недели, уезжая далеко от дома.

Маршруты путешествий разнообразны: одни едут на север страны и в Карелию, путешествуют по северным рекам и озерам, другие отправляются на Кавказ или Крым, где теплое море, горы и много солнца. Есть туристические группы, которые из европейской части страны едут путешествовать по Дальнему Востоку, на остров Сахалин и Камчатку.

(Источник: Королева Н. Е. Английский язык. Сервис и туризм, 2007)

MODULE II. TRAVEL, TOURISM AND TOURISTS

UNIT 3. TRAVEL AND TOURISM

Tourism is a social, cultural and economic phenomenon related to the movement of people to places outside their usual place of residence. Tourism has an impact on the economy, on the natural and built environments, on the local population of the places visited, as well as on the visitors themselves.

The most usually accepted definition of tourism is that provided by the World Tourism Organisation: Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

The Oxford English Dictionary defines «Tourism» as «The theory and practice of touring; traveling for pleasure. ... Also, the business of attracting tourists and providing for their accommodation and entertainment, the business of operating tours». A «Tourist» is «One who makes a tour or tours; especially one who does this for recreation, one who travels for pleasure or culture, visiting a number of places for their objects of interest, scenery or the like».

Tourism is different from travel. Travel refers to the activities of travellers. A traveller is someone on a trip between two or more countries, or between two or more localities within his country of usual residence. Travel has an economic impact; mainly in the places travellers have visited.

Travellers can be divided into two subsets, namely: Visitors (same day visitors and tourists); and Other travellers (border workers, seasonal workers, short-term workers, long term workers, nomads and refugees, transit passengers not entering the economic and legal territory, crews on public modes of transport, people entering the country to establish their country of residence, long term students, patients and their families joining them, diplomats, consular staff, military personnel and their dependents, as well as armed forces on manoeuvre). A visitor is anyone travelling to a place other than his usual environment for less than 12 months and the

main purpose of the trip is other than to exercise an activity remunerated from within the place visited. A visitor is thus someone who is travelling for holiday, leisure or recreation, business, health, education and other purposes. Tourism refers to the activity of visitors and trips taken by visitors are tourism trips.

(Source: Travel & Tourism. EILM University)

NOTES

The United Nations World Tourism Organization (UNWTO) – is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. It is the leading international organization in the field of tourism, which promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

visitor – for statistical purposes, any person travelling to a place other than that of his/her usual environment, for less than 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited. A distinction is drawn between international and domestic visitors and this definition covers two classes of visitors: tourist and same-day visitor [World Tourism Organization].

leisure – generally considered to be the time remaining after work, travel to and from work, sleep and necessary personal and household tasks, i.e., «discretionary time», which may be put to various uses, including travel and tourism. Leisure scholars call this the time definition of leisure, one of several in their repertoire, but probably the most meaningful in the context of travel and tourism. Others define leisure as a type of activity or as a type of experience.

recreation – Particular use of leisure or activity undertaken during leisure, which may include travel and tourism. Some major distinctions are indoor/outdoor, home-based/away from home, active/passive recreation. Hence recreation centre, recreation development, recreation facilities.

holiday – (a) A day on which work is suspended by law or by custom.

(b) Outside the USA, a vacation or time away from home. In most countries the number of days of public holiday appears to have stabilized at around ten a year, but for many people in the longer term both annual and weekly leisure time continues to increase through increased holiday

entitlements and reductions in working hours. However, after a point, holidays away from home increase much more slowly than available leisure time.

EXERCISES

1. Answer the following questions using the information from the text «Travel and tourism»:

1. What is tourism?
2. What is the difference between tourism and travel?
3. What is the difference between leisure, recreation and entertainment?
4. What's the difference between a tourist and a traveller?
5. What is the difference between a visitor and a tourist?
6. What two groups can travelers be divided into?
7. How many types of travellers can you think of?
8. What is the impact of tourism?
9. What is UNWTO?

2. Match the words with their definitions

1. tourist	a) An activity designed to give pleasure or relaxation to an audience, no matter whether the audience participates passively as in watching opera or a movie, or actively as in games
2. traveller	b) The place where one lives
3. tour	c) The state of being free from physical or psychological disease, illness, or malfunction; wellness
4. entertainment	d) Someone who is on a journey or someone who travels often
5. country	e) A journey for pleasure, during which you visit several different towns, areas etc.
6. residence	f) Someone who is visiting a place for pleasure on holiday
7. health	g) An area of land; a district, region

3. Study and practice the conversation. Answer the following questions:

- 1 Where is Mary taking her holiday?
- 2 Why do you think she doesn't want to go to Spain?
- 3 Where has Mary's brother gone for his holiday?
- 4 How long is he going to stay there?
- 5 Is he having a good time there?
- 6 Why doesn't Jane want to go to Mexico?
- 7 Does Jane like the idea of going to Scotland or Ireland? Why?

Mary: Haven't you had your holiday for this year yet?

Jane: Not yet, I'm taking it at the end of September.

M: Where are you going? Have you made up your mind yet?

J: Not really. I thought of going to Spain again, but I have already been there twice and I'd love to try something new.

M: My brother has just gone to Mexico for two weeks. I had a card from him yesterday and he seems to be having a good time there. Why don't you go there?

J: That's OK for you, well-off people, but I couldn't possibly afford it. I am much too hard up at the moment.

M: The airfare is expensive, I admit, but you needn't to spend a lot when you get there.

J: I've already spent a lot of money this year. My apartment was done up last month, so I haven't got much to spare for expensive holidays abroad.

M: Oh, I see.

J: Perhaps I'll just go to Scotland or Ireland in the end? I have heard they are beautiful and I haven't been to either of them.

M: We went to Ireland a year ago to pay Gill and her husband a visit. They are in Dublin at the moment.

J: Oh yeah, so they are.

M: Maybe if you decide for Ireland you can count on them. Gill will willingly put you up for a few days, I'm sure.

J: That's a good idea! I haven't seen Gill for more than 3 years now and I'd love to know how she is getting on.

4. Discuss the following points.

1. Do you like travelling? What is travelling for you?
2. How many cities / countries have you visited? Have you ever been abroad?
3. St. Augustine said, «The World is a book and those who do not travel read only a page». What does it mean? Do you agree / disagree?
4. Mason Cooley said: «Travelers never think that they are the foreigners». Do you agree?
5. Elizabeth Drew said: «Too often travel, instead of broadening the mind, merely lengthens the conversation». What does this mean? Do you agree?
6. Imagine you are an explorer and have the opportunity to make a big journey. Which continent would you visit? Where would you go? What would you hope to see?
7. Is organized travel the best way of learning about the world? Why?
8. What are the most popular destinations for tourists in your country?
9. What forms of tourism are best developed in Russia?
10. Is domestic tourism popular in Russia? If yes, how can you prove it? If no, why not?
11. What are the main purposes of traveling in Russia?
12. What categories of foreign visitors are most frequent in Russia?
13. What do you know about excursionist tourism in Russia?
14. What are the major travel motivations for Russian people?
15. Where do Russians prefer to spend their holidays? Why?
16. What can you say about rate of development of Russian tourism?
17. What are the latest trends in Russian tourism?

5. Translate the text into English

Люди путешествовали всегда. Большая часть путешествий совершалась в целях познания мира, открытия новых земель и торговых путей. На протяжении длительного времени путешествие рассматривалось как одно из занятий свободного образованного человека, не обремененного службой и финансовыми проблемами

Путешествие предполагает не ограниченные во времени и пространстве перемещения людей. Туризм же это особый род путешествий, которые ограничены во времени и имеют четко определенные цели. Это один из видов активного отдыха,

наилучший способ отвлечься от суеты, увидеть новое и интересное, набраться положительных эмоций.

Туризм дает возможность познакомиться с культурой других стран и регионов, удовлетворяет любознательность человека, обогащает его духовно, оздоравливает физически, способствует развитию личности. Туризм объединяет отдых и путешествие.

(Источник: Черевичко Т.В. Экономика туризма)

Unit 4. TOURISM INDUSTRY

The tourism industry is a worldwide business catering to pleasure travel. The tourism industry is huge and can be broken up to into a number of sectors.

Transportation

Transportation is essential to tourists, whether they are going to and from airports or taking scenic tours. Types of transport include: airlines, coach operators, cruise liners, railways, taxis, car rental companies.

Accommodation

This is made up of organisations which provide accommodation and sometimes food, beverage, and entertainment to visitors who are travelling away from home. Types of accommodation include: hotels/motels, bed and breakfast, resorts, apartments, caravan/camping grounds, farm stays.

Information and coordination

There are many other subsectors of the tourism industry which provide important support services to visiting tourist including: tour guides, tourist information centres, travel insurance companies, retail outlets (duty free and souvenir shops), food, beverage and entertainment outlets, travel guide publications, industry associations, tourism authorities, councils, research bodies, task forces.

Tour operators and wholesalers

Tour operators offer tours that buy services from different lodging, attractions and transportation companies. They don't work for any of these companies but book large blocks of their inventories and can combine these services into different tours. Many people think that travel wholesalers offer the same services as tour operators, and while the two professions have many similarities, they also have differences. Travel

wholesalers create tour packages but never sell them at retail prices. In many cases, they don't create the tour.

Attractions

Attractions are often the lure for tourist to travel to a destination. Accommodation, transport and restaurants are considered ancillary services and in most cases are not the primary motivations for travel. Attractions can be either packaged into a tour or sold as a standalone product. They are quite varied; some are free while others are not, some are government owned while some are commercial etc.

Travel agents

Travel agents and agencies are considered the public face of the industry and acts as a travel retail shop for consumers. They are essentially the intermediary that sells tourism services provided by other businesses. Travel agencies can target the general public, corporate markets and/or niche markets. They provide a range of services, such as travel advice, ticket sales, visa information and insurance needs.

(Source: European Journal of Tourism Hospitality and Research, 2013)

NOTES

duty-free – Term applied to (a) goods on which tax or customs duty is not levied, and

(b) shops at international airports, ports and ships in which passengers travelling abroad can buy such goods. Duty-free allowance denotes the quantity of dutiable goods allowed to be taken into a country without paying tax or duty. Duty-free allowances between European Union countries were abolished in 1999.

consumer – Ultimate user of goods and services who may but need not be the customer, i.e., buyer. Hence, e.g., consumer advertising (advertising directed at individuals and households); consumer goods and services (goods and services for use by individuals and households as distinct from business and other organizations); consumer research (market (ing) research among consumers).

services – The output of economic activities resulting in intangible products (as distinct from physical goods), such as accommodation, transport and communications, financial services, as well as education, health and various personal services. Hence, service industries, also described as tertiary industries, as distinct from primary (agriculture and extractive) and secondary (manufacturing and construction). By their

nature travel, tourism and hospitality products are largely made up of services and supplied by the service industries. As an example of their significance, UK service industries contribute about 65 per cent of gross domestic product (GDP) and over 70 per cent of employment.

tourist/visitor attractions – Elements of the tourist product which attract visitors and determine the choice to visit one place rather than another. Basic distinctions are between site attractions (e.g., climatic, scenic, historical) when the place itself is the major inducement for a visit, and event attractions (e.g., festivals, sporting events, trade fairs) when the event staged is the larger factor in the tourist's choice than the site; often the site and the event together combine to determine the tourist's choice. Another distinction is between natural and man-made or built attractions, as between beaches and heritage towns.

visa – Authorization by the government, normally entered in the passport, to allow an alien to enter the country (entry visa) or a resident to leave the country (exit visa), or in some cases a resident travelling abroad on an alien passport to re-enter (resident return visa). Entry visas may be of varying validity, single or multiple entry, and classified according to the purpose of entry, e.g., tourist, business, transit. Exit visas are less common and are normally issued for a single exit (and re-entry if applicable). Entry visas are also known in some countries, particularly in Central and South America, as a tourist card.

wholesaler – Wholesalers generally buy a large quantity of products directly from distributors. High-volume purchase orders typically improve a wholesaler's buying power. Many distributors provide discounts for a certain number of items purchased or the total amount spent on merchandise. Wholesalers acquire merchandise, such as telephones, computers, bicycles, clothing, televisions and furniture. The goods are frequently destined for retailers.

EXERCISES

1. Answer the following questions using the information from the text «Tourism industry».

1. What is the tourism industry?
2. What are the 6 categories of the tourism industry?

3. What do types of transport include?
4. What types of accommodation do you know?
5. What is the difference between travel wholesalers and tour operators?
6. Why does one need a visa?
7. What is considered to be the primary motivation for travel?
8. What services do travel agencies provide?
9. What are basic distinctions between site attractions and event attractions?
10. What is a tourist card?

2. Match the words with their definitions.

1. food	a) A liquid to consume, usually excluding water; a drink. This may include tea, coffee, liquor, beer, milk, juice, or soft drinks
2. cruise	b) An activity designed to give pleasure or relaxation to an audience, no matter whether the audience participates passively as in watching opera or a movie, or actively as in games
3. guide	c) A sea voyage, especially one taken for pleasure
4. outlet	d) Any substance that is or can be consumed by living organisms, especially by eating, in order to sustain life. The innkeeper brought them food and drink
5. entertainment	e) A vent or similar passage to allow the escape of something. Something which allows for the release of one's desires
6. beverage	f) Someone who guides, especially someone hired to show people around a place or an institution and offer information and explanation

3. Study and practice the conversation.

Travel Agent: Good afternoon madam, how can I help you today?

Customer: Good afternoon, I would like to book a trip to Italy for 2 people and a 6 year old child please.

TA: Is there anywhere in particular you would like to go?

C: I can't decide between Venice or Rome, whichever is cheaper as we're on a budget this year!

TA: O'kay, and when would you like to go?

C: We have two weeks of holiday between 18th June and 2nd July, and we'd like to go for at least 10 days during that period.

TA: No problem, I'll just check to see which destination would be cheaper.... We have a special promotion on at the moment, if you book a package deal to Venice, you get free transfer to and from your hotel to the airport, plus one free meal each day. Would you be interested in that?

C: Yes, that sounds great!

TA: And would you like full-board or half-board?

C: Well, seeing as we will get one free meal each anyway, I think self-catering would be better. I'll have a little bit of extra money to splash out in a nice restaurant somewhere!

TA: Okay, that's fine. We have a hotel that offers self-catering facilities and is right in the centre of Rome. They also have special facilities for children such as meal deals, extra beds, a play area in the lobby and a crèche.

C: Perfect! I won't need to spend too much money on transport and our son will surely have fun too!

TA: Exactly. Your outbound flight will be on the 19th June, departing from London Gatwick Airport at 11:30am, and your return flight will be on the 30th June at 10:30pm. That gives you 11 and a half days in Rome, does that suit you?

C: Yes, that's excellent, and we'll still have a couple of days to recover before going back to work! How much will that be?

TA: Well, the promotion is £200 per adult, and your child can go for free because he is under 8 years old. That includes the return flights, accommodation for 11 nights, airport transfer and a complimentary meal each per day. Shall we go ahead and book it?

C: Wow, that is a fabulous deal! Yes please.

TA: Okay. How would you like to pay?

C: Credit card please. Here you go.

TA: Thank you. Could I also see your passports please?

C: Sure, here you go.

TA: Thank you. Here are your tickets and everything else you'll need to know about your package holiday. Remember to keep all your travel documents safe throughout the whole trip.

C: Thank you so much for your help!

TA: You're welcome. Enjoy the rest of your day and please contact us if you have any queries before you set off on your holiday!

4. Discuss the following points.

1. What is your idea of an ideal holiday?
2. What is your dream holiday (a seaside holiday, a camping holiday, a sightseeing holiday, an adventure holiday, a skiing holiday)? Why? Is it different from the one you normally take?
3. How important are holidays to you?
4. Why is tourism becoming more and more popular with people all over the world?
5. Is tourist industry booming in your country?
6. What are the most famous tourist spots or resorts that draw tourists to your country?
7. What are the benefits of tourism? What are the negative aspects? List as many advantages and disadvantages of tourism as you can think of. Compare your lists with the other students.
8. In what way is tourism similar to most other service industries?
9. Do all the jobs in tourism require skills?
10. What are some of the businesses that work together to make up the entire tourist industry?
11. What is one common denominator of majority of the jobs in tourism?
12. What are some of the jobs in which language skills is desirable or necessary?
13. What degree of language skill do all these jobs require?
14. What kind of positions do women frequently hold in the tourist industry?
15. What is the purpose of tourism industry?

5. Translate the text into English.

Туризм в настоящее время развивается очень стремительно. Именно туризм стал одним из доступных средств познания окружающего нас мира, его истории, достопримечательностей и культурного наследия. Туризм – это индустрия, включающая в себя множество видов деятельности.

Туристская индустрия – это совокупность гостиниц и иных средств размещения, средств транспорта, объектов санаторно-курортного лечения и отдыха, объектов питания, объектов и средств развлечения, объектов познавательного, делового, лечебно-оздоровительного, физкультурно-спортивного и иного назначения, организаций, осуществляющих туроператорскую и турагентскую деятельность, операторов туристских информационных систем, а также организаций, предоставляющих услуги экскурсоводов, гидов-переводчиков и инструкторов-проводников.

(Источник: Елканова Д.И. Основы индустрии гостеприимства)

Unit 5. TYPES OF TOURISTS

How will you define a tourist? Tourist can be defined as a person, who makes a tour away from home for leisure, business or other purposes for more than one day but less than a year. Based on their various needs and reasons for traveling, tourists are classified in the following categories:

Incentive tourists: Incentives tourists are those few lucky individuals, who get a holiday package as a reward from his company, for good work or achieving targets, set by the company. Incentive tourists draw inspiration from such tours to work harder, improve work relations and focus on team bonding. A salesman who is awarded with a nice holiday package for accomplishing the target sales is a perfect example of incentive tourist.

Health or medical tourist: Those who seek special medical treatment, which is only possible away from home, make trips to other places and are called Health or medical tourist. Some of these tourists avail medical assistance in other countries, for they may be expensive in their own country. Many health or medical tourists also make trips simply to stay for few days in healthier climate.

Business tourist: Tourist traveling with relation to business is known as business tourist. Business tourism is part of the business world. Most of the cities feature conference centers that cater to the needs of business tourists. A proper example of a business tourist is a salesman, who makes trips to different places to attend trade shows, to display and promote his own products also.

Education tourists: Tourists traveling to a particular place in another town, city or country for further study in order to improve his or her educational qualification are termed as education tourist. There are also group of people, who travel to attend workshops to upgrade skills. A clinic nurse, who makes trip to another province to attend a particular workshop, qualifying individual about infectious diseases is an example of an educational tourist.

Adventure tourists: Adventure tourists look for some unusual or bizarre experience. They seek adventurous activities that may be dangerous, such as rock climbing, river rafting, skydiving, shark cave diving and bungee jumping.

Cultural tourist: These types of tourists travel to experience the essence of assorted cultures, such as San rock art, or cultural festivals such as the National Art Festival in Grahams town, or the International Jazz Festival in Cape Town. Cultural tourists also prefer to witness the World Heritage Sites of the traveled country.

Eco-tourists: Nature loving tourists, who love to go green like traveling to Bonita Gardens in Bloemfontein South Africa or similar destinations are called eco-tourists. They travel throughout the world in search of destinations not affected by pollution or much human intervention.

Leisure tourist: These tourists want to rejuvenate and revitalize with comfort, while enjoying a break from mundane routine of life. Examples of this type of tourism are cruising while vacationing or simple relaxing on a beach.

Religious tourist: Religious tourist travel to sites of religious significance. World is dotted with a number of religious locations like Hajj in Mecca, Jerusalem in Israel, Varanasi in India, and the Vatican in Rome. During Easter, a huge conglomeration of Christian pilgrimage takes place in Zion City.

Sport and recreation tourist: These sorts of tourists either take active part in or just watch sports events. Some of such popular sport events are

the Soccer World Cup, Wimbledon Tennis Championship, Comrades Marathon, and Fisher River Canoe Marathon.

Backpacking or youth tourist: This group of tourist is of young age and they travel with minimum luggage and on a limited budget. But they are very passionate and love excitements and adventures, while traveling. They generally have no specific travel schedules and tend to travel independently.

Special Interest Tourist (STI): They nurture particular passion in different things like bird watching, nature, fishing during the Sardine Run, food and wine or attending the Cape Town Book Fair.

(Source: *Hotel & Resort Insider* // www.hotelresortinsider.com)

NOTES

package – Generally, a combination of two or more elements sold as a single product for an inclusive price, in which the costs of the individual product components are not separately identifiable. In travel and tourism, the term is used as a popular synonym for inclusive tour, as in package holidays (vacations) or package tour.

pilgrimage – Movement of believers to distant holy places. The most widespread of these is probably the journey to Mecca, which all Muslims must make at least once during their lifetime. Formerly made on foot, by camel or by ship, but now increasingly by air, on scheduled services and by charter, from West Africa, Indonesia and elsewhere. Hindus similarly travel to Varanasi (Benares) in India, Japanese to ancestral shrines throughout the country, and Christians and Jews to Jerusalem. Visits to religious sites from the developed world are now more likely to be made because of the historical or architectural interest of the holy places rather than primarily or exclusively for religious purposes. However, Lourdes in France and Knock in Ireland are examples of modern shrines that have arisen from visions and attract large numbers of religious visitors.

backpacking – Informal recreation, particularly in mountainous and wilderness areas, by those carrying their gear and food supplies, generally in rucksacks, and relying on sleeping bags, tents or huts for accommodation. Hence, backpacker, a traveller engaged in backpacking who tends to be usually young and on a low budget.

heritage – Those aspects of the environment consisting of natural and man-made resources of outstanding value and interest considered worthy of conservation for the benefit of future generations.

recreation – Recreation is an activity of leisure, leisure being discretionary time. The «need to do something for recreation» is an essential element of human biology and psychology. Recreational activities are often done for enjoyment, amusement, or pleasure and are considered to be «fun».

EXERCISES

1. Answer the following questions using the information from the text «Types of tourists».

1. What types of tourists are mentioned in the text?
2. What is the difference between cultural tourists and leisure tourists?
3. What sites of religious significance do you know?
4. How do backpacking tourists like travelling?

2. Match the words with their definitions

1. backpacking	a) have as a prominent attribute or aspect.
2. target	b) something given in exchange for good behaviour or good work, etc.
3. bonding	c) a meeting at which a group of people engage in intensive discussion and activity on a particular subject or project.
4. a reward	d) a level or situation that you intend to achieve.
5. to avail	e) the activity of travelling or going camping while carrying your clothes and other things that you need in a backpack
6. incentive	f) the process by which a close emotional relationship is developed.
7. to feature	g) a thing that motivates or encourages someone to do something
8. workshop	h) to make use of something.

3. Find out the information about: the Soccer World Cup, Wimbledon Tennis Championship, Comrades Marathon, and Fisher River

Canoe Marathon, the Sardine Run, the Cape Town Book Fair, Bonita Gardens in Bloemfontein, the National Art Festival in Grahams town or the International Jazz Festival in Cape Town.

4. Study and practice the conversation. Answer the following questions:

1. What time in the evening does the ferry leave Hull?
2. What time does it arrive in Rotterdam?
3. How many people can sleep in a standard cabin?
4. How much does a standard cabin cost per person?
5. What three things are there in a special cabin but not in a standard one?
6. How much does a special cabin cost per person?
7. At what age do children pay the full fare?
8. What are the cheapest cabins called?
9. How much do they cost per person?
10. Does the fare include dinner?
11. Does it include the car?
12. Does the travel agent have to phone the company before she can sell a ticket?

Traveller: Good morning. Could you tell me if there's a night ferry from Hull to Rotterdam?

Travel agent: Yes, it's at six o'clock every evening.

Traveller: And what time does it get into Rotterdam?

Travel agent: Eight o'clock the following morning.

Traveller: Uh-huh. There's just the one ferry, isn't there?

Travel agent: Yes, it goes at six o'clock every evening.

Traveller: Uh-huh. And how much does it cost?

Travel agent: That depends on the sort of accommodation. How many passengers are there?

Traveller: Well, we're two adults and two children, and we'd like a cabin. What sort of accommodation is there on the boat?

Travel agent: Well, there's either a two-berth cabin – a two-berth standard cabin, or a special cabin. What time of year are you travelling?

Traveller: We're going in July.

Travel agent: July. Well, for a standard cabin that would be 32pounds. That per person, and for a special cabin, which has got a wash-

basin, a shower and a toilet, that'd be 36pounds per person. It's half fare for the children, under twelve.

Traveller: Oh, I see. Well, they're both over twelve.

Travel agent: Oh, well, they're both full then. So that'd be four adults. So, as I say, up to the end of September a special cabin is 36pounds and a standard cabin is 32pounds, or there are couchette cabins which are a bit cheaper, that's 25.80.

Traveller: 25.80.

Travel agent: And that's just for the passengers, that's a single journey, and that includes berth, breakfast, and dinner, so there are two meals involved as well as the accommodation.

Traveller: And the car is extra, isn't it?

Travel agent: Yes, the car depends on the length. What make is it?

Traveller: Oh, it's Datsun 240. I don't know how long it is.

Travel agent: And the year? Datsun 240. What year is it?

Traveller: 78.

Travel agent: That'd be 31.60 each way.

Traveller: 31.60.

Travel agent: Yes.

Traveller: Is there any reduction for a return journey?

Travel agent: No, it's just a straight double.

Traveller: So it would be four times whatever type of cabin we have, from 36 pounds down to 25.80, plus 31.60 for the car, each way.

Travel agent: Each way. That's right, yes.

Traveller: And what about reservations? Do you have to book well in advance?

Travel agent: Well, providing there's space, we can get you on the same day, but we do have to enquire for each one, you know.

Traveller: OK. Well, thank you very much. I'll probably call back to book the tickets. I'll have to think about it first.

Travel agent: OK. Thank you, sir.

5. Discuss the following points.

1. How often do you travel in Russia? As a domestic tourist, what do you prefer to see (nature, historical sites, cities)?

2. What are some of the most interesting places that you have been in the country? What are your most memorable experiences? What are some places you haven't seen but would like to see and why?
3. Do you plan to travel anywhere within the country in this coming year?
4. How do you typically travel domestically? Do you prefer to go by train, airplane, car, etc?
5. If you were making recommendations to a foreigner about what to see in Russia, what would be the top 5 things you would recommend?
6. What souvenirs would you / have you brought back from your domestic tourist trips?
7. What are some negative stereotypes about travelling in Russia and how do you think we can improve them? How do you think we can attract more Russians to vacation at home and get more foreigners interested in coming to Russia?
8. What would be an unusual type of transport that you would like to try out while traveling?
9. What type of souvenirs you did/would bring back from your travels and why?

6. Translate the text into English

Ключевая фигура в туризме – турист. Традиционно среди туристов по их активности выделяют шесть групп. *Любители спокойного отдыха.* Его представители отправляются в отпуск для того, чтобы освободиться от повседневных стрессов и отдохнуть в спокойной и приятной обстановке. *Любители удовольствий.* Это тип очень предприимчивых туристов, которые во время отдыха заняты поиском разнообразных удовольствий. *Любители активного отдыха.* Эти туристы любят природу и создают активную нагрузку своему телу. Предпочитают размеренное движение и пребывание на свежем воздухе. *Любители спортивного отдыха.* В отличие от активно отдыхающих, у туристов-спортсменов все внимание сконцентрировано на соревнованиях. Для них очень важен спорт – их хобби. Они не боятся физических нагрузок. *Отдыхающие с целью познания, изучения.* Данный тип туристов заинтересован в повышении своего образовательного уровня, познании нового. *Любители приключений.* К типу искателей приключений можно

отнести таких туристов, которые ищут необычных впечатлений с определенной долей риска.

(Источник: *Bibli/Myenyedzhmyent-v-turizmye*)

Unit 6. TOURIST MOTIVATIONS

A motivation is a wish that prompts people to take action, work hard to achieve a goal, and satisfy a certain kind of need. For example, when a person is hungry and there is a need to appease his or her hunger, a motivation to search for food is formed. Therefore, people's activities of all kinds are driven by their motivations, and they govern people's actions. Travel motivations help explain the following questions: Why do we go travelling? Why do we choose to travel to a certain place? Why do we participate in a certain travel activity?

These are essentially questions about tourists' travel motivations. Travel motivations directly spur people's travel activities.

Relaxation, Health. People who have stressful or monotonous daily lives or work participate in travel activities such as relaxing travel and recuperation holidays in order to relax and loosen up, as well as keeping healthy and finding entertainment. For example, natural scenery, historical monuments, parks, the seaside, hot springs recuperation areas, etc., are all tourist choices for this type of travel motivation.

Exploration, Risk-taking. Travellers who are curious, knowledgeable and adventurous, such as Himalayas climbing parties and North Pole explorers.

Spirit and the Appreciation of Beauty. For travellers with this kind of motivation, their travel activities are mainly directed at distinctive, beautiful things and phenomena in the natural world, as well as to visiting museums, exhibition halls and famous tourist attractions, and participating in various types of theme-based travel activities, etc.

Social Interaction. People all go travelling to meet friends and relatives, to find their roots and search for their ancestors, and to get to know new friends, etc. Travellers in this category require that the personal relationships they maintain in the course of their travels be friendly, cordial and warm-hearted, and want to be cared for.

Religious Faith. People who have a religious faith go travelling to participate in religious activities and take part in religious studies, and

those who travel driven by religious faith motivations do so mainly to satisfy their own spiritual needs. Religious travel is divided into two categories: pilgrimages, and missionary work.

Business Affairs and Official Matters. People go travelling for various types of business and official activities, such as special trips to buy goods or diversions to a certain place to go travelling; business trips to a certain place to take part in academic observation, communicate, etc.; and travel activities participated in by groups, government delegations and business associations, etc., that go to a certain place for discussions, etc.

Family Responsibilities. Because they are busy at work, people will normally neglect to take care of and look after their family members and friends. For these people, they go travelling to satisfy a responsibility or obligation to their parents, wife or children, or to relax and have fun with friends. Therefore, every summer, the number of family-based tour groups will increase greatly.

(Source: Introduction to Tourism. Education Bureau, Hong Kong, 2013)

NOTES

motivations – Generally, psychological stimuli which move or activate individuals to act in a particular way. Thus, whilst determinants explain the factors which stimulate the growth of tourism, why people wish to become tourists is the subject of motivations. Motivational research, the study of psychological reasons underlying human behaviour, particularly in relation to buying situations, provides useful insights for travel, tourism and hospitality planning and development as well as marketing.

health – Health is a term that refers to a combination of the absence of illness, the ability to manage stress effectively, good nutrition and physical fitness, and high quality of life. In any organism, health can be said to be a "state of balance," or analogous to homeostasis, and it also implies good prospects for continued survival.

business travel/tourism – Trips and visits made by employees and others in the course of their work, including attending meetings, conferences and exhibitions

EXERCISES

1. In the text find the equivalents for the following words:

- 1) достичь цели
- 2) пейзаж
- 3) официальные вопросы
- 4) оздоровление
- 5) горячие источники
- 6) группы альпинистов
- 7) предки
- 8) ответственность
- 9) вера

2. Match the words with their definitions

1. adventurous	a) Friendly, but formal and polite.
2. goods	b) a person related to you who lived a long time ago.
3. to loosen up	c) Inclined to adventure; willing to incur risks; prone to embark in hazardous enterprise; rashly daring.
4. Ancestor	d) a place where water naturally flows out from the ground.
5. Springs	e) (business, economics, plural only) That which is produced, then traded, bought or sold, then finally consumed.
6. cordial	f) to start to feel less embarrassed and to become more relaxed when you are with other people, or to make someone feel like this.

3. Speak about tourists' travel motivations.

4. Study and practice the conversation.

Holiday in Hawaii

Robert: Hi Trench. You're looking good. Did you go for a vacation somewhere?

Trench: Yes, I've just come back from Hawaii.

Robert: Hawaii! Wow, that sounds exotic! I've heard that Hawaii Volcanoes National Park and Na Pali Coast are amazing.

Trench: Yes, I agree. The islands are so green and the water's so blue. The beaches go on forever and the food is fantastic. I'll always remember this vacation.

Robert: Did you swim along the shore?

Trench: Yes, I went swimming every day. I had the time of my life.

Robert: How was the weather there?

Trench: It was nice...bright and sunny. You should go there if you can. It feels like paradise on earth and I'm sure you'd have a great time.

Robert: Yes, I think I would.

5. Discuss the following points.

1. What is the best place for a vacation in your country? Why is it good?
2. What methods of transportation do you prefer to use when you travel?
3. How do you choose where to go? Are you inspired by other people's travel stories? Or photos? Or advertising?
4. What's more important to you when you travel – comfort and relaxation, or stimulating new experiences?
5. Which place in the world do you think is too dangerous to visit? Why is it dangerous?
6. What is the best age to travel? Can children appreciate the experience?
7. Choose between these holidays and explain your choice:
 - A tour of historic sites in Europe
 - A relaxing stay at a beach resort in Southeast Asia
 - Going on safari in Africa

6. Translate the text into English.

Виды отдыха позволяют составить классификацию туристских мотиваций при выборе путешествия. *Забота о здоровье.* Для реализации этого мотива предусмотрены туры курортно-оздоровительные, лечебные, с использованием оздоровительных видов спорта. *Занятие спортом.* *Обучение.* Туры, связанные с изучением иностранных языков и разговорной практикой; туры,

обучающие различным видам спорта; профессиональные программы обучения. *Возможность самовыражения и самоутверждения.* Здесь выделяются такие туры, как: туристские походы, сафари, охота, покорение горных вершин и т. д. *Возможность заняться любимым делом (хобби).* Организуются специальные туры для автолюбителей, фанатов и спортивных болельщиков на спортивные соревнования, чемпионаты и олимпиады; туры для паломников, гурманов. *Решение деловых проблем.* Деловые, конгресс-туры и другие. *Развлечение и потребность в общении с людьми. Удовлетворение любопытства и повышение культурного уровня.* Этот туристский мотив реализуется во всех вышеперечисленных турах, но наиболее характерен для познавательных туров (например, туры по известным городам, столицам, историческим и культурным центрам).

(Источник: Квартальнов В.А. Туризм, 2013)

MODULE III. TOURIST COMPANIES

Unit 7. TOUR OPERATORS

Tour operators are businesses that combine two or more travel services (e.g., transport, accommodation, meals, entertainment, sightseeing) and sell them through travel agencies or directly to final consumers as a single product (called a package tour) for a global price. The components of a package tour might be pre-established, or can result from an «a la carte» procedure, where the visitor decides the combination of services he/she wishes to acquire.

Tour operators usually operate in their own name and on their own account. The operator initially acquires from the tourism producers different services, that are combined and offered as a single, complex product to customers either directly or through travel agencies. This product usually embodies the services of transport and one or more of accommodation, meals, sightseeing, entertainment, and other services visitors require, as well as the service of the tour operator himself. In most cases, the visitor is not aware of the distribution of the expenses among the components, and has no direct contact with the providers of the services prior to the trip. Often, the tour operator puts himself at risk with the providers of the services included within the package tour, and must pay them penalty fees if the packages do not sell.

A package tour might be seen to comprise a completely new, if synthetic, tourism product. Its classification and treatment, within National Accounts and Balance of Payments, has traditionally posed difficulties, but a final conclusion has not been proposed in these systems. Is it to be considered as a product per se, independent from its components, which would be considered as inputs to the production of this new product? Or, on the contrary, is it to be considered a marketing procedure, used to sell its components?

Tour operators are considered to be a certain type of retailer of tourism services. A value for the service would be calculated, equal to the gross margin, as the difference between what the tour operator charges for the package tours sold and the costs to him of the components, including the commission recognized to travel agencies selling the package tours to the public.

*(Source: Enzo Paci Papers on Measuring the Economic Significance of Tourism
(Volume 4), 2004)*

NOTES

tourism accommodation – There is no universally accepted definition of «tourism accommodation», but it may be regarded as any facility that regularly (or occasionally) provides overnight accommodation for tourists. Tourism accommodation is divided into two main groups: collective tourism establishments and private tourism accommodation [World Tourism Organization].

tourism transport – For statistical purposes, the means of transport refers to the means used by a visitor to travel from his/her place of usual residence to the places visited [World Tourism Organization]. A suggested classification consists of two levels; the first level (major groups) refers to the transport route (air, waterway, land) and the second level (minor group) specifies each means of transport within the major group (such as scheduled flights, passenger lines and ferries, railways)

sightseeing – One of the most popular forms of passive recreation in developed countries and an important holiday (vacation) activity on foot, by car, in coach tours, cruises, excursions from holiday bases, and travel in small groups or alone using a variety of transport. The attractions may be attractive countryside, spectacular scenery, archaeological sites and historical monuments, wildlife and way of life of other people. Tourists are increasingly adventurous in how far they travel to see unusual features, such as Antarctica, Galapagos Islands or the Silk Road.

tourist product – In a narrow sense, what tourists buy, e.g., transport or accommodation, separately or as a package. In a wider sense, an amalgam of what the tourist does and of the attractions, facilities and services he/she uses to make it possible. From the tourist's point of view, the total product covers the complete experience from leaving home to return. As distinct from an airline seat or a hotel room as individual products, the total tourist product – be it a beach holiday (vacation), a sightseeing tour or a conference trip – is a composite product.

meal – A meal is an eating occasion that takes place at a certain time and includes specific, prepared food, or the food eaten on that occasion. The names used for specific meals in English varies greatly depending on the speaker's culture, the time of day, or the size of the meal. Meals occur primarily at homes, restaurants, and cafeterias, but may occur anywhere.

Regular meals occur on a daily basis, typically several times a day. Special meals are usually held in conjunction with such occasions as birthdays, weddings, anniversaries, and holidays. A meal is different from a snack in that meals are generally larger, more varied, and more filling than snacks.

EXERCISES

1. Answer the following questions using the information from the text «Tour operators»:

1. What are tour operators?
2. What does «a la carte» procedure mean?
3. Do tour operators usually operate in their own name?
4. What services does the operator require from the tourism producers?
5. Does the visitor have any direct contact with the providers of the services before the trip?
6. In what cases should the tour operator pay the providers of the services penalty fees?
7. What can be considered to be a certain type of retailer of tourism services?

2. Match the words with their definitions.

1. package tour	a) if you eat à la carte, you choose each dish from a separate list instead of eating a fixed combination of dishes at a fixed price.
2. a la carte	b) a person, shop, or business that sells goods to the public.
3. to comprise	c) expose (someone or something valued) to danger, harm, or loss
4. puts oneself at risk	d) a holiday at a fixed price in which the travel company arranges your travel, hotels, and sometimes meals for you.
5. per se	e) consist of; be made up of
6. retailer	f) to include as part of something.
7. to embody	g) by or of itself

3. Study and practice the conversation.

Dave wants to visit his mother in England, so he goes to a travel agency.

Dave: Hi, I'd like to check on a flight.

Travel Agent: Sure. What is your destination?

Dave: London, England.

Travel Agent: And is this one-way or round trip?

Dave: Round trip.

Travel Agent: When would you like to depart?

Dave: January 12th, returning on January 26th.

Travel Agent: Okay, one moment please. . . . Do you have an airline preference?

Dave: No. Any airline will be fine. I'm not picky.

Travel Agent: And what class would you like? Economy, business class, or first class?

Dave: Economy, please.

Travel Agent: Okay, well there's a flight on the morning of the 12th, returning on the afternoon of the 26th. The cheapest we have is \$1,400.

Dave: Ouch! I was hoping to find something cheaper. My dates are flexible – do you think you can find a cheaper flight on different dates?

Travel Agent: Let me check. Just a moment. . . . There's a flight on the 10th, returning on the 25th, for \$968.

Dave: That's much better!

Travel Agent: But you have to change planes twice – once in New York, and again in Holland. And there's a 6-hour layover in Holland.

Dave: Hmm . . . Is that the best you can do?

Travel Agent: I'm afraid so. If you'd like, I can reserve a seat now, and you don't need to pay right away.

Dave: That would be great.

Travel Agent: I just need your full name and passport number.

Dave: Here you are. (Hands the travel agent his passport)

Travel Agent: Okay, one moment. . . . Alright! It's reserved. If you decide you want to purchase the ticket, you need to confirm before the end of the month.

Dave: Great! You've been very helpful. Thanks!

Travel Agent: That's my job! Take care!

4. Discuss the following points.

1. What kind of companies are tour operators?
2. What do tour operators do?
3. How do tour operators promote their tours?
4. How do tour operators sell their tours?
5. What kind of tour operators are there?
6. What are the best-known tour operators in the world?
7. Why tour operators are considered wholesalers of the tourist industry?
8. What do packaged tours offer?
9. When was the first packaged tour put together?
10. What is the difference between a holiday package and guided tour?
11. What qualities does a tour guide need? Why?
12. What are the advantages of a packaged tour?
13. What do you think are the disadvantages of packaged tours?
14. Why are tours less expensive than individual/independent travelling?
15. How are packaged tours developing in Russia?
16. What do you know about the services offered by packaged tours in Russia?
17. Are customers satisfied with the quality of tourist service? Why (not)?
18. Is there a tough competition among tour operators in Russia?
19. If so, what is the result of such competition?
20. What is the best known tour operator in Russia?

5. Translate the text into English

«Библио Глобус» предоставляет людям возможность увидеть весь мир, восхищаться его красотой, ощущать вкусы и запахи разных стран, понимать и чувствовать людей, населяющих эти страны, их язык, музыку и традиции. Мы позволяем людям отрешиться от повседневных проблем и воспарить над суетой, путешествуя по миру. Мы предлагаем вам путешествия в самые разные страны – романтические, красивые, познавательные, волнующие, экзотические, религиозные. Мы предоставляем достойный отдых по

доступным ценам: комбинированные туры с любым набором услуг (перелет, отель, трансферы, самые интересные экскурсии); пакетные туры; экскурсионные туры; самые комфортные и эксклюзивные отели; разнообразные варианты размещения; МІСЕ корпоративное и индивидуальное обслуживание. География направлений «Библио Глобус» обширна – это популярные курорты в странах Юго-Восточной Азии, Южной и Северной Америки, Европы и Африки. Официальные представительства «Библио Глобус» работают в 14 городах России и Беларуси: Москва, Санкт-Петербург, Екатеринбург, Казань, Красноярск, Крым, Симферополь, Минск, Нижний Новгород, Новосибирск, Омск, Пермь, Самара, Уфа.

(Источник: bgoperator.ru)

UNIT 8. TRAVEL AGENCIES

Visitors (or potential visitors), when planning and organizing their trip, often use the services of travel agencies. Their function consists mainly in selling the right to use a certain service, at a certain moment in time and within certain conditions. They do not substitute the service-providing unit, but play the role of providing information and access to the visitor and are the middleman in the purchase of certain services.

These agencies operate in some ways as «retailers» of these services, which are sold to the public. But their function is definitely different from that of a retailer of a good since it is still the producer of the service who finally serves the consumer. There is no substitution of relationships, only an efficient way for producers to sell their product to the public.

In most of the cases, the value of travel agency services is not invoiced explicitly or separately to the user of the service (the visitor) although such direct invoicing might exist. In some cases, travel agencies buy tickets at a discounted price from airlines (or discounters) and sell them to their customers at a marked-up price, earning income from the difference between the price they pay and the price they receive. In other cases, the visitor pays for airline transport or some other tourism product at a set price established by the producer of the service. The travel agency earns as income a commission on the sale established by the provider of the service: the service of the travel agency is thus purchased by the provider of the service, which the travel agency sells to the visitor.

As a consequence, gross incomes of travel agencies are of three kinds:

1. Those collected directly from the visitors through a specific invoice to the visitors;
2. Gross commercial margins representing retail trade services when travel agents remunerate themselves implicitly through a retail trade operation (buying from the producers of the services (for instance airlines) or wholesale traders and selling back the product to the traveller);
3. Commissions paid by the providers of tourism services when they operate as their agents, similar in operation to retail trade services on a fee or contract basis.

(Source: Enzo Paci papers on Measuring the Economic Significance of Tourism, 2004)

NOTES

price discount – Price discounts are incentives offered to customers, usually as a means of attracting repeat business from those customers. While the implementation of some type of discount on price will vary from one situation to another, the basic idea is to provide customers with a sense of receiving some type of additional value by not having to pay the standard or published price for goods and services.

While many think of a price discount as a tool used mainly by retailers, the fact is that this type of strategy is often utilized to attract business clients and entice them to make long-term commitments to a specific vendor.

retail – Retail involves the process of selling consumer goods or services to customers through multiple channels of distribution to earn a profit. Demand is identified and then satisfied through a supply chain. Attempts are made to increase demand through advertising. Retailing as a sector includes subordinated services, such as delivery. The term «retailer» is also applied where a service provider services the small orders of a large number of individuals, rather than large orders of a small number of wholesale, corporate or government clientele. Shops may be on residential streets, streets with few or no houses, or in a shopping mall.

commission (payment) – Payment by a supplier to an intermediary as a reward for his services, usually determined as a percentage of the value of the transaction. Hence, commissionable, that for which a commission is payable. In travel, tourism and hospitality this is most commonly the amount received by a retail travel agent on ticket sales from

airlines and other transport operators, on sales of tours from tour operators, and on other products and services from other principals. The percentage varies between products and services and to some extent also between countries and operators. Many principals also reward their most productive agents by higher rates or by other incentive payments.

NOTES

1. Answer the following questions using the information from the text «Travel agencies»:

1. What does the function of travel agencies consist in?
2. Do travel agencies substitute the service-providing unit or provide information and access to the visitor?
3. Is the function of travel agencies different from that of a retailer?
4. How do travel agencies earn income in some cases?
5. In what way do travel agencies earn income selling tickets?
6. What are three kinds of gross incomes of travel agencies?

2. Match the words with their definitions

1. purchase	a) working or operating quickly and effectively in an organized way
2. a marked-up (price)	b) a company's profit in a particular period of time
3. income	c) something that you buy
4. wholesale	d) a list of things provided or work done together with their cost, for payment at a later time
5. earn	e) to mark up smth.-to increase the price of something
6. invoice	f) fixed or never changing
7. efficient	g) to receive money as payment for work that you do
8. a set (price)	h) of or for the selling of goods in large amounts at low prices to shops and businesses, rather than the selling of goods in shops to customers

3. Study and practice the conversation. Answer the following questions:

1. What three things are included in a fly-drive holiday?
2. What types of accommodation are available?
3. When does the guest want to travel?
4. What do the numbers 14 and 543 refer to?
5. How often are the flights to Florida?
6. Which airport do the flights to Florida go from?
7. How much will it cost for two weeks?

Travel agent: Good afternoon, World Breaks, Janet Cookson speaking. How can I help you?

Customer: Hello, I saw your advert in the newspaper for fly-drive holidays in Florida. Does that mean you get flights, accommodation and car hire all included in the price?

TA: That's right, madam.

C: And what kind of accommodation is it?

TA: Well, there are two options. You can have a self-catering apartment or stay in a hotel?

C: We'd prefer an apartment, I think. How much will it cost for two weeks?

TA: That all depends on when you travel. When are you thinking of going, madam?

C: Well, some time when it's quieter, the second half of May. It is off-season then?

TA: Yes, it is. That's very good time to go. We have a great offer at the moment: fourteen nights fly-drive with self-catering apartments for £543 per person.

C: That sounds good. Could I book it now?

TA: Certainly. Let me see, the flights are from London Heathrow on Thursdays, so that's Thursday 17th May, returning from Orlando, Florida on the morning of Thursday 31st May. How does that sound?

C: That's fine.

TA: Could I have the names of the people travelling, please?

C: There's me, Jane Wright, my husband Simon and our son Andrew.

TA: Could you spell your surname for me Mrs Wright?

C: Yes, that's W-R-I-G-H-T.

TA: OK, thank you. Just let me confirm the details. That's three people, two adults and one child, leaving London Heathrow on Thursday 17th May, returning on Thursday 31st May.

C: Yes, that's right.

TA: Thank you, Mrs Wright.

4. Discuss the following points.

1. What kind of companies are travel agencies?
2. Why are travel agencies called travel shops?
3. What do travel agencies do?
4. What kind of tours do travel agencies offer?
5. What kind of separate tourist services do travel agencies offer?
6. What kind of travel agencies are there?
7. Why is travel agency business attractive to very many people?
8. Are there many people in this business? Why? Or Why not?
9. What qualities are needed for those who want to work as a travel agent?
10. Is travel agent business in Russia similar to that in other countries? Give examples.
11. Is this business well developed in Russia?
12. Does it have good prospects for further development? Give your reasons.
13. Would you like to be a travel agent? Why (not)?

5. Translate the text into English.

Туристическое агентство «Синдбад» обслуживает более 2 тыс. клиентов в год и предлагает отдых в 180 странах мира. Мы тщательно ведем отбор партнеров, предлагая своим клиентам туры только проверенных и надежных туроператоров, с которыми успешно сотрудничаем уже долгие годы. Высокая профессиональная подготовка наших сотрудников, хорошее знание курортов, отельной базы и особенностей отдыха в разных странах, а также использование современных технологичных систем поиска туров, гарантирует, что нашим клиентам будут предложены самые лучшие гостиницы, самые удобные авиаперелеты, ж/д билеты и другие услуги по самым

выгодным ценам. «Синдбад» делает акцент на представление своим клиентам уникальных продуктов, не известных широкой публике, например, эксклюзивные азиатские отели в Таиланде и Вьетнаме, работающие по системе «Все включено». «Синдбад» активно использует самую современную систему онлайн-бронирования услуг по всему миру. Преимущества данной системы: быстрый автоматизированный поиск оптимальных вариантов среди огромного количества предложений; возможность формировать комбинированный туры; визовая поддержка по минимальной цене.

(Источник: sindbadi.ru)

UNIT 9. TOURIST INFORMATION OFFICES

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

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

Tourist information offices have got office clerks who give and advice to customers on car hire, sightseeing and other coach tours, accommodations, flights and so on. The clerks also give city orientations to guests.

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

The office clerks speak foreign languages fluently because they deal with many international travellers.

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

(Source: Мошняга Е.В. Английский язык: туризм, гостеприимство, платежные средства, 2012)

NOTES

hotel – Establishment providing accommodation, food and drink for reward mainly to travellers and temporary residents, usually also meals and refreshments to other users, and often other facilities and services. More specific meaning is sometimes attached to the term in particular countries for legislative or other purposes, thus, e.g., «an establishment

held out by the proprietor as offering food, drink and, if so required, sleeping accommodation, without special contract, to any traveller presenting himself who appears able and willing to pay a reasonable sum for the services and facilities provided and who is in a fit state to be received». In 2014 there were estimated more than 60 000 hotels and guest houses in the UK.

coach – (a) A railway carriage. (b) In the UK, a road passenger motor vehicle operating long distance services or tours, to be distinguished from a bus, which operates short scheduled stage services. (c) In North America, economy class section of aircraft.

Customs – (a) Established patterns of behaviour and belief of a society relating both to routines of daily life and to features which distinguish one culture from another. They are of significance as motivations in tourism and in interactions between tourists and residents. (b) The government agency responsible for collecting duties on imports, including goods acquired abroad and brought into a country by visitors and returning residents. Hence, customs duty, the duty levied on imports, and customs declaration, the process of declaring such goods to customs and also the official document used for the purpose.

guide books – A guide book or travel guide is a book of information about a place designed for the use of visitors or tourists.[It will usually include information about sights, accommodation, restaurants, transportation, and activities. Maps of varying detail and historical and cultural information are often included. Different kinds of guide books exist, focusing on different aspects of travel, from adventure travel to relaxation, or aimed at travelers with different incomes, or focusing on sexual orientation or types of diet.

food service – Foodservice (US English) or catering industry (British English) defines those businesses, institutions, and companies responsible for any meal prepared outside the home. This industry includes restaurants, school and hospital cafeterias, catering operations, and many other formats.

public transport – Public transport (also known as public transportation, public transit, or mass transit) is a shared passenger transport service which is available for use by the general public, as distinct from modes such as taxicab, carpooling or hired buses which are not shared by strangers without private arrangement. Public transport modes include city buses, trolleybuses, trams (or light rail) and passenger

trains, rapid transit (metro/subways/undergrounds etc) and ferries. Public transport between cities is dominated by airlines, coaches, and intercity rail.

EXERCISES

1. Answer the following questions using the information from the text «Tourist information offices»:

1. What kind of companies are tourist information offices?
2. Where are tourist information offices located?
3. What kind of advice do tourist information office clerks give?
4. What do tourist information office clerks do? What sort of information do they give?
5. Why do tourist information office clerks fluently speak foreign languages?
6. What kind of manuals for travellers are there in tourist information offices?

2. Match the words with their definitions.

1. accommodation	a) an endorsement made on a passport by the proper authorities denoting that it has been examined and that the bearer may proceed
2. billboard	b) lodging, food, and services or traveling space and related services
3. passport	c) a flat surface (as of a panel, wall, or fence) on which bills are posted; a large panel designed to carry outdoor advertising
4. hotel	d) a formal document issued by an authorized official of a country to one of its citizens that is usually necessary for exit from and reentry into the country, that allows the citizen to travel in a foreign country in accordance with visa requirements, and that requests protection for the citizen while abroad
5. visa	e) one that makes a tour for pleasure or culture
6. tourist	f) an establishment that provides lodging and

	usually meals, entertainment, and various personal services for the public
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3. Study and practice the conversation. Answer the following questions:

1. Did Mrs. Burch go up to the counter immediately?
2. Were there many people in the travel bureau?
3. What kind of holiday is Peter Burch looking for? Is he looking for plenty of excitement?
4. Is Peter hoping for good weather?
5. Must the weather be perfect for you to enjoy your holiday?
6. Why does Peter find the idea of a quiet holiday at the seaside attractive?
7. Can you find many quiet seaside places near London?
8. Would Peter be willing to stay in the country?
9. Will Mrs. Burch be going with him?
10. Would she enjoy fishing?
11. What does she enjoy doing when on holiday?
12. Why is she eager to stay in Blackpool of all places?
13. Should Mrs. Burch get her own way?
14. Should Peter have brought a fishing rod?
15. Do you think Peter is a henpecked husband?
16. Does the clerk admire the Burches?
17. Do you enjoy water skiing?
18. Should you be able to swim before you try this sport?

Paul Green went into a London travel bureau. He went up to the counter while his wife sat down at a low table and started looking at the seaside holiday guides. It was a slack time so Paul had only three minutes to wait before a clerk was available to deal with his inquiries.

Paul: Good morning! My wife and I are from Canada. We are looking forward to having one week free in England for a complete rest. No sightseeing, no shopping, not even a cinema: just a relaxation and sunbathing. Golf and perhaps some salmon or trout fishing for me, and my wife enjoys water-skiing, though that might not be available. You see, we'd like a really small quiet place with nearly empty beaches while on holiday. Plenty of sunshine. If that can be ordered. Oh, and we'd like to

stay in a small boarding house or perhaps on an isolated farm. Can you suggest a good place to go to?

Clerk: You'll find the quietest seaside places in Scotland or Ireland.

Paul: They'd hardly do. I think. We'd like a place not more than 70 miles from London — just in case we want to run up for a day or two to look around. How about this place called Brighton? Is there a good sandy beach?

Clerk: I'm afraid not. It's a pebble beach. And Brighton is a big very lively seaside resort. Hardly for quiet holiday day. Perhaps a small hotel in a country village. We could probably fix up something like that for you. But it might be a job to arrange anything else.

Paul: That should do very well. Provided it's a quiet area off the beaten track and away from the crowds.

(At that moment Mrs. Green joined her husband at the counter)

Mrs. Green: Do you know what I've been thinking? You remember the Joneses were in England last year?

Paul: That's something I'll never be allowed to forget. They've never stopped talking about it ever since.

Mrs. Green: Now, they were touring and they spent a night in a place called Blackpool. They had a room in a five-star hotel on the front and said that everything was quite marvellous. Just imagine their faces when we go back and say that we've spent a week there!

Paul: That's all very well, but from what they said it didn't sound a particularly quiet place.

Clerk: It isn't, sir. It's a very popular resort, packed with people at this time of year. It's got two piers with amusement arcades, hundreds of hotels and boarding houses and thousands of visitors. It's over 200 miles from London, and I've heard they've been having awful wet weather all this season

Mrs. Green: Oh, I expect there are lots of cinemas we could go to if it's wet. And plenty of shops to look around. You can do all the fishing you want at home. This could be fun, Paul. A swimming pool and concert hall, a wonderful dance floor, hairdressers, sunbathing and gift shops. Oh, Peter, wait until we tell the Joneses. They'll be green with envy.

Paul: I suppose you'll get your own way. So much for a quiet holiday! Why did I bother to bring my fishing rod? (As the clerk turns away he shrugs his shoulders slightly and whispers to one of his colleagues)

Clerk: You do meet some funny types in this game!

4. Transate the text into English.

SUNMAR – компания, которая развивается в ногу со временем и хорошо понимает потребности своих клиентов. Слоган «Оператор выгодных туров» полностью отражает концепцию работы компании. Туры от SUNMAR – это выгодный отдых с оптимальным соотношением цены и качества. SUNMAR организует групповые и индивидуальные туры по России, Турции, Андорре, Беларуси, Болгарии, Вьетнаму, Греции, Доминикане, Израилю, Индии, Испании, Италии, Кипру, Марокко, Мексики, ОАЭ, Таиланду, Тунису, Хорватии и Черногории. Предлагается широкий ассортимент отелей в Испании – на побережьях Коста Брава, Коста Дорада, Коста дель Соль, Коста дель Гарраф, Коста Бланка, Коста Азаар, о. Майорка и о. Тенерифе; в Греции – на островах Крит, Родос, Кос и Корфу; в Тунисе – на курортах Монастир, Хаммамет, Сусс и о. Джерба; в Марокко – на курортах Агадир, Касабланка, Эссуэйра, Марракеш; в ОАЭ; в Таиланде – на курортах Паттайи, Пхукета и островах Самуи, Ко Чанг, Као Лак, Краби, Пхи-Пхи; в Индии – на курортах Гоа. Компания специализируется на экономичных вариантах отдыха с предоставлением качественного сервиса в каждой из категорий отелей: 3*, 4*, NV и 5*. Невысокая стоимость туров достигается благодаря эксклюзивным условиям, по которым SUNMAR работает с гостиницами, и собственным программам авиаперелетов. Таким образом, компания предлагает огромный выбор качественных и одновременно доступных по цене туров.

(Источник: www.sunmar.ru)

UNIT 10. TOURIST OUTLETS

Many travel companies branch out and have a lot of outlets (dealers) within the city, a region, a country or throughout the world. There are outlets of travel agencies, car hire companies, coaching companies.

There are travel agency outlets in hotels, airports, railway stations, big department stores, at large factories and plants, and office sites.

If a travel company has got an outlet at a factory or in an office building, it serves employees of these companies.

Outlets provide the same services and prices as the travel company which they represent.

There is usually one clerk at a sale outlet. He or she does all the work.

This person answers the calls, meets customers in person, works on the computer, and does paperwork. This clerk makes bookings, sells and issues tickets, collects money, and gives receipts. The clerk keeps in touch with the head office and knows all up-to-date information on tours and tickets.

Clerks of the outlets work with individuals and groups of population. Sometimes they look for clients among relatives, friends, colleagues, on the recommendation of familiar people, in public places, at home, etc., transferring the information about their tours by word of mouth.

This job is not easy so tourist companies train and test their dealers in special courses. The clerks of outlets must know a foreign language; have oratory skills, to be reliable, honest and responsible because they represent their companies.

Outlets and travel agencies are the main channels to distribute tour packets of tour operators.

(Source: Мошняга Е.В. Английский язык: туризм, гостеприимство, платежные средства, 2012)

NOTES

company – A company is a legal entity made up of an association of persons, be they natural, legal, or a mixture of both, for carrying on a commercial or industrial enterprise. Company members share a common purpose and unite in order to focus their various talent and organize their collectively available skills or resources to achieve specific, declared goals. Companies take various forms such as: Voluntary associations which may include nonprofit organization; Business entities with an aim of gaining a profit; Financial entities and banks.

car hire companies – A car rental or car hire agency is a company that rents automobiles for short periods of time (generally ranging from a few hours to a few weeks) for a fee. It is often organized with numerous local branches (which allow a user to return a vehicle to a different location), and primarily located near airports or busy city areas and often

complemented by a website allowing online reservations. Car rental agencies primarily serve people who have a car that is temporarily out of reach or out of service, for example travellers who are out of town or owners of damaged or destroyed vehicles who are awaiting repair or insurance compensation. Because of the variety of sizes of their vehicles, car rental agencies may also serve the self-moving industry needs, by renting vans or trucks, and in certain markets other types of vehicles such as motorcycles or scooters may also be offered.

coaching – is a form of development in which a person called a coach supports a learner or client in achieving a specific personal or professional goal by providing training, advice and guidance. The learner is sometimes called a coachee. Occasionally, coaching may mean an informal relationship between two people, of whom one has more experience and expertise than the other and offers advice and guidance as the latter learns; but coaching differs from mentoring in focusing on specific tasks or objectives, as opposed to general goals or overall development.

transfer – Service for arriving and departing passengers to transport them between airports and ports, air, sea and rail terminals and hotels, or between transport terminals, provided by carriers, hotels or other operators, usually free between airport terminals, as hotel courtesy service or as part of an inclusive tour.

EXERCISES

1. Pronounce correctly.

Throughout, courtesy, employees, clerk, receipts, among, colleagues, reliable, goals, damaged, variety, familiar, vehicle, association, by word of mouth, financial entities.

2. Answer the following questions using the information from the text «Tourist outlets»:

1. Where can travel agency outlets be found?
2. Who does an outlet at a factory serve?
3. Do outlets provide the same prices as the travel company which they represent?

4. Who does all the work at a sale outlet?
5. What are the duties of the clerk at a sale outlet?
6. Who do clerks of the outlets work with?
7. What are the traits and skills necessary for the clerks of outlets?
8. What is an outlet?
9. What sort of tourist outlets are there?
10. Where are travel agency outlets located?
11. What kind of customers does a travel agency outlet at a factory or in an office building service?
12. What does it mean that all travel agency outlets provide the same services?
13. How many clerks are there normally at a sales outlet?
14. What does a tourist outlet clerk do?
15. How does an outlet clerk get to know all the up-to-date information?

3. Match the words with their definitions.

1. hire	a) One who occupationally works with records, accounts, letters, etc.; an office worker.
2. employee	b) Someone or something that is reliable can be trusted or believed because he, she, or it works or behaves well in the way you expect.
3. to provide	c) A journey through a particular building, estate, country, etc. A guided visit to a particular place, or virtual place. A journey through a given list of places, such as by an entertainer performing concerts.
4. be reliable	d) A pass entitling the holder to admission to a show, concert, etc. A pass entitling the holder to board a train, a bus, a plane, or other means of transportation
5. booking	e) someone who is paid to work for someone else
6. clerk	f) to give someone something that they need
7. ticket	g) an arrangement you make to have a hotel room, tickets, etc. at a particular time in the future

8. tour	h) UK (US rent) to pay to use something for a short period
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3. Study and practice the conversation.

Travel Agent: Hello! Good morning! This is Lady of Star Travel Agency. How may I help you?

Client: Good morning! This is Josh. I would like to ask about the tour packages that I saw in your website. I want to know if they are still available.

Travel Agent: All the tour packages offered in our site are still available. May I know what package in particular you want to inquire about?

Client: The Hong Kong + Disneyland pass package. I have a request to ask. Can you possibly include the Ocean Park pass for the package? I want to visit both but they're of different packages.

Travel Agent: Absolutely! But this will also cost you an extra amount of money.

Client: Okay. Can you give me the exact amount?

Travel Agent: Yes, but before that, do you have a travel date in mind?

Client: Actually, I already bought plane tickets.

Travel Agent: Okay, that's great! May I ask for the flight schedule and people who'll be with you if there are any?

Client: Yes. It will be on December 5 to 8 this year. I'll be with my sister her name is Mariel.

Travel Agent: Thank you for that. May I know how old is Mariel?
Client: Yes, she's 23.

Travel Agent: I would also like to know your preferred hotel accommodation? We actually offer hotels of 3 to 5 stars.

Client: Please choose the cheapest accommodation if possible.

Travel Agent: Alright. So, you'll be staying in Hong Kong for 4 days and 3 nights, in a 3-star hotel, with Hong Kong + Disneyland pass package with additional Ocean Park pass. That would be \$490. Is that fine with you?

Client: I guess that's fine. Can you give the itinerary for the tour before. I make a reservation with you?

Travel Agent: Of course. Please give me your e-mail address so I can give you all the information needed.

Client: Yes. It's josh@gmail.com. All in small letters j-o-s-h.

Travel Agent: Thank you very much. I'll send you an e-mail in a short while. Everything's there. If you still have any questions or clarifications, feel free to give us a call or send us a message.

Client: I will.

Travel Agent: Is there anything else that I can do for you Mr. Josh?

Client: That would be all. Thank you!

Travel Agent: Thank you for calling. Have a wonderful day! Goodbye!

Client: Goodbye.

4. Translate the text into English.

TUI Group – группа компаний, занимающая лидирующие позиции на мировом туристическом рынке. Группа TUI включает туроператоров, более 300 отелей, 6 авиакомпаний, 13 круизных лайнеров и др. Только в Европе TUI имеет более 1 800 туристических агентств. TUI Group обладает самым большим чартерным флотом в Европе – более 130 самолетов. В концерн входят известные цепочки отелей RIU, Club Magic Life, Suntopia, Iberotel, Robinson Club, Sol Y Mar Club, Coral Sea, Jaz Resort и многие другие. Отбирая отели, сотрудники TUI лично проверяют качество предоставляемого сервиса и уровень безопасности. Компания TUI, сотрудничая только с надежными проверенными партнерами-авиакомпаниями, гарантирует своим клиентам высокую степень безопасности, комфорта и четкости выполнения полетов. TUI Россия делает фокус на предоставлении клиентам уникальных дифференцированных продуктов, которых нет у других туроператоров. В их числе – эксклюзивные отели, которые ранее были доступны только западноевропейским туристам, концепции отдыха, такие как Club Magic Life, Suneo Club, Sensimar, SplashWorld и др., а также семейные клубы TUI Тукан, работающие на многих курортах. На всех этапах работы с клиентом TUI привносит европейские стандарты обслуживания и высокий уровень сервиса.

(Источник: tui.ru)

MODULE IV. DESTINATION AND TOURISM ATTRACTIONS

UNIT 11. TOURIST DESTINATION

Destinations are amalgams of tourism products, offering an integrated experience to consumers. Traditionally, destinations are regarded as well-defined geographical areas, such as a country, an island or a town. However, it is increasingly recognised that a destination can also be a perceptual concept, which can be interpreted subjectively by consumers, depending on their travel itinerary, cultural background, purpose of visit, educational level and past experience. For example, London can be a destination for a German business traveller, whilst Europe may be the destination for a leisure Japanese tourist who packs six European countries in a two week tour.

Some travellers will consider a cruise ship to be their destination, while others on the same cruise may perceive the ports visited during the trip as their destination. Often destinations are artificially divided by geographical and political barriers, which fail to take into consideration consumer preferences or tourism industry functions. An example of that is the Alps shared by France, Austria, Switzerland, Italy by often perceived and consumed as part of the same product by skiers. For the purpose of this paper destinations are considered to be a defined geographical region which is understood by its visitors as a unique entity, with a political and legislative framework for tourism marketing and planning. This definition enables Destination Management Organisations (DMOs) to be accountable for the planning and marketing of the region and to have the power and resources to undertake action towards achieving its strategic objectives.

A destination can be characterized as the «Six As Framework»:

1. Attractions (natural, man - made, artificial, purpose built, heritage, special events);
2. Accessibility (entire transportation system comprising of routes, terminals and vehicles);
3. Amenities (accommodation and catering facilities, retailing, other tourist services);

4. Available packages (pre - arranged packages by intermediaries and principals);
5. Activities (all activities available at the destination and what consumers will do during their visit);
6. Ancillary services (services used by tourists such as banks, telecommunications, post, newsagents, hospitals, etc.).

Developing a destination typology is a difficult task, as different visitors use destinations for different purposes. Nevertheless most destinations can be classified in several categories which represent their principle attractiveness:

- *Urban destinations.* Activities: Meetings-Incentives-Conference-Exhibitions, Education-Religion-Health, Sightseeing-Shopping-Shows-Short breaks.
- *Seaside destinations and resorts.* Activities: Sea-Sun-Sand-Sex-Sports.
- *Alpine destinations.* Activities: Ski-mountain, Sports-health.
- *Rural destinations.* Activities: Relaxation-Agriculture-Learning activities-Sports tourism.
- *Authentic third World.* Activities: Adventure-Authentic-Charities-Special interest.
- *Unique – exotic – exclusive.* Activities: Special occasion-Honeymoon-Anniversary.

(Source: D. Buhalis. Tourism Management Special Issue: The Competitive Destination, 2010)

NOTES

travel itinerary – A travel itinerary is a schedule of events relating to planned travel, generally including destinations to be visited at specified times and means of transportation to move between those destinations. For example, both the plan of a business trip and the route of a road trip, or the proposed outline of one, would be travel itineraries. The construction of a travel itinerary may be assisted by the use of travel literature, including travel journals and diaries, a guide book containing information for visitors or tourists about the destination, or a trip planner website dedicated to helping the users plan their trips. In international travel, persons visiting certain countries may be required to provide their travel itinerary to authorities to insure that their plans are lawful.

cultural background – The term «cultural background» is a reference to any culture or subculture that an individual identifies as his or her heritage or background. Culture describes the beliefs, behaviors and traits of an ethnic, social or age demographic. Cultural background can also simply indicate a person's nationality, even if they have no social ties or physical traits that identify with that group.

purpose of visit – A classification of main purpose of visit (or trip) by major groups is recommended below. It elaborates on the classification proposed by the United Nations in 1979 in its Provisional Guidelines on Statistics of International Tourism. This classification, which can be used for international and domestic tourism, is designed to measure the key segments of tourism demand for planning, marketing and promotion purposes. Classification of purpose of visit (or trip) by major groups for inbound, outbound and domestic tourism. Major groups: 1. Leisure, recreation and holidays 2. Visiting friends and relatives 3. Business and professional 4. Health treatment 5. Religion/pilgrimages 6. Other.

tourism marketing – Many people travel each year for business and pleasure, contributing to the industry of tourism. The success of tourism businesses depends upon sales and promotional strategies. Read on to learn more about marketing for travel and tourism operations. Travel and tourism businesses try to target consumers' needs, helping them sort through all their flight, hotel and recreational options. In order for tourism businesses to succeed, they rely on marketing professionals to link potential consumers with their services and operations. Marketing for travel and tourism operations involves designing advertisements or promotional offers that will best draw customers toward a travel business. In order to do this well, marketers conduct surveys or interviews with target consumers in order to establish their needs, what they respond to and what they look for when choosing such an organization. Marketers must then be able to use this information to draft successful campaigns that increase business and profits.

Destination Management Organisations – Destination management calls for a coalition of many organisations and interests working towards a common goal. The Destination Management Organisation's role should be to lead and coordinate activities under a coherent strategy. They do not control the activities of their partners but bring together resources and expertise and a degree of independence

and objectivity to lead the way forward. It follows that DMOs must develop a high level of skill in developing and managing partnerships. Though DMOs have typically undertaken marketing activities, their remit is becoming far broader, to become a strategic leader in destination development.

accessibility – The ease of approach of a location from other locations, one of the prime factors which, together with its attractions and amenities (the three As), determine how important an area may be as a tourism destination. In tourism, accessibility is a function of distance from centres of population, which constitute tourist markets, and of external transport, which enables a destination to be reached. It is measured in terms of distance travelled, the time taken or the cost involved.

amenity – In real estate and lodging, an amenity is something considered to benefit a property and thereby increase its value. Tangible amenities can include the number and nature of guest rooms and the provision of facilities such as elevators (lifts), wi-fi, restaurants, parks, communal areas, swimming pools, golf courses, health club facilities, party rooms, theater or media rooms, bike paths or garages, while intangible amenities can include aspects such as well-integrated public transport, pleasant views, nearby activities and a low crime rate.

EXERCISES

1. Answer the following questions using the information from the text «Tourist destination»:

1. How are destinations regarded traditionally?
2. What does the subjective interpretation of a destination depend on?
3. What attractions do you know?
4. What is accessibility?
5. Can you give an example when destinations are artificially divided by geographical and political barriers?
6. What is «Six As Framework»?
7. How can most destinations be classified according to their principle attractiveness?

8. Can you explain the phrase from the text: “a destination can also be a perceptual concept”?
9. What is DMO?
10. What is accessibility in tourism?

2. Match the words with their definitions.

1. amalgam	a) clearly expressed, explained, or described.
2. perceptual	b) to come to an opinion about something, or have a belief about something.
3. whilst	c) by means of human intervention rather than naturally.
4. to be accountable	d) the place where someone is going or where something is being sent or taken.
5. amenity	e) to make someone able to do something, or to make something possible.
6. ancillary	f) The pleasantness or attractiveness of a place.
7. to enable	g) a combination of parts that create a complete whole
8. accessibility	h) during the time that, or at the same time as.
9. artificially	i) Required or expected to justify actions or decisions; responsible.
10. to perceive	j) In addition to something else, but not as important.
11. well-defined	k) relating to the ability to notice something or come to an opinion about something using your senses.
12. destination	l). The quality of being able to be reached or entered.

3. Read the note about tourism marketing and translate it in writing.

4. Study and practice the conversation.

Vincenzo is a travel consultant in a busy travel agency in Palermo, the regional capital of Sicily. He is talking to Colin Butler,

the new Ventures Manager of Exotic Destinations, about where Sicilians go on holiday.

Colin Butler: So where do you send your clients?

Vincenzo: Well, those who go abroad go to the states; that's the most popular destination, or to the Orient, to Mexico and then to Europe, in that order. Paris is the most popular European destination. It accounts for 60 per cent of European holidays, and then come s Great Britain and after that Prague.

C.B.: Prague! Yes, it is becoming a very popular destination throughout Europe.

V.: But that is because it is so very beautiful. However, at this time of the year, the only bookings we are taking are for honeymoon travel to America and the Far East.

C.B.: Where in particular in the Far East?

V.: To Thailand, Singapore, Bali and India mainly, though we are getting quite a few for Sri Lanka and the Maldives , and some want to go China or Hong Kong.

C.B.: And what do they do when they go so far afield? Do they go for sightseeing?

V.: Some sightseeing, yes, but also the beach. Until recently, the holidaymaker was content with just spending two weeks on the beach, but this is no longer so. Now they want not only the sea, but to see something, to appreciate the culture, the art and architecture, to learn something about the way of life. That's why the Orient is so popular because you can have a beach holiday and link it with an excursion or a tour of the area. So it is very usual for people to have a seven-day tour followed by a beach-centered holiday.

C.B.: What do you consider to be the most exotic places that Sicilian now go to?

V.: Mexico without a doubt. You can find everything there: arts, colours, good people, good places to have sun and very good food.

C.B.: For how long has Mexico been popular?

V.: For a long time. I've worked here for nine years now and it has always been popular. However, over the last three years the demand has been growing quite steadily.

5. Discuss the following points.

1. What is a tourist destination? Is it always a resort?
2. Why do tourists come to our region?
3. What do they do when they are here?
4. What are advantages and disadvantages of coming to Irkutsk region?
5. What are geographical features of Irkutsk region?
6. What products/services can the destination offer?
7. How is it presently marketed? Who would the target market/s be?
8. Does the destination have branding, a logo, website?
9. What marketing strategies would you use to attract visitors to the destination in the future?

6. Translate into English.

«Дестинация» по своему написанию аналогична английскому «destination», что переводится как «место назначения» или «цель путешествия, похода и т.п.», но первоначально слово «дестинация» произошло от латинского «местонахождение». В качестве дестинации могут выступать отдельный курорт или город, регион в пределах какой-либо страны, целая страна или даже целое образование в виде совокупности нескольких стран или дестинаций, объединенных общими чертами. Например, страны Латинской Америки территориально составляют единый регион со схожими климатическими и природными условиями, историей, архитектурой, современным политическим и экономическим строем, а также народ, населяющий их территорию, преимущественно говорит на одном языке – испанском, имеет схожие менталитет и культуру. Для многих любителей пляжного отдыха дестинацией будет являться курортный отель, например, из-за широты ассортимента предоставляемых услуг. Иногда искусственно сооруженный объект туристского показа также представляет собой туристскую дестинацию, как в случае с тематическими парками подобно Диснейленду, Леголенду, «Волшебному миру Гарри Поттера», «Миру Феррари» и другим менее крупным.

(Источник: tourprom.ru/country/great-britain/london/)

UNIT 12. TOURISM ATTRACTIONS

Major tourist attractions include large cities like London, Moscow, Paris, New York; seashore areas in warm climates like the Caribbean and the Mediterranean; and ski resorts like those in Switzerland.

Actually, any place can become a tourist destination as long as it is different from the place where the traveller usually lives. Paris may not be a tourist attraction to a Parisian, but for a New Yorker it may have many charms. People travel for various reasons, and there are numerous attractions that appeal to a wide variety of tastes.

In addition to being major business centers, the large cities offer attractions and entertainment for all kinds of people.

Cultural events occur frequently, including theatrical and opera performances, concerts, ballet, art exhibitions, to name a few.

There is also a wide selection of restaurants and a great variety of night life in urban centers. Shopping is an attraction for many visitors, whether in the great department stores of New York and Tokyo or in the boutiques of Paris and London.

The big cities also offer a unique atmosphere and history. One of the advantages of the big cities is their ability to absorb large numbers of tourists. These cities have an existing infrastructure that is capable of caring for the needs of millions of people; and many of the attractions that tourists visit have been developed primarily for the benefit of the inhabitants. Therefore, tourism is an economic plus for many big cities because it increases income from existing facilities, both public and private.

The large cities of course do not have a monopoly on architectural or historical monuments. Smaller towns and rural areas throughout the world have attractions of this kind that tourists visit.

One excellent example is Machu Picchu, the lost city of the Incas in Peru, which is a remote and difficult to reach area.

The ruins of Machu Picchu, a tourist attraction that has become accessible because of modern means of transportation, are visited by more and more tourists every year.

Natural scenery is also an attraction for tourists. Millions of people have visited wild areas in Africa, Middle East, Nepal and other places where they can see the wonders of nature.

Holiday resorts usually attract tourists because of their sunny beaches, their snow-covered ski-slopes, or their golf courses. In addition, they frequently offer other kinds of entertainment to their guests. At the ski resorts, it is often an atmosphere of informality, at a cosmopolitan resort like Miami Beach; it may be night clubs and stage shows. In San Juan, in addition to legal gambling, there are historical sites in the old city or tropical rain forests only a few miles away. Many of the resorts give instruction in scuba diving combined with visits to coral reefs. And of course most of them have a variety of stores and souvenir shops.

Shopping has been made a tourist magnet by government policy in some countries. Handicrafts appeal to touring shoppers in many places, where the souvenir shop that sells this kind of merchandise is as much a feature of most tourist areas as the hotel. Most people who visit these countries take home at least one sample of the local handicraft.

A cruise ship is a floating hotel, one which the passengers cannot leave outside a port. Most cruises therefore try to keep up a party atmosphere throughout the voyage, with games, dancing, costume parties, gambling and whatever other activities can be devised within a rather limited space. Entertainers are often hired for the entire trip, and they are often hit-name performers.

Throughout history, markets have given performers a chance to entertain. Many people have gone to trade fairs as much for amusement as for buying and selling. Dating from the Crystal Palace in London in 1812, many countries exhibit their products at big world's fairs in the midst of a sort of carnival atmosphere. Another modern development is the amusement park, a carnival with a variety of games, thrill rides, magic shows, and other kinds of entertainment.

A recent development is the theme park, an amusement park that is designed around a unifying concept. The two huge Disney enterprises, Disneyland in California and Disney World in Florida, are the most successful examples of this kind of created tourist attraction. From a commercial point of view, they have the enormous advantage as they are designed to appeal to entire family groups rather than to any particular age level.

Many tourists don't want to be identified as tourists. These independent travellers try to visit the attractions they want to see on their own rather than a member of a tour group.

The majority of tourists, however, travel in groups, with their entertainment and sightseeing included in the package. Many tour groups are formed around some kind of special purpose, such as eating a series of meals at the leading gourmet restaurants in France.

The tours that are put together for resort holidays rather than special groups often offer some entertainment or sightseeing in the package.

The sightseeing business is another part of the tourist industry that has grown rapidly in recent years. It includes selecting the sights that would appeal to tourists and then providing transportation, meals, and opportunities for shopping.

Some of the tours are part of the total travel service that is offered by such companies as Thomas Cook and American Express. A good deal of the excursion business, however, involves local enterprises whose services are sold through representatives in the tourist hotels or travel agents in the area. A large number of sightseeing trips are part-day or one-day excursions to local points of interest. A guide has a prepared talk during which he gives information about the sights that will be visited, but he must also be able to answer questions and to deal with the human problems that may arise. If the tour occupies a full day, meals are prearranged at a hotel or restaurant.

A few tourists do not want to travel in groups. Instead, they prefer the comfort of a guide to show them around and make arrangements for them. For a price, these services are available in many tourist centers. This might be described as a personalized tour for those who can afford it. As with group excursions or tours, arrangements can ordinarily be made through the visitor's hotel or by a local travel agent.

Familiarity and boredom are the enemies of tourism. Surveys show that people who spend two weeks at a resort are generally more satisfied with their holiday than those who remain three weeks or more. This means that the entire range of amusement and entertainment available is an important factor in keeping the customers satisfied. The more variety is offered to tourists, the more pleased they are likely to be.

(Source: LinguaLeo.com)

NOTES

Crystal Palace – giant glass-and-iron exhibition hall in Hyde Park, London, that housed the Great Exhibition of 1851. The structure was taken down and rebuilt (1852–54) at Sydenham Hill (now in the borough of

Bromley), at which site it survived until 1936. In 1849 Prince Albert, husband of Queen Victoria and president of the Royal Society of Arts, conceived the idea of inviting international exhibitors to participate in an exposition. Plans were developed and the necessary funds speedily raised, with Victoria herself heading the list of subscribers. The exhibition opened in the Crystal Palace on May 1, 1851. The Crystal Palace, designed by Sir Joseph Paxton, was a remarkable construction of prefabricated parts. It consisted of an intricate network of slender iron rods sustaining walls of clear glass. The main body of the building was 1,848 feet (563 metres) long and 408 feet (124 metres) wide; the height of the central transept was 108 feet (33 metres). The construction occupied some 18 acres (7 hectares) on the ground, while its total floor area was about 990,000 square feet (92,000 square metres, or about 23 acres [9 hectares]). On the ground floor and galleries there were more than 8 miles (13 km) of display tables.

scuba diving – The sport or activity of swimming underwater using a scuba.

sightseeing – One of the most popular forms of passive recreation in developed countries and an important holiday (vacation) activity on foot, by car, in coach tours, cruises, excursions from holiday bases, and travel in small groups or alone using a variety of transport. The attractions may be attractive countryside, spectacular scenery, archaeological sites and historical monuments, wildlife and way of life of other people. Tourists are increasingly adventurous in how far they travel to see unusual features, such as Antarctica, Galapagos Islands or the Silk Road.

amusement park – An amusement park or theme park is a group of entertainment attractions, rides, and other events in a location for the enjoyment of large numbers of people. Amusement parks have a fixed location, as opposed to travelling funfairs and traveling carnivals, and are more elaborate than simple city parks or playgrounds, usually providing attractions meant to cater specifically to certain age groups, as well as some that are aimed towards all ages. Theme parks, a specific type of amusement park, are usually much more intricately themed to a certain subject or group of subjects than normal amusement parks.

EXERCISES

1. Answer the following questions using the information from the text «Tourist Attractions and Entertainment»:

1. What kind of places do major tourist attractions include?
2. Why are large cities able to absorb large number of tourists?
3. What places can offer historical or architectural interest besides the big cities?
4. Where can tourists find natural scenery? Why does it attract them?
5. What are the advantages of holiday resorts?
6. What other kinds of entertainment do they offer to their tourists?
7. Why do many people consider shopping to be an important attraction for tourists?
8. What kind of entertainment do most cruise ships offer?
9. What is the difference between the amusement and the theme parks?
10. What kind of entertainment or sightseeing can be included in packaged tours?
11. What activities does the sightseeing business include?
12. Why is it important to offer as much variety as possible to tourists?

2. Match the words with their definitions.

1. to entertain	a) to stay or move on the surface of a liquid without sinking
2. access	b) someone who enjoys and knows a lot about good food and drink
3. scenery	c) the feeling you have when you are bored
4. to float	d) the chance or right to see or use something
5. to amuse	e) a set of questions that you ask a lot of people in order to find out information about their general opinions or behaviour
6. gourmet	f) to do something that interests and amuses people
7. to afford	g) easy to recognize because you have seen or heard them before
8. familiar	h) to have enough money to pay for something

9. boredom	i) the natural features of a place, such as the mountains, forests etc, especially when these are beautiful
10. survey	j) to make someone laugh or smile

3. Study and practice the conversation.

Travel Agent: Hello! Good morning! This is Lady of Star Travel Agency. How may I help you?

Client: Good morning! This is Josh. I would like to ask about the tour packages that I saw in your website. I want to know if they are still available.

Travel Agent: All the tour packages offered in our site are still available. May I know what package in particular you want to inquire about?

Client: The Hong Kong + Disneyland pass package. I have a request to ask. Can you possibly include the Ocean Park pass for the package? I want to visit both but they're of different packages.

Travel Agent: Absolutely! But this will also cost you an extra amount of money.

Client: Okay. Can you give me the exact amount?

Travel Agent: Yes, but before that, do you have a travel date in mind?

Client: Actually, I already bought plane tickets.

Travel Agent: Okay, that's great! May I ask for the flight schedule and people who'll be with you if there are any?

Client: Yes. It will be on December 5 to 8 this year. I'll be with my sister her name is Mariel.

Travel Agent: Thank you for that. May I know how old is Mariel?

Client: Yes, she's 23.

Travel Agent: I would also like to know your preferred hotel accommodation? We actually offer hotels of 3 to 5 stars.

Client: Please choose the cheapest accommodation if possible.

Travel Agent: Alright. So, you'll be staying in Hong Kong for 4 days and 3 nights, in a 3-star hotel, with Hong Kong + Disneyland pass package with additional Ocean Park pass. That would be \$490. Is that fine with you?

Client: I guess that's fine. Can you give the itinerary for the tour before. I make a reservation with you?

Travel Agent: Of course. Please give me your e-mail address so I can give you all the information needed.

Client: Yes. It's josh@gmail.com. All in small letters j-o-s-h.

Travel Agent: Thank you very much. I'll send you an e-mail in a short while. Everything's there. If you still have any questions or clarifications, feel free to give us a call or send us a message.

Client: I will.

Travel Agent: Is there anything else that I can do for you Mr. Josh?

Client: That would be all. Thank you!

Travel Agent: Thank you for calling. Have a wonderful day! Goodbye!

Client: Goodbye.

4. Discuss the following points.

1. What kinds of places can become tourist attractions? Why?
2. What are some of the attractions and kinds of entertainment that make large cities major tourist destinations? Give examples.
3. Why is tourism an economic plus for many big cities?
4. What are some of the other places besides the big cities that offer historical or architectural interest? Give examples.
5. Why does natural scenery attract tourists? Where can they find it?
6. Do tourists go only to easy and comfortable places to see natural wonders? Why not?
7. What are the principal attractions of holiday resorts? What other kinds of entertainment do they offer to their guests?
8. Why is shopping an important attraction for tourists? What kind of merchandise is featured in many souvenir shops?
9. Why do most cruise ships try to keep up a party atmosphere throughout the voyage? What forms of entertainment do they offer?
10. What is an amusement park? What is its modern development?
11. What economic advantage do the theme parks have?
12. How can independent travelers arrange their tours?
13. What activities are included in the sightseeing business? What does the sightseeing business deal with?
14. What would usually be included in a sightseeing excursion?

15. Can an individual tourist employ a guide to show him around and make arrangements for him? How could the tourist do this?
16. Why is it important to offer as much variety as possible to tourists?

5. Translate the text into English.

Одной из главных задач в технологии туристической деятельности является организация свободного времени туриста. Так как, возвращаясь с отдыха, турист помнит не как кормили или встречали, а какие были экскурсии и развлечения в туристическом центре. Чтобы удовлетворить туриста на 100% нужно подарить ему незабываемые ощущения и приятные воспоминания.

Аттракция - система развлечений и мероприятий, цель которых сформировать позитивные ощущения от тура. Аттракции являются важным элементом отдыха. К ним относят: естественные природные ресурсы: климат, пляжи, водные пространства, горы, каньоны и т.п.; исторические места, крупные красивые города, музеи, театры; рекреационные пространства: национальные парки, заповедники, горнолыжные курорты, морские побережья и т.п.; важнейшие культурные события, всемирно известные карнавалы в Латинской Америке, крупные спортивные мероприятия, например, автомобильные гонки «Формула-1», мировые первенства по футболу, теннису, фестивали искусств, крупные ежегодные выставки и т.п. особые интересы: шоппинг, казино, скачки и т.п.; романтика, приключения и т.п.; тематические развлекательные парки.

(Источник: studbooks.net)

MODULE V. TYPES OF TOURISM

UNIT 13. CULTURAL TOURISM

According to the International Scientific Committee on Cultural Tourism, cultural tourism can be defined as that activity which enables people to experience the different ways of life of other people, thereby gaining at first hand an understanding of their customs, traditions, the physical environment, the intellectual ideas and those places of architectural, historic, archaeological or other cultural significance which remain from earlier times. Cultural tourism differs from recreational tourism in that it seeks to gain an understanding or appreciation of the nature of the place being visited.

Types of cultural tourism:

- *Heritage tourism*: Tourism products, activities: Natural and cultural heritage (very much connected to nature-based or ecotourism); Material: built heritage, architectural sites, world heritage sites, national and historical memorials; Non material: literature, arts, folklore; Cultural heritage sites: museums, collections, libraries, theatres, event locations, memories connected to historical persons;
- *Cultural thematic routes*: Tourism products, activities: wide range of themes and types: spiritual, industrial, artistic, gastronomic, architectural, linguistic, vernacular, minority;
- *Cultural city tourism, cultural tours*: Tourism products, activities: Cultural Capitals; Cities as creative spaces for cultural tourism;
- *Traditions, ethnic tourism*: Tourism products, activities: Local cultures' traditions; Ethnic diversity;
- *Event and festival tourism*: Tourism products, activities: Cultural festivals and events: Music festivals and events (classic and light or pop music), Fine arts festivals and events;
- *Religious tourism, pilgrimage routes*: Tourism products, activities: Visiting religious sites and locations with religious motivation; Visiting religious sites and locations without religious motivation (desired by the architectural and cultural importance of the sight); Pilgrimage routes;

- *Creative culture, creative tourism*: Tourism products, activities: traditional cultural and artistic activities: performing arts, visual arts, cultural heritage and literature; as well as cultural industries: printed works, multimedia, the press, cinema, audiovisual and phonographic productions, craft, design and cultural tourism.

(Source: J. Csapó. *The Role and Importance of Cultural Tourism in Modern Tourism*)

NOTES

ecotourism – Open to differences in interpretation but commonly denoting ecologically sustainable trips and visits to enjoy and appreciate nature, which promote conservation, have low visitor impact, and include involvement of local populations. It generally focuses on small-scale activities in well-defined areas, often under some designated form of protection, and on retention of the local traditional economy as a major employer.

recreational tourism – It is obvious that recreation, the physical and intellectual rejuvenation of people is one of the main aims of tourism. Due to peoples financial wealth, paid holidays from work, the development of transport and production, increased buying power of consumers have made recreational tourism a mass phenomenon. Its driving force – to relieve civilizational stress – is active recreation, the creation of well-being, the restoration of one's working capacity, the preservation and improvement of one's health. It included a variety of tourism activities from getting acquainted with faraway and exotic places or enjoying seaside holidays and participating in cultural programs and different forms of entertainment. Recreational tourism shares many characteristics with wellness and medical tourism as well as with health tourism.

cultural heritage – Monuments and groups of buildings or structures of outstanding universal value from the point of view of history, art or science, and sites of outstanding universal value from the historical, aesthetic, ethnological or anthropological points of view.

ethnic tourism – (a) Visits to places inhabited by indigenous and other exotic people, to observe their lifestyles and cultures, e.g., the Assam hill tribes in India, the Lapps in Northern Scandinavia, the San Blas Indians in Panama. (b) Travel whose primary motivation is ethnic reunion, e.g., travel to the country of one's ancestry. Thus UK, Greece, Ireland and Poland are among the principal countries with significant ethnic tourist

arrivals from abroad, as a result of emigration of earlier generations. Ethnic arrivals are also important in countries such as Australia, New Zealand, Canada and Israel, all destinations of major migrations.

event tourism – Event tourism is a systematic planning, development, and marketing of festivals and special events as tourist attractions, image-makers, catalysts for infrastructure and economic growth, and animators of built attraction. What are Events? Events are: Organized occasions such as meetings, conventions, exhibitions, special events, gala dinners etc. Often composed of several different-yet-related functions A unique blend of management, programming, setting and people. Types of Event There are many different types of events. We can group them into three different categories, based on their form or content: Cultural events are activities that contribute to social and cultural life. Sporting events are tests of sporting skill through competition for the purpose of spectator entertainment and enjoyment. Business events are meetings, incentive travel, conferences and exhibitions

religious travel/tourism – In a narrow sense, trips and visits whose main purpose is the religious experience, e.g., pilgrimages to Jerusalem, Lourdes and Mecca. In a broad sense, also trips and visits whose major motivation is religious heritage, such as churches and cathedrals.

creative tourism – Creative tourism is considered to be a new generation of tourism. One participant described his perspective that the first generation was beach tourism, in which people come to a place for relaxation and leisure; the second was cultural tourism, oriented toward museums and cultural tours. Creative tourism is travel directed toward an engaged and authentic experience, with participative learning in the arts, heritage, or special character of a place, and it provides a connection with those who reside in this place and create this living culture.

EXERCISES

1. Answer the following questions using the information from the text «Cultural tourism»:

1. What is cultural tourism according to the International Scientific Committee on Cultural Tourism?

2. In what way does cultural tourism differ from recreational tourism?
3. What are types of cultural tourism?
4. What is Heritage tourism?
5. What are cultural thematic routes?
6. What is religious tourism?
7. What is creative tourism?
8. What countries are among the principal countries with significant ethnic tourist arrivals from abroad?

2. Match the words with their definitions

1. recreation	a) An event or community gathering, usually staged by a local community, which centers on some theme, sometimes on some unique aspect of the community.
2. holiday	b) Those aspects of the environment consisting of natural and man-made resources of outstanding value and interest considered worthy of conservation for the benefit of future generations.
3. consumer	c) The tales, legends and superstitions of a particular ethnic population.
4. tradition	d) A part of culture that is passed from person to person or generation to generation, possibly differing in detail from family to family, such as the way to celebrate holidays.
5. folklore	e) A day on which work is suspended by law or by custom.
6. festival	f) is an activity of leisure, leisure being discretionary time.
7. heritage	g) Ultimate user of goods and services who may but need not be the customer

3. Why do you think tourists go to these places?

- Jerusalem
- Rome
- Prague
- Rio de Janeiro

- Harbin
- Vienna
- Istanbul
- Athens
- Lhasa
- Bordeaux

4. Study and practice the conversation.

Interviewer: So today we're talking about new travel destinations with travel agent Iris Ross. Could you tell us about what's 'in' and what's going 'out' at the moment, please?

Iris Ross: Well, for example, Bogotá, the capital of Columbia, is taking over from Rio de Janeiro in Brazil because it's not as crowded, but it's full of trendy Latin American nightlife and entertainment.

Interviewer: I see. What about beach holidays?

Iris Ross: The Philippines is fast gaining popularity from its South East Asian neighbour, Thailand. It's the second largest archipelago in the world, has unique cultural diversity and offers spectacular coral reefs islands for great diving opportunities.

Interviewer: Presumably because it's a new destination, it's cheaper and there are fewer tourists than in Thailand.

Iris Ross: Yes, that's right. Also, people tired of the Maldives are going to the Andaman Islands instead. They belong to India, but actually they're closer to Southeast Asia and there are over 300 tropical islands with sandy beaches, crystal seas and amazing coral and sea life.

Interviewer: What about city breaks?

Iris Ross: Well, for all you shopaholics who want to see a new city and avoid the crowds, Quebec in Canada is taking over from New York.

Interviewer: No! Really?

Iris Ross: Yes, really! It's got a lovely historic centre, great markets and designer boutiques, as well as good restaurants and nightlife.

Interviewer: Any more hot tips for us before you go?

Iris Ross: Yes, one for adventure, nature and ecotourists. Guyana in South America is the new Amazon! It has tropical rainforests full of rare flora and fauna; rapids and waterfalls for rafting; and a table top mountain for climbing and abseiling.

Interviewer: That sounds like quite an adventure!

Iris Ross: And I've got a final one for foodies: try Tasmania, the island off southern Australia instead of Argentina in South America. The

reason is that people think Tasmanian food is fresh, healthy, tasty and it's definitely different!

Interviewer: Iris Ross, thank you for your hot tips!

5. Fill in the gaps with one of the words below.

sand, dream-like, place, stretch, coastline, spotted, covered

- Sitting on the ..1... looking out across the Tasman Sea, you might think the Bay of Fires gets its name from the scattered rocks ..2... in bright red lichen, especially aflame in late afternoon sunlight. But in fact the naming rights of this special ..3... of shoreline, from Eddystone Point down the coast to Binalong Bay in the island's northeast, belong to one Captain Tobias Furneaux. In 1773 the sailor was making his way to New Zealand and ..4... the fires that lit up this important Aboriginal meeting ...5.. .This ...6... of rocky headland and ...7.. beaches calls out to walkers, with a 3-day hike along its length or edge-of-the-world sandy strolls.

boast, peninsula, highlight, fighting, hidden, beaches

- If there's one thing Australia does better than anywhere else (and we'd argue there's quite a few), it's..1.. . The Aussie Battle for Best Beach would ..2. a list of coastal competitors that makes most sandy stretches look like a backyard sandbox. Right up there, .3... for top spot, would be a contoured cove on a .4.. that pokes out from the middle of the east coast. Accessible only by foot or boat, Wineglass Bay is maybe Freycinet National Park's...5 . But it's pushed close by the park's ..6. 'Friendly Beaches' and hikes in the peaks of The Hazards, which glow pink and orange in the sunset.

6. Translate the text into English.

Культурный туризм – это форма туризма, цель которого состоит в знакомстве с культурой и культурной средой места посещения, включая ландшафт, знакомство с традициями жителей и их образом жизни, художественной культурой и искусством, различными формами проведения досуга местных жителей.

Культурный туризм может включать посещение исторических достопримечательностей, памятников архитектуры, а также религиозных сооружений, представляющих собой культурную или историческую ценность (Вестминстерский дворец в Лондоне, Эйфелева башня в Париже, Кафедральный собор в Милане, Колизей в Риме и др.); посещение музеев, галерей, выставок (Лувр (Париж), Прадо (Мадрид), Эрмитаж (Санкт-Петербург), Галерея Уффици (Флоренция), музей Метрополитен (Нью-Йорк), Национальная галерея искусств (Вашингтон), Британский музей (Лондон), Египетский музей (Каир) и др.); посещение различных мероприятий: концертов, праздников, фестивалей; знакомство с археологическими ценностями, посещение мест археологических раскопок, памятников древности; знакомство с культурой разных этносов; посещение природных достопримечательностей (горы, реки, водопады, вулканы, пещеры, необычные ландшафты и пр.).

Культурный туризм может быть одной из составляющих отдыха. Многие курорты предлагают сочетать пляжный отдых с посещением интересных достопримечательностей. Это касается таких стран как Турция, Египет, Испания, Италия, Греция, Индонезия, Иордания и др.

(Источник: turpogoda.ru)

UNIT 14. ETHNIC TOURISM

Ethnic tourism is related to the more popularly known nature or eco-tourism. In nature tourism, people visit a region, usually in a third world country, in order to enjoy its natural beauty. Nature tourism can also imply social awareness because it creates an understanding of cultural and natural history, while safeguarding the integrity of the ecosystem and producing economic benefits that encourage conservation. Ethnic tourism is the addition of an indigenous or traditional group of people who live in this environment and interact and depend upon it. Visitors enjoy both the natural environment and the singular ethnic experience. Because of the ethnic groups' dependence on the environment, it is difficult to separate ethnic tourism from the landscape in which it occurs. Hence, nature and ethnic tourism are often interrelated and inseparable. From the visitor's point of view, ethnic tourism is travel motivated by the search for the firsthand, authentic and sometimes intimate contact with people whose

ethnic and/or cultural background is different from the tourists. Ethnic tourists are also driven by the desire to see some of the «threatened» cultures which may soon disappear through assimilation into the nation's majority. The visitor's experience usually includes opportunities to see and photograph people in their traditional dress, observe their living conditions, and purchase local handicrafts.

Ethnic and nature tourism can help protect indigenous people and their environments by providing a sustainable alternative to subsistence agriculture and extractive activities such as timber harvesting. The added income and exposure can satisfy national goals of development while contributing to cultural pride and autonomy. Ethnic tourism can also have many negative consequences including commoditization of culture, social tension, and loss of cultural identity. In any case, tourism brings changes as groups gain or lose ownership, access, and use rights, and adjust to a new economic system. The varying controllers of tourism play a major role in the changes and effects wrought by tourism on the resident population.

(Source: E. Anderson. Ethnic Tourism in the Sierra Tarahumara)

NOTES

nature tourism – Nature tourism – responsible travel to natural areas, which conserves the environment and improves the welfare of local people. It is tourism based on the natural attractions of an area. Examples include birdwatching, photography, stargazing, camping, hiking, hunting, fishing, and visiting parks. These experiential tourists are interested in a diversity of natural and cultural resources. They want what is real, and they want to be immersed in a rich natural, cultural, or historical experience. From the standpoint of conservation, nature-based tourism provides incentives for local communities and landowners to conserve wildlife habitats upon which the industry depends – it promotes conservation by placing an increased value on remaining natural areas. As nature tourism becomes more important to the local economy, communities have additional incentive to conserve their remaining natural areas for wildlife and wildlife enthusiasts.

ecosystem – An ecosystem includes all of the living things (plants, animals and organisms) in a given area, interacting with each other, and also with their non-living environments (weather, earth, sun, soil, climate, atmosphere). In an ecosystem, each organism has its' own niche or role to

play. Consider a small puddle at the back of your home. In it, you may find all sorts of living things, from microorganisms to insects and plants. These may depend on non-living things like water, sunlight, turbulence in the puddle, temperature, atmospheric pressure and even nutrients in the water for life.

cultural identity – Cultural identity is the identity or feeling of belonging to a group. It is part of a person's self-conception and self-perception and is related to nationality, ethnicity, religion, social class, generation, locality or any kind of social group that has its own distinct culture. In this way, cultural identity is both characteristic of the individual but also of the culturally identical group of members sharing the same cultural identity.

EXERCISES

1. Answer the following questions using the information from the text «Ethnic tourism»:

1. Why can nature tourism also imply social awareness?
2. What is ethnic tourism?
3. What can visitors enjoy?
4. Why is it difficult to separate ethnic tourism from the landscape in which it occurs?
5. What is ethnic tourism from the visitor's point of view?
6. What does the visitor's experience usually include?
7. In what way can ethnic and nature tourism help protect indigenous people and their environments?
8. What are negative consequences of ethnic tourism?
9. What is an Ecosystem?

2. Match the words with their definitions.

1. to imply	a) knowledge that something exists, or understanding of a situation or subject at the present time based on information or experience
2. to encourage	b) to make someone more likely to do

	something, or to make something more likely to happen
3. sustainable	c) to communicate with or react to
4. timber	d) (especially of accidents and other unexpected events) to happen: to interrelate - to be connected in such a way that each thing has an effect on or depends on the other
5. benefit	e) If you experience something firsthand, you experience it yourself
6. awareness	f) a skilled activity in which something is made in a traditional way with the hands rather than being produced by machines in a factory, or an object made by such an activity
7. background	g) causing little or no damage to the environment and therefore able to continue for a long time
8. handicraft	h) naturally existing in a place or country rather than arriving from another place.
9. firsthand	i) a helpful or good effect, or something intended to help
10. to interact	j) your family and your experience of education, living conditions, money, etc.
11. indigenous	k) to change something slightly, especially to make it more correct, effective, or suitable
12. to occur	l) to communicate an idea or feeling without saying it directly
13. to adjust	m) trees that are grown so that the wood from them can be used for building

3. Read about Ethnic Lake Titicaca Tour.

Discover the very ethnic Peru, as well as the remarkable islands of Lake Titicaca: Amantani, Taquile, and Uros. To sail on Lake Titicaca is to travel back in time. See how inhabitants of Amantani live – without electricity – and how they prepare meals with ingredients they’ve cultivated. Meeting the wonderful people of Taquile, we learn how utterly

skilled they are in the art of handwoven textiles. Visiting Uros feels somehow “ancestral”, yet baffling at the same point in time. One wonders how the people of Uros coexist with the modern world. Finally, we follow in the footsteps of Manco Capac (the founder of Cusco and the Inca civilization) and see many of the sites he encountered in his journey.

On arrival, we settle in at our host family’s house to rest and to eat. Amantani can easily transport you back in time. We enjoy simple and yet delicious meals prepared by our host family. The act of enjoying a simple meal this way, prepared without electricity, has the power to change the way you look at the world. In Amantani, we also visit some Tiwanaku ruins, and we hike to the top of the island for the Pachamama ritual. Island inhabitants present a traditional dance performance in the evening; visitors are routinely offered traditional clothes and invited to participate in the ceremony.

We stop at Taquil which has been inhabited for thousands of years by Quechua-speaking islanders who live almost untouched by what we would call modern life. Our guide shares with you some enlightening stories about the use of different huts and their particular social meaning. Taquileños are famous for the quality of their hand-woven textiles and clothing. Oddly enough, knitting is performed exclusively by males, starting at about age eight. By contrast, only women spin yarn and weave. In 2005, UNESCO proclaimed that “Taquile and its Textile Arts” were “Masterpieces of the Oral and Intangible Heritage of Humanity”. After lunch, and a peaceful stroll down the hills of the highland; we board our boat and head to the “floating Island” of the Uros (about two and a half hours distant from Taquile).

(Source: <http://www.peruinsideout.com/wp/next-tours/customized-tours-to-peru/ethnic-lake-titicaca/>)

Are the statements true or false? Correct any false statement.

1. The inhabitants of Amantani live with all modern conveniences.
2. The people of Taquile are extremely skilled in the art of handwoven textiles.
3. Manco Capac is the founder of Cusco and the Inca civilization.
4. The act of enjoying a simple meal has the power to change the way you look at your life.
5. Island inhabitants present a traditional song performance in the evening.

6. At Taquil the inhabitants speak Spanish.
7. Only men knit at Taquil.

4. Study and practice the conversation.

Vincenzo is a travel consultant in a busy travel agency in Palermo, the regional capital of Sicily. He is talking to Colin Butler, the new Ventures Manager of Exotic Destinations, about where Sicilians go on holiday.

C.B.: So where do you send your clients?

V.: Well, those who go abroad go to the states; that's the most popular destination, or to the Orient, to Mexico and then to Europe, in that order. Paris is the most popular European destination. It accounts for 60 per cent of European holidays, and then comes Great Britain and after that Prague.

C.B.: Prague! Yes, it is becoming a very popular destination throughout Europe.

V.: But that is because it is so very beautiful. However, at this time of the year, the only bookings we are taking are for honeymoon travel to America and the Far East.

C.B.: Where in particular in the Far East?

V.: To Thailand, Singapore, Bali and India mainly, though we are getting quite a few for Sri Lanka and the Maldives, and some want to go China or Hong Kong.

C.B.: And what do they do when they go so far afield? Do they go for sightseeing?

V.: Some sightseeing, yes, but also the beach. Until recently, the holidaymaker was content with just spending two weeks on the beach, but this is no longer so. Now they want not only the sea, but to see something, to appreciate the culture, the art and architecture, to learn something about the way of life. That's why the Orient is so popular because you can have a beach holiday and link it with an excursion or a tour of the area. So it is very usual for people to have a seven-day tour followed by a beach-centered holiday.

C.B.: What do you consider to be the most exotic places that Sicilian now go to?

V.: Mexico without a doubt. You can find everything there: arts, colours, good people, good places to have sun and very good food.

C.B.: For how long has Mexico been popular?

V.: For a long time. I've worked herefor nine years now and it has always been popular. However, over the lastthree years the demand has been growing quite steadily.

5. Translate the text into English.

В основе этнического туризма лежит интерес туристов к подлинной жизни народов, к знакомству с народными традициями, обрядами, культурой и творчеством. В современном мире человек стремится к самоидентификации, ищет и изучает свои этнические корни для того, чтобы почувствовать себя особенным, обладающим глубинной историей и собственными культурными традициями.

Значимой чертой данного вида туризма является то, что он может быть интересен практически для любой категории туристов. Как для иностранцев, так и для граждан РФ, как для молодых людей, интересующихся историей, бытом и традициями своих предков, так и для более пожилой категории туристов, но в то же время, это направление не так популярно и не распространено среди широкого круга потребителей.

Россия имеет огромный потенциал для развития всех видов туризма, в том числе и этнического. У нашей страны есть все необходимое: территория, богатое историческое и культурное наследие. В богатой истории России в разные времена оставили свои следы викинги, древние славяне, монголо-татары, половцы, шведы, гунны, скифы, греки, и другие этносы. Наши предки наследовали от них внешность, языки, веру, разные культуры, и традиции. Это способствует развитию этнического туризма, делает современных россиян и иностранных граждан интересными друг другу.

(Источник: www.tourbus.ru)

UNIT 15. RURAL TOURISM

Rural tourism can be defined as the «country experience» which encompasses a wide range of attractions and activities that take place in agricultural or non - urban areas. Its essential characteristics include wide - open spaces, low levels of tourism development, and opportunities for visitors to directly experience agricultural and/or natural environments.

The diversity of attractions included within rural tourism includes heritage tourism (sometimes referred to as cultural heritage tourism), nature – based tourism/ecotourism, agritourism, as well as partnership – based approaches, such as scenic byways and heritage areas. Heritage tourism refers to leisure travel that has as its primary purpose the experiencing of places and activities that represent the past.

A second major type of rural tourism activity is nature – based tourism/ecotourism (sometimes called recreation – based tourism), which refers to the process of visiting natural areas for the purpose of enjoying the scenery, including plant and animal wildlife. Nature – based tourism may be either passive, in which observers tend to be strictly observers of nature, or active (increasingly popular in recent years), where participants take part in outdoor recreation or adventure travel activities.

A third major form of tourism is agritourism, which refers to, the act of visiting a working farm or any agricultural, horticultural or agribusiness operation for the purpose of enjoyment, education, or active involvement in the activities of the farm or operation. It includes taking part in a broad range of farm - based activities, including farmers' markets, «petting» farms, roadside stands, and «pick – your – own» operations; engaging in overnight farm or ranch stays and other farm visits; and visiting agriculture - related festivals, museums, and other such attractions.

(Source: Rural Tourism An Overview Alberta, 2010)

NOTES

agritourism – Ecology, farming, local gastronomy, and the customs peculiar to a certain place; fresh air, simplicity, peace and warm hospitality: these are some of the benefits of agritourism. Agritourism is a style of vacation in which hospitality is offered on farms. This can include the opportunity to assist with farming tasks during the visit. Agritourism is often practiced in wine growing regions, as in Italy, France and Spain. In USA, Agritourism is wide-spread and includes any farm open to the public

at least part of the year. Tourists can pick fruits and vegetables, ride horses, taste honey, learn about wine, shop in gift shops and farm stands for local and regional produce or hand-crafted gifts, and much more. Each farm generally offers a unique and memorable experience suitable for the entire family. Agritourism is being developed as a valuable component of a business model to support many agricultural entities when the farm products they produce are no longer economically competitive otherwise.

heritage area – a locally managed place where natural, cultural, historic, and/or scenic resources combine to form a cohesive, nationally distinctive landscape arising from patterns of human activity that are shaped by geography. Heritage areas can include native forests, wetlands, rivers, dunes, scrub and estuaries, and the plants and animals that live in them.

«petting» farm – (also a petting zoo or children's farm) features a combination of domesticated animals and some wild species that are docile enough to touch and feed. Most petting farms are designed to provide only relatively placid, herbivorous domesticated animals, such as sheep, goats, rabbits, or ponies, to feed and interact physically with safely. This is in contrast to the usual zoo experience, where normally wild animals are viewed from behind safe enclosures where no contact is possible. A few provide wild species (such as pythons or big cat cubs) to interact with, but these are rare and usually found outside Western nations.

NOTES

1. Answer the following questions using the information from the text «Rural tourism»:

1. What is rural tourism?
2. What are its essential characteristics?
3. What does the diversity of attractions included within rural tourism include?
4. What is the primary purpose of heritage tourism?
5. What is a second major type of rural tourism activity?
6. What is the purpose of ecotourism?
7. What is the difference between passive and active nature - based tourism?
8. What is agritourism?
9. What activities does it include?

10. Where agritourism is often practiced?
 11. What is a «petting» farm?

2. Match the words with their definitions.

1. attraction	a) Generally considered to be the time remaining after work, travel to and from work, sleep and necessary personal and household tasks, i.e., ‘discretionary time’, which may be put to various uses, including travel and tourism.
2. visitor	b) Recreation, or activities of leisure
3. adventure	c) Particular use of leisure or activity undertaken during leisure, which may include travel and tourism.
4. leisure	d) a place of interest where tourist visit, typically for its inherent or exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure, adventure and amusement.
5. activitie	e) For statistical purposes, any person travelling to a place other than that of his/her usual environment, for less than 12 months and whose main purpose of visitis other than the exercise of an activity remunerated from within the place visited.
6. recreation	f) an exciting or unusual experience. It may also be a bold, usually risky undertaking, with an uncertain outcome.

3. Translate into the text English.

Сельский туризм (или агротуризм) – это вид туризма, который предполагает временное пребывание туристов в сельской местности с целью отдыха и/или участия в сельскохозяйственных работах; сектор туристической отрасли, ориентированный на использование природных, культурно-исторических и иных ресурсов сельской

местности и ее специфики для создания комплексного туристского продукта. Обязательное условие: средства размещения туристов, индивидуальные или специализированные, должны находиться в сельской местности или малых городах без промышленной и многоэтажной застройки. В первую очередь от сельского туризма ожидают спокойствия и размеренности сельской жизни, чистого воздуха, тишины и натуральных продуктов, комфортных условий проживания, домашней атмосферы, приемлемых цен, ощущения близости с природой, получения новых впечатлений, знакомства с местными традициями, возможности развлечения для детей и проведения досуга для взрослых. С образовательной точки зрения, сельский туризм дает возможность научиться многим видам деревенской деятельности: езда на лошади, сбор урожая фруктов и овощей, сенокос, доение коровы или козы, приготовление блюд, приобщение к национальным промыслам и ремеслам. С познавательной стороны, турист узнает много из обычаев и нравов того или иного региона, знакомится с уникальным фольклором и культурой.

(Источник: tourlib.net Сельский туризм)

UNIT 16. ECOTOURISM

Ecotourism is a form of tourism which places a heavy emphasis on appreciation and protection of the natural environment, with ecotourists traveling to regions of ecological interest around the world. This form of tourism is also sometimes called ecological tourism, nature travel, or responsible tourism. Like other forms of tourism, ecotourism touches on some very complex environmental, social, and ethical issues, and a number of professional organizations have banded together to create a firm definition for ecotourism so that standards can be established for ecotourism programs.

In order to qualify as ecotourism, several criteria must be met. The most important criterion is, in the eyes of many people, minimal environmental impact, as people do not want to damage the natural environment while they are trying to appreciate it. Ecotourism also typically includes an educational aspect, with visitors learning about the environments they visit, and there is a heavy emphasis on conservation. In

some cases, people may even participate in a service program on an ecotourist trip, doing something to actively benefit the environment while enjoying it.

Critics of ecotourism feel that tourism to sensitive areas should not be encouraged at all, even when companies fulfill their claims of environmental responsibility. Some critics also concerned about the displacement of native peoples, and the ecotourism industry has responded to these concerns by placing more emphasis on native cultures and traditional ways of life. For critics, ecotourism seems like a way to enjoy a tourist trip without acknowledging the environmental consequences of tourism, and this is a major bone of contention between some environmental activists and the ecotourism industry.

Promoters of ecotourism point out that without ecotourism, some regions of the world might not be saved. Ecotourism creates a valuable market for pristine wilderness and the natural environment, encouraging governments and communities to prioritize the preservation of natural habitat.

Ecotourism is especially popular in Africa, South America, and Asia, where stretches of largely untouched land still exist extant in some regions. Tourists can travel to various locations by animal, boat, or foot, and while on location, they are typically encouraged to camp or use basic facilities provided by the tourist company. Companies which cater to ecotourists typically minimize luxuries, with the understanding that luxury often has a negative environmental impact. Once on site, the tourists may participate in guided trips, visit interesting sites in the area, or interact with native people to learn more about their culture.

Numerous ecotourism companies offer an assortment of packages to people who are interested in going on an ecotourism adventure, and these companies typically include details about the action they are taking to benefit the environment. For consumers who are concerned about greenwashing and misleading advertising information, it can help to get a recommendation from a certifying organization which asks its members to submit to inspection and adhere to certain principles.

(Source: wisegeek.com>what-is-ecotourism.htm)

NOTES

ecosystem – Ecological system, a system in which living organisms interact with each other and with the environment in which they live.

Ecology, the study of the interrelationships, is of importance in the context of tourism, which, like most human activities, may disturb the ecological balance of an area. An environmental impact assessment (EIA) is increasingly required in many countries for certain types of development

ecotourist – Ecotourism appeals to a wide range of travelers, of all ages and interests. Travelers who choose ecotourism are responsible consumers interested in social, economic and environmental sustainability. Seeking authentic local experiences and opportunities to give back to the communities they visit, many eco-tourists participate in voluntourism activities. Increasingly, eco-tourists are also seeking to minimize the carbon footprint of their travel, traveling with climate in mind by planning wisely and choosing consciously.

responsible tourism – Term generally used to refer to forms of tourism that seek to avoid adverse and enhance positive social, cultural and environmental impacts and perceived as alternative to mass tourism. Usually characterized by small scale; individual, independent or small group activity; slow, controlled and regulated development; as well as an emphasis on travel as experience of host cultures and on maintenance of traditional values and societies. Also referred to variously as appropriate, green, responsible or soft tourism.

environmental impact – Possible adverse effects caused by a development, industrial, or infrastructural project or by the release of a substance in the environment. Example of Environmental Impacts: air pollution, water pollution, land pollution, noise pollution, natural resources/conservation, nuisance, ozone depletion, global warming. Negative impacts from tourism occur when the level of visitor use is greater than the environment's ability to cope with this use within the acceptable limits of change. Uncontrolled conventional tourism poses potential threats to many natural areas around the world. It can put enormous pressure on an area and lead to impacts such as soil erosion, increased pollution, discharges into the sea, natural habitat loss, increased pressure on endangered species and heightened vulnerability to forest fires. It often puts a strain on water resources, and it can force local populations to compete for the use of critical resources.

greenwashing – Greenwashing is when a company, government or other group promotes green-based environmental initiatives or images but actually operates in a way that is damaging to the environment or in an opposite manner to the goal of the announced initiatives. This can also

include misleading customers about the environmental benefits of a product through misleading advertising and unsubstantiated claims.

EXERCISES

1. Read the text and say if you agree or disagree with the following sentences.

1. Ecotourism is a form of tourism which places a heavy emphasis on protection of the natural environment.
2. Ecotourism touches on some very complex environmental, social, and political issues.
3. Ecotourism also includes an educational aspect.
4. Ecotourism is especially popular in Africa, South America, and Europe.
5. Companies which cater to ecotourists typically maximize luxuries.
6. Once on site, the tourists may interact with native people to learn more about their culture.

2. Put your own questions to the text.

3. Match the words with their definitions.

1. wilderness	a) a particular geographical region of indefinite boundary (usually serving some special purpose or distinguished by its people or culture or geography)
2. package	b) an audio or visual form of marketing communication that employs an openly sponsored, nonpersonal message to promote or sell a product, service or idea.
3. native	c) the air, water, minerals, organisms, and all other external factors surrounding and affecting a given organism at any time.
4. area	d) n. someone who is indigenous; resident of a certain place from the time of birth adj. of or pertaining to one's place of birth; existing at birth, inborn, inherent, natural;

	local, coming from a certain place
5. advertising	e) Generally, a combination of two or more elements sold as a single product for an inclusive price, in which the costs of the individual product components are not separately identifiable.
6. environment	f) An unsettled, uncultivated region, especially: a. A large tract of land that has not been significantly affected by human activities. b. A tract of land officially protected from development and other high-impact human activities. c. A barren or desolate area; a wasteland.

4. Study and practice the conversation.

Customer: Hello. I'd like some information about eco-resorts in the Maldives, please.

Travel agent: Certainly. They are owned and run by native Maldivian staff, who receive fair salaries.

Customer: What about my carbon footprint?

Travel agent: Well, you might have heard that the Maldives is trying to become the first carbon-neutral country in the world and the eco-resorts are contributing to that by using renewable energy sources such as wind, water and sun.

Customer: How does that affect the accommodation?

Travel agent: The luxury chalets are solar-powered and extremely environmentally friendly.

Customer: Are there other ways in which the resorts promote sustainability?

Travel agent: Yes, part of the money you spend on your holiday goes into conservation projects like cleaning the local coral reef.

Customer: What about cultural and educational projects?

Travel agent: There are plenty of opportunities to interact with the locals and learn about the wealth of cultural diversity, which makes up these islands. There are also educational projects to raise awareness of environmental threats to these islands from natural disasters like tsunamis and hurricanes.

5. Discuss the following points.

1. Why is ecotourism important?
2. Who are eco-tourists?
3. What are the pros and cons of ecotourism?
4. Is ecotourism expensive?
5. What are the benefits of promoting ecotourism in Russia?
6. What are examples of ecotourism?
7. What is the difference between ecotourism and traditional tourism?
8. How does ecotourism help the local people?
9. How does ecotourism help animals?

6. Translate the text into English.

Экологический туризм – это путешествие в места с относительно нетронутой природой с целью получить представление о природных и культурно-этнографических особенностях данной территории. Экологические туры следует считать незаменимым отдыхом для уставшего от шума и суеты современного городского жителя, стремящегося к гармонии и единению с природой. Россия с ее богатейшим природным наследием является одной из наиболее привлекательных стран для мирового экологического туризма.

На территории Российской Федерации расположено более ста заповедников и несколько десятков национальных парков, которые вместе образуют «зеленую сеть» особо охраняемых природных территорий. Экологические туры за рубежом в основном пролегают через национальные парки и заповедники. В относительно оборудованных условиях, не нарушая природной гармонии, путешественники могут посетить водопады Латинской Америки, внутриконтинентальную дельту Окаванго в Ботсване или понаблюдать за дикими животными саванны в естественной среде обитания. За рубежом широко распространено наблюдение за птицами и фотоохота. Экотуризм совмещает размещение в относительно хорошо оборудованных условиях с созерцательными прогулками и с активным отдыхом: рафтингом, конными походами, горными восхождениями и т.д.

(Источник: www.rostourunion.ru)

UNIT 17. ADVENTURE TOURISM

Tourism is one of the most rapidly growing sectors in the world, and adventure tourism is one of its fastest growing categories. Increasingly, countries in all stages of economic development are prioritizing adventure tourism for market growth, because they recognize its ecological, cultural, and economic value.

To date no definition of adventure tourism exists in UNWTO literature, however the Adventure Travel Trade Association (ATTA) defines adventure tourism as a trip that includes at least two of the following three elements: physical activity, natural environment, and cultural immersion. While the definition of adventure tourism only requires two of these components, trips incorporating all three tend to afford tourists the fullest adventure travel experience – for example, a trip to Peru that involved trekking (physical activity) through the Machu Picchu trail (natural environment) and genuine interaction with local residents and/or indigenous peoples (cultural immersion).

There are 34 types of activities considered as different forms of adventure tourism: archeological expedition, attending local festival/fairs, backpacking, birdwatching, camping, caving, climbing, cruise, cultural activities, eco-tourism, educational programs, environmentally sustainable activities, fishing/fly-fishing, getting to know the locals, hiking, horseback riding, hunting, kayaking/sea/whitewater, learning new language, orienteering, rafting, research expeditions, safaris, sailing, scuba diving, snorkeling, skiing/snowboarding, surfing, trekking, walking tours, visiting friends/family, visiting historical sites, and volunteer tourism.

(Source: Adventure Tourism Development Index Report)

NOTES

physical activity – WHO defines physical activity as any bodily movement produced by skeletal muscles that requires energy expenditure – including activities undertaken while working, playing, carrying out household chores, travelling, and engaging in recreational pursuits.

natural environment – The natural environment encompasses all living and non-living things occurring naturally on Earth or some region thereof. It is an environment that encompasses the interaction of all living species. The concept of the natural environment can be

distinguished by components: Complete ecological units that function as natural systems without massive human intervention, including all vegetation, microorganisms, soil, rocks, atmosphere and natural phenomena that occur within their boundaries. Universal natural resources and physical phenomena that lack clear-cut boundaries, such as air, water, and climate, as well as energy, radiation, electric charge, and magnetism, not originating from human activity.

cultural immersion – There is an intangible value which comes from acclimating in a new place, integrating into the community, interacting with local people, and understanding the way others live – that’s a very simple and hopefully easy to understand definition of cultural immersion. Cultural immersion is really just a matter of getting out of your dorm room and expat environment and into the world around you. Integrating yourself into a culture doesn’t take a lot of work, but you have to actively participate. More than likely, you chose a particular location abroad because it interested you more than any other. Get excited about exploring all of these things that you think are going to interest you.

EXERCISES

1. Answer the following questions using the information from the text «Adventure tourism»:

1. Why are countries in all stages of economic development prioritizing adventure tourism for market growth?
2. What does the abbreviation ATTA mean?
3. How does the Adventure Travel Trade Association define adventure tourism?
4. What can afford tourists the fullest adventure travel experience?
5. How many types of activities considered as different forms of adventure tourism do you know?
6. What types of activities require good physical preparation?

2. Match the words with their definitions

1. backpacking	a) Recreational walking in open country along trails usually over difficult terrain and long distances, popular, e.g., in Nepal.
2. birdwatching	b) a water sport in which athletes ride breaking waves into shore on a piece of specialized equipment called a surfboard. The sport has spawned a number of offshoots, including wake boarding, skim boarding, skateboarding, and windsurfing, among others.
3. caving	c) The sport of sitting on the back of a horse while controlling its movements
4. cruise	d) a sport in which players race on water through an inflatable rafter. It should not be confused with canoeing or kayaking because each of these sports use different boats and they have different sets of rules.
5. safaris	e) the practice of swimming on or through a body of water while equipped with a diving mask, a shaped tube called a snorkel, and usually fins. In cooler waters, a wetsuit may also be worn. Use of this equipment allows the snorkeler to observe underwater attractions for extended periods of time with relatively little effort.
6. scuba diving	f) Recreational walking, particularly in open and wild country, and covering both day trips and extended vacations.
7. horseback riding	g) a recreational sport in which participants use specialized boats called kayaks in a wide variety of waterways.
8. snorkeling	h) the practice of killing or trapping animals, or pursuing or tracking them with the intent of doing so.
9. trekking	i) Term originally describing a hunting expedition in Africa, nowadays also applied

	to trips to observe wildlife, highly developed in East and South Africa
10. hiking	j) A general term which has acquired special meaning as active recreation exploring caves, particularly in limestone areas, as in the Peak District National Park in England, where there are interlinked systems of caverns.
11. hunting	k) Informal recreation, particularly in mountainous and wilderness areas, by those carrying their gear and food supplies, generally in rucksacks, and relying on sleeping bags, tents or huts for accommodation.
12. kayaking	l) A voyage by ship for pleasure – commonly by sea but also on lakes, rivers and canals– of varying duration, which may but need not depart from and return to the same port or include scheduled calls at ports en route.
13. rafting	m) the observation of birds as a recreational activity. It can be done with the naked eye, through a visual enhancement device like binoculars and telescopes, or by listening for bird sounds.
14. surfing	n) Water sport of swimming under water, using self-contained underwater breathing apparatus

3. Find information about any activity considered as a form of adventure tourism and speak about it.

4. Study and practice the conversation.

Group leader: Hello, I'm planning to take a tour group over to northern Europe from the UK next year and I'd like you to recommend some itineraries.

Travel agent: Sure. Which period of the year would you like to travel and for how long?

Group leader: Sometime in spring so the weather is not too hot, maybe for about three weeks.

Travel agent: And what kind of things are your group interested in?

Group leader: Well, it's quite a mixed group in terms of age and interests so I want to include something that will appeal to everyone.

Travel agent: I'd certainly recommend Greenland to you, because you can see some amazing wildlife and you also get to take boat trips along the fjords.

Group leader: Some of my group have expressed an interest in health tourism too. Is that possible in Greenland?

Travel agent: I would say that Iceland is more suitable because of the geysers and hot springs. There are lots of modern spa resorts you could stay at.

Group leader: Do you know if there is any chance of seeing the Northern Lights at that time of the year?

Travel agent: The best time to see them is in winter, but if you go to remote regions like Lapland without artificial lights, it is sometimes possible to see them.

Group leader: What other activities can my group do in Finland?

Travel agent: At that time of the year there are great hiking and white water rafting trips which are really good for developing a team spirit.

4. Discuss the following points.

1. How would you define the word "adventure":
 - a) A risky undertaking
 - b) An unusual or suspenseful experience
 - c) A business venture
 - d) An exciting and often dangerous thing to do
 - e) An unusual and stirring experience
2. Do you think that adventure always means something positive?
3. Is there any event in your life which you consider to be a true adventure?
4. What impact do adventures have in your life?

5. Translate the text into English.

Приключенческими турами можно считать сплавы на байдарках или рафтах (надувных плота), сафари на снегоходах, квадрациклах, джип-туры, плавание на яхтах, многодневный трекинг и т.д. Причем, средствами передвижения могут служить и лошади, и верблюды, при желании и собаки, и северные олени. Приключенческим туром может стать и водный поход по тихой реке в Средней полосе России, и сложный комбинированный тур по просторам Антарктиды. В активе российских фирм можно найти трекинг и рафтинг в Индии и Непале, джиппинг в североафриканских пустынях или в Намибии, восхождения на Килиманджаро в Танзании.

Особой популярностью пользуются комбинированные маршруты, когда разные отрезки пути преодолеваются на различных видах транспорта. Для приключенческих туров огромные возможности предоставляют просторы нашей Родины: от сплавов в Карелии и конных маршрутов по Кавказу, до восхождений на вулканы Камчатки, рафтинга по рекам Алтая, туров на Северный полюс, участия в экспедициях. Популярность такого туризма растет. Профессионалы стараются организовывать приключенческие туры с привлекательной познавательной целью. Такие маршруты могут разрабатываться на основе исторических и краеведческих материалов, использовать труднодоступные памятники природы и культуры, которые представляют интерес для туристов.

(Источник: www.rostourunion.ru)

UNIT 18. SPORTS TOURISM

Sports tourism involves traveling to specific locations to watch sporting events or to participate in sports. Many travel firms market all inclusive travel deals which include tickets to sporting events, accommodation and meals for sports fans. Some people prefer to make their own travel arrangements and buy transportation and event tickets without the assistance of travel agents.

Fans of major sports can buy travel packages to major events such as the Olympics or the soccer world cup. These often last for weeks or

months; sports tourism packages usually include tickets to several different games or matches that occur during the course of the tournament. During lengthy trips, some fans have the option of adding excursions into the travel package so that they can visit local tourist sites between sporting events. Travel firms often sell various types of packages; some are aimed at budget conscious travelers, while other deals are designed to suit the needs of business executives. Other clients may want to stay in luxury accommodations during the trip.

Many sporting events last for no more than a few hours and informal sports tourism involves individuals traveling long distances to watch a single matchup before returning home. Some of these independent travelers do not visit tourist sites or explore the area. In some instances, groups of sports fans charter coaches or buses so that they can discuss the sport on the way to the event and talk about the outcome on the way home. Fans of some sports have been known to riot after sporting events and police in such cities often escort people on sports tourism trips into and out of the sports arena.

Aside from watching sports events, many tourists participate in sports such as snorkeling, rock climbing and other types of outdoor pursuits. In some instances, these individuals have to undergo some training before they can participate in certain activities such as climbing steep mountainsides or diving at certain depths. Some travel operators cater to both serious sports participants and recreational travelers who want to experience outdoor pursuits but who also want to tour historic sites and participate in non-sports related activities.

Sports tourism can involve travel to sporting locations even when no events are scheduled to take place. Many sports stadiums have museums and schedule tours that enable sports fans to get a behind the scenes view of their favorite sports teams. Some tennis and golf clubs allow visitors to use the same facilities that are normally used by professionals partaking in major events.

(Source: wiseGEEK // wisegeek.com)

NOTES

sports fans – A sports fan can be an enthusiast for a particular athlete, team, sport, or all of organized sports as a whole. Sports fans often attend sporting events or watch them on television, and follow news through newspapers and internet websites. The mentality of the sports fan

is often such that they will experience a game, or event while living vicariously through players or teams whom the fan favors.

package tour – A package tour or package holiday consists of transport and accommodation advertised and sold together by a vendor known as a tour operator. Other services may be provided such a rental car, activities or outings during the holiday. Transport can be via charter airline to a foreign country, and may also include travel between areas as part of the holiday. Package holidays are a form of product bundling. Package holidays are organised by a tour operator and sold to a consumer by a travel agent. Some travel agents are employees of tour operators, others are independent.

charter – The hire by contract of the whole or part capacity (part charter) of an aircraft, ship, train or bus; when several operators share a charter, this is known as split charter. Single or several one-off arrangements are known as ad hoc charters, regular journeys contracted for as series charters; in the case of time charter an operator has an exclusive use of the vehicle throughout the period of the charter. In travel and tourism chartering has assumed a particular significance in connection with inclusive tours by air, which was responsible for much of the growth of international travel/tourism following the Second World War.

recreational travel – In its broadest sense, recreational travel is any type of travel undertaken for pleasure rather than for business, a family event, or any other kind of obligation. Theoretically, then, recreational travel can involve any type of transport, destination, and accommodation. Some think of this kind of travel specifically as a vacation which is carried out in a camper or recreational vehicle (RV). Others understand the term to mean travel that is spent enjoying one or more preferred leisure activities.

EXERCISES

1. Answer the following questions using the information from the text «Sports tourism»:

1. What does sports tourism involve?
2. What can fans of major sports buy?
3. How long can major events last?
4. What do sports tourism packages usually include?

5. What kind of option can some fans have during lengthy trips?
6. What types of packages do travel firms sell?
7. What transport do groups of sports fans use in certain cases to get home and why?
8. Why do police in some cities often escort people on sports tourism trips into and out of the sports arena?
9. What sports do many tourists participate in apart from watching sports events?
10. Do sports fans travel to sporting locations when no events are scheduled to take place?

2. Match the words with their definitions.

1. snorkeling	a) A person or organization selling travel services(such as transportation, accommodation and inclusive tours) on behalf of principals(such as carriers, hotels and tour operators) for a commission.
2. excursion	b) A person or organization buying individual travel services (such as transportation and accommodation) from their providers (such as carriers and hotels) and combining them into a package of travel; the tour is sold with a mark-up to the public directly, or through intermediaries.
3. accommodation	c) the practice of swimming on or through a body of water while equipped with a diving mask, a shaped tube called a snorkel, and usually swimfins. In cooler waters, a wetsuit may also be worn.
4. tour operator	d) a trip by a group of people, usually made for leisure, education, or physical purposes. It is often an adjunct to a longer journey or visit to a place, sometimes for other purposes.
5. travel agent	e) a human activity capable of achieving a result requiring physical exertion and/or physical skill, which, by its nature and

	organization, is competitive and is generally accepted as being a sport.
6. sport	f) lodging, food, and services or traveling space and related services

3. Study and practice the conversation.

Customer: I want to travel to Brazil during the FIFA World Cup.

Travel agent: OK. There are various World Cup packages available or you can go as an independent traveller.

Customer: I'd prefer to be independent because I'm travelling with my girlfriend and she wants to do some sightseeing and have a bit of a beach holiday too.

Travel agent: Well, the first thing you need to decide is which games you'd like to apply for. We have a list of all the venues and the possible teams who will be playing there.

Customer: I see. What about travelling around the country?

Travel agent: It depends a bit on how many games you want to see and where they are located, but you can hire a car, fly or travel by public transport.

Customer: I'm not sure. What would you advise?

Travel agent: Once again, it depends on what type of holiday you want. Car hire is quite cheap and you're independent, but traffic is chaotic especially in the big cities. Air travel is more expensive, but more relaxing and public transport is fun but it will be extremely overcrowded during the World Cup.

Customer: I think we'd like to hire a car there. Can we book accommodation through you as well?

Travel agent: Certainly! I'll work out some costs and dates and get back to you as soon as possible.

4. Discuss the following points.

1. What type of holiday is sports tourism?
2. What is the purpose of a sporting tour?
3. What do travellers enjoy during a sporting tour?
4. What kind of sporting tours do tourist companies offer?

5. How will instructors prepare travellers for sporting tours?
6. What will instructors plan before the tour?
7. Who carries the tourists' luggage during a sporting tour? What does it depend on?
8. What types of tourism are there within sports tourism?
9. What is your country's national sport? Do you like it?

5. Comment on the following statements. Do you agree with them?

- Richard M. Nixon said: «I don't know anything that builds the will to win better than competitive sports».

Я не знаю ничего, что воспитывало бы волю к победе лучше, чем спортивные состязания.

- George Orwell said: «Serious sport has nothing to do with fair play. It is bound up with hatred, jealousy, boastfulness, disregard of all rules and sadistic pleasure in witnessing violence: in other words it is war minus the shooting.»

Серьёзный спорт ни имеет ничего общего с честной игрой. Он тесно связан с ненавистью, завистью, хвастовством, пренебрежением всеми правилами и садистским удовольствием от зрелища насилия: другим словами, это война минус убийство.

6. Translate the text into English.

Каждый знает, что такое походы на лыжах зимой, сплавы по горным рекам, вело и мотопоездки, но не каждый задумывается, что все это часть спортивного туризма. В настоящее время под спортивным туризмом понимаются поездки для участия в спортивных соревнованиях или для занятий любительским спортом, а также поездки в качестве зрителя спортивного состязания или посетителя спортивного комплекса, водного парка и т.п.

Спортивный туризм включает в себя разные виды туризма: автмототуризм; автостоп; велосипедный туризм; водный туризм. Разновидностями являются парусный туризм, сплав по горным рекам и т. д.; конный туризм; лыжный туризм; мотоциклетный туризм; пешеходный туризм – передвижение на маршруте производится в основном пешком. Разновидностью следует считать горный туризм; спелеотуризм; комбинированный туризм.

Спортивный туризм в последние десятилетия активно развивается во многих странах. Это связано как с желанием человека уйти от обыденности, побыть наедине с природой, так и получить новые ощущения, впечатления и эмоции. Занимаясь определенным видом спортивного туризма, человек укрепляет физическое здоровье.

Спортивный туризм это не только спорт. Он позволяет познакомиться с культурой проживающих в районе путешествия народов, насладиться созерцанием удивительных ландшафтов.

(Источник: 28travel.com›sportivniy-turizm/)

UNIT 19. GASTRONOMIC TOURISM

Gastronomic tourism is an emerging phenomenon that is developing like a new tourist product due to the fact that one third of the trip budget is spent on food consumption. Because of this, local cuisine is an important factor in terms of holiday quality. Gastronomic tourism is a journey, in regions rich in gastronomic resources, to generate recreational experiences or have entertainment purposes, which include: visits to primary or secondary producers of gastronomic products, gastronomical festivals, fairs, events, cooking demonstrations, food tastings or any activity related to food.

This journey of experiences is on a close connection with a lifestyle that includes experimenting, learning from different cultures, accumulation of knowledge and lessons learned, by eating, about the qualities or attributes related to culinary tourism, and culinary specialties produced in the regions visited. The gourmet tourism experience is considered as such, if everything mentioned above is the main reason or motivation to travel, for visitors, to a specific destination.

To define the gastronomy we highlighted three approaches namely the:

- Gastronomy is a fine cuisine, it is a patrimony established by generations of cooks and is the result of a delicate processes;
- Gastronomy is studying the physical characteristics of foods (such as quality) and seeks to better understand the processes that occur when food is consumed;
- Food is the source of inspiration and pleasure.

Consumption is an integral part of the tourist experience, which are represented by:

- Visiting places;
- Attendance to different traditions and customs;
- Eat local cuisine.

Gastronomic tourism includes several subtypes if we look from the perspective of food or dishes, so we have offers for: food such as bacon, cheese, meat, fish, fruit, truffles and drinks such as wine, beer, brandy, tea or sake.

Within the gastronomic tourism the gastronomic routes are very popular tourism products. This being a genuine system, and consist a complex thematic tourist offer. Along the route tourists can find information about other attractions.

Gastronomic routes become some of the most advanced products in the field. Gastronomy routes is a system that represents a complete and a thematic tourist offer defined by one or more routes from a particular geographic area (although, in reality, cuisine has no borders) with a number of products or tourism sites such as factories and restaurants, which are listed in tourist guides and revolve around a specific food, product or type of food generally with differentiated quality, and events or gastronomic activities. The route also informs about other sites and attractions, thereby promoting economic development throughout the area. Therefore, the idea is to bring together different types of tourist attractions and offer them in a convenient package so that tourists stay longer in the area in contrast to the places where only one type of attractions were presented.

(Source: G. Gheorghe Gastronomic tourism, a new trend for contemporary tourism? // Cactus Tourism Journal)

NOTES

cuisine – French term for kitchen, cookery or style of cooking. Hence, e.g., haute cuisine (high class French cooking); nouvelle cuisine (French cooking characterized by light traditional dishes, small portions and attention to presentation with the use of contemporary ingredients and modern equipment).

motivation – Generally, psychological stimuli which move or activate individuals to act in a particular way. Thus, whilst determinants explain the factors which stimulate the growth of tourism, why people wish to become tourists is the subject of motivations. Motivational research, the study of psychological reasons underlying human behaviour,

particularly in relation to buying situations, provides useful insights for travel, tourism and hospitality planning and development as well as marketing.

tourism destinations – Countries, regions, towns and other areas which attract tourists, are main locations of tourist activity, and tend to account for most of tourists' time and spending. They are the main concentrations of tourist attractions, accommodation and other tourist facilities and services, where the main impacts of tourism – economic, social, physical – occur.

tourism product – As tourism is termed as a very big industry, like other industry it also sells its product to the potential tourist. But there is a big difference in the tourism product and other products. As tourism is termed as a smokeless industry and unlike other product it has not its own entity or a single item but it is the combination of different products, services and attractions. A tourism product is the sum of the physical and psychological experience got by tourist during their traveling to the destination. It is the composite product, as the combination of different services like tourist attraction, transport, accommodation and of entertainment which provide tourist satisfaction. Each of the components of a tourist product is supplied by individual providers of services like hotel companies, airlines, travel agencies, etc.

tourist guide – A tour guide (U.S.) or a tourist guide (European) is someone who shows visitors around an area, with the guide using extensive local knowledge to share the area with visitors. Tour guides are hired to help people navigate unfamiliar areas, and to make trips special, as a good tour guide sets a positive tone for a trip and shows people things they would not have discovered otherwise. Using a tour guide while traveling can also be useful because tour guides are very knowledgeable, and they can provide facts and information which help visitors interpret and understand the places they see.

EXERCISES

1. Answer the following questions using the information from the text «Gastronomic tourism»:

1. Why is local cuisine an important factor in terms of holiday quality?

2. What kind of a journey is gastronomic tourism?
3. What kind of recreational experiences can a tourist enjoy?
4. What is gastronomy studying?
5. Do you agree that food is the source of inspiration and pleasure? Why?
6. What subtypes does gastronomic tourism include?
7. Why are the gastronomic routes very popular tourism products?
8. What are gastronomy routes?
9. What does the route also inform about?

2. Match the words with their definitions.

1. gastronomy	a) any nourishing substance that is eaten, drunk, or otherwise taken into the body to sustain life, provide energy, promote growth, etc.
2. tourist	b) A day on which work is suspended by law or by custom. Outside the USA, a vacation or time away from home.
3. destination	c) A place which draws visitors by providing something of interest or pleasure.
4. holiday	d) Art and science of good eating.
5. attraction	e) a visitor whose visit is for at least one night and whose main purpose of visit may be classified under one of the following three groups: (a) leisure and holidays; (b) business and professional; (c) other tourism purposes
6. food	f) the place to which a person or thing travels or is sent

3. Discuss the following points.

1. Culinary tourism is developing rapidly throughout the world. Have you ever met up with the term of culinary tourism?
2. In your opinion, support, development and promotion of local cuisine, can have an influence on the development of tourism in this region? If so, how?

3. Have you noticed tourists visiting a place, with the main purpose to try, learn and taste local specialties? What products seem to be the most attractive?
4. Do you notice people's interest in local specialties? Which events potentially increase the interest (exemplary, festivals, special events, trade shows related to food)?
5. European trend is the creation of organized tourist routes, which are accompanied by a range of gastronomic attractions. For example, culinary tour of the olive groves in Croatia associated with the ability to try products containing olive oil and olives or attend lectures on oil production processes. Do you think that creation of those kinds of organized gastronomic trails is a good idea to be used for promotional purposes of the destination? If so, why?

6. Translate the text into English.

Кулинарный тур - это специально подобранная программа кулинарного отдыха, включающая дегустацию блюд и напитков, ознакомление с технологией и процессом их приготовления, а также обучение у профессиональных поваров. Часто в последние годы гастрономические туры включают посещение различных кулинарных фестивалей, праздников и ярмарок. Объектами кулинарного туризма являются:

Страны, кухня которых наиболее популярна на мировой арене. Сегодня к таким странам относятся Франция, Италия, Испания, Япония, Китай.

Регионы, известные продуктами, производящимися в этой местности. Например, такие регионы Франции, как Бордо, Эльзас, Бургундия, Шампань, входящие в классификацию Appellation d'Origine Controle (название продуктов по месту их производства) и известные своими уникальными винами. Известны также голландские города Гауда и Эдам, в которых производятся сыры.

Так называемые, «ресторанные города». Главный критерий выделения таких дестинаций - это наличие заведений, которые представляют разнообразные виды кухонь, стилей и форматов. Например, Нью-Йорк, Лондон, Париж, Токио, Рим, Брюссель, Гонконг, Барселона, Сан-Франциско, Новый Орлеан.

(Источник: futurerruss.ru)

UNIT 20. MEDICAL TOURISM

For travellers that travel overseas for medical purposes, conceptually, they would meet the definition of a tourist. Since medical tourists are travellers whose main motivation for travel is for a specific purpose, medical tourists can be categorised as a group of special interest tourists, hence participating in a form of special interest tourism.

There is no one definition for medical tourism but it is generally accepted that this term is used to refer to travel activity that involves a medical procedure or activities that promote the wellbeing of the tourist. The components of medical and healthcare tourism:

- ✓ *Treatment of illnesses (Medical tourism)*. The term «treatment of illnesses», generally includes medical check-ups, health screening, dental treatment, joint replacements, heart surgery, cancer treatment, neurosurgery, transplants and other procedures that require qualified medical intervention. These can range from healthcare services that can be provided by a local general practitioner to complex surgical procedures such as transplants.
- ✓ *Enhancement (Cosmetic surgery)*. «Enhancement» procedures are carried out mainly for aesthetic purposes. Some of these procedures require qualified medical personnel but much of this work is non-disease related (unless disfigurement is caused by disease). Examples of such procedures include all cosmetic surgery, breast surgery, facelifts, liposuction and cosmetic dental work. This component of the tourism and healthcare tourism is traditionally most associated with the tourism and leisure industry.
- ✓ *Wellness (Spa/alternate therapies)*. The «wellness» segment of medical and healthcare tourism promotes healthier lifestyles. Therefore, these products can include treatment in spas, thermal and water treatments, acupuncture, aromatherapy, beauty care, facials, exercise and diet, herbal healing, homeopathy, massage, spa treatment, yoga and other similar products. There is normally no need for a qualified doctor to provide these services, although many professionals providing these services, are often accredited members of the various associations.
- ✓ *Reproduction (Fertility)*. «Reproduction» tourism is an increasing and growing area of medical tourism travel. Under this component, there are patients who seek fertility-related

treatments such as in vitro and in vivo fertilization and other similar procedures. In some situations, the travel is motivated and influenced by the legislation in the country of origin and host country. Some fertility procedures are illegal in some countries. Furthermore, «birth tourism» is also included in this category. This category involves a pregnant mother who travels to another country to give birth to her baby in order to utilise the services, which are often free. In addition, a further advantage for her is to have her child gain citizenship of the new country and thus be able to reside permanently in the new location. At times, potential parents travel for the purposes of adopting children because the legislation and supply of babies for adoption is easier in host countries.

(Source: Ch. Lee, M. Spisto. Medical Tourism, the Future of Health Services, 2007)

NOTES

health tourism – Medical tourism is related to the broader notion of health tourism which, in some countries, has longstanding historical antecedents of spa towns and coastal localities, and other therapeutic landscapes. Some commentators have considered health and medical tourism as a combined phenomenon but with different emphases. Carrera and Bridges, for example, define health tourism as the organised travel outside one's local environment for the maintenance, enhancement or restoration of an individual's well-being in mind and body. This definition encompasses medical tourism which is delimited to organised travel outside one's natural health care jurisdiction for the enhancement or restoration of the individual's health through medical intervention.

wellness – The World Health Organization (WHO), defines wellness as “the optimal state of health of individuals and groups. There are two focal concerns: the realization of the fullest potential of an individual physically, psychologically, socially, spiritually and economically, and the fulfillment of one's role expectations in the family, community, place of worship, workplace and other settings.” The National Wellness Institute sees wellness as “a conscious, self-directed and evolving process of achieving full potential.” “Wellness is generally used to mean a healthy balance of the mind, body and spirit that results in an overall feeling of well-being.” Wikipedia

birth tourism – Birthright citizenship is the thing that is sought by people indulging in birth tourism. This kind of tourism involves traveling

from one country to another, in order to give birth to a child so that the child automatically becomes a citizen of the destination country. While the practice seems a little far-fetched, it is common in countries with economic, social, and political instability. Wealthy circles in poorer/underdeveloped countries are also often seen indulging in this kind of tourism so that their offspring become citizens of developed nations, and thereby, gain all the benefits.

tourism industry – Term to describe firms and establishments providing attractions, facilities and services for tourists. Economic activities are normally grouped into industries according to their products. As tourists use a range of attractions, facilities and services, they are customers of a number of industries as conventionally defined. Those significantly dependent on tourists for their business, such as hotels and tour operators, are sometimes called tourism-related industries. To the extent to which they supply tourist rather than local and neighbourhood markets, they make up a tourism industry, that part of the economy which has a common function of meeting tourist needs.

leisure industry – Organizations, firms and establishments with a common function of providing goods and services for use in leisure time. In economic terms the industry serves leisure markets and attracts the expenditure of disposable income. Leisure spending represents a large and growing proportion of consumer expenditure in most developed countries.

EXERCISES

1. Answer the following questions using the information from the text «Medical tourism»:

1. What is the purpose of medical tourism?
2. What kind of travel activity is medical tourism?
3. What are the components of medical and healthcare tourism?
4. What does the term «treatment of illnesses» generally include?
5. What are the main purposes of «Enhancement» procedures?
6. What are examples of «Enhancement» procedures?
7. What does the «wellness» segment of medical and healthcare tourism promote?
8. Is it necessary to be a qualified doctor to provide such services as herbal healing, spa treatment or homeopathy?

9. What is «reproduction» tourism?

10. What is «birth tourism»? What are advantages of «birth tourism»?

2. Match the words with their definitions.

1. wellbeing	a) a process where a patient's damaged joint is removed and replaced with one made from synthetic materials.
2. screening	b) the use of fragrant essential oils and herbs to promote natural healing and health. The use of pleasing, scented herbs for their medicinal and spiritual properties has been recorded since ancient Egypt and Babylon.
3. acupuncture	c) a practice of medicine that relies on minute amounts of herbs, minerals and other substances to stimulate a person's natural defenses. A single dose of medicine can heal the body, mind and emotional state of a person without virtually causing any side effects.
4. joint replacements	d) a location where mineral-rich spring water (and sometimes seawater) is used to give medicinal baths. They are known to be healing, and incredibly relaxing.
5. aromatherapy	e) a contented state of being happy and healthy and prosperous
6. homeopathy	f) a strategy used in a population to identify the possible presence of an as-yet-undiagnosed disease in individuals without signs or symptoms.
7. herbal healing	g) a component of Traditional Chinese Medicine (TCM) which involves sticking solid, hair fine needles into the body at specific points. The procedure is designed to release blocked energy and address imbalances in the body which may cause ill health, and it has been used in China for thousands of years.

8. medical check-ups	h) a traditional medicinal or folk medicine practice based on the use of plants and plant extracts.
9. spa	i) a thorough physical examination; includes a variety of tests depending on the age and sex and health of the person

3. Fill in the gaps with one of the words below.

neurosurgery, skilled, excellence, health, professionals, adults, , treats, physicians, delivered.

Tel Aviv Sourasky Medical Center (Ichilov), one of Israel's leading hospitals,..1.. patients from Israel and from all over the world. Every year patients from Israel and around the world entrust their ...2. to the hands of the ..3.. and dedicated staff of the medical center. The medical center is globally recognized as a front-runner in the field of medical tourism. Every year many patients - children and ..4. from around the world - choose to receive their medical treatment at the medical center. Being one of Israel's most reputable multidisciplinary hospitals, the highly skilled ..5.. and health care teams of the Tel Aviv Sourasky Medical Center (Ichilov) are committed to providing ..6. in medical care.

Our vision is to provide medical excellence that is .7.. by the most highly skilled physicians and other health care team members. Our specialists comprise world-class ...8.. in the field of microsurgery, hematology, .9.. , cardiology, oncology, orthopedics, and many more.

4. Discuss the following points.

1. What sort of trends in medical tourism do you foresee in the near future?
2. Which countries are significant leaders in the medical tourism industry?
3. Are there any medical technologies or procedures in which particular countries excel?
4. What is the history of the concept «wellness»?
5. How is wellness related to fitness and health?
6. What is wellness tourism, and what are its components?

7. What do you think about medical tourism? What are advantages and disadvantages of medical tourism?

5. Find information about medical tourism in Russia.

6. Translate the text into English.

Спрос на путешествия за здоровьем растет из года в год. И это понятно. С одной стороны появилась возможность выбора, где, в какой клинике, в какой стране лечить то или иное заболевание, а, возможно, и делать операцию. А с другой, растет востребованность природных лечебных факторов, SPA процедур и санаторно-курортного лечения. Сама жизнь все больше заставляет нас думать о хорошей физической форме, а дефицит свободного времени подталкивает человека к тому, чтобы совместить отдых с лечением и профилактикой различных заболеваний.

География медицинского туризма обширна. В Европе это: Франция, Италия, Германия, Австрия, Швейцария, Венгрия, Чехия, Словакия, Словения, Хорватия, Болгария, Польша. Большой популярностью пользуются курорты Израиля, Иордании, Туниса, spa центры Испании, Египта и Турции. Юго-Восточная Азия предлагает туристам тайский массаж, индийскую аюрведу, тибетскую и китайскую медицину. К услугам россиян – замечательные отечественные курорты от камчатской Паратунки до курортов Азово-Черноморского побережья и Кавказских Минеральных Вод.

(Источник: www.rostourunion.ru)

UNIT 21. RELIGIOUS TOURISM

Religious tourism usually involves followers of particular faiths visiting locations that some people regard as holy sites. In many instances, religious tourists journey to these sites on the anniversaries of events that are of importance to followers of specific religions. Traditionally, those involved in religious tourism were referred to as pilgrims but in modern times that term that is not as widely used since many non-religious individuals also embark on trips to holy sites because many of these sites are of cultural or historical as well as religious interest.

Some travel companies arrange all inclusive trips to temples, churches, sites where religious figures were reportedly martyred, and various other locations that hold some kind of historical or mythical significance. These trips often take the form of guided tours, sometimes visiting a number of sites in one day or during one tour. Many sites in Israel are of significance to Christians, Jews and Muslims alike. Many sites in Jerusalem, Bethlehem and elsewhere are linked to historical figures or events associated with just one of these three major religions. Many travel firms also offer package tours to locations in India that are of importance to Buddhists and Hindus, while other tour companies cater to followers of other religions.

Religious communities located throughout the world sometimes arrange trips to holy sites. These groups often organize events to raise funds to cover the cost of the trip so that members who lack the means to cover their own costs are able to go on the trip. In some instances, religious groups contact other members of the faith who live close to the holy sites and arrange for travelers to stay in monasteries or other properties that are operated by members of the religious faith.

While religious tourism often takes the form of lengthy group trips, in other instances it can take the form of a day trip or a brief visit to a holy site. There are many locations throughout Europe, Africa, Central and South America that are regarded as holy by some Christians because people claim to have seen visions of religious figures at these sites. During religious holidays and celebrations, many people from the surrounding areas visit these sites and religious ceremonies are held to mark particular occasions. Similarly, Muslims, Buddhists, Hindus and believers in other faiths often embark on brief pilgrimages to holy sites in Saudi Arabia, India or other parts of Asia. Therefore, religious tourism can involve both formal travel arrangements or impromptu trips to nearby sites.

(Source: wiseGEEK // wisegeek.com)

NOTES

religion – Religion is the set of beliefs, feelings, dogmas and practices that define the relations between human being and sacred or divinity. A given religion is defined by specific elements of a community of believers: dogmas, sacred books, rites, worship, sacrament, moral prescription, interdicts, organization. The majority of religions have developed starting from a revelation based on the exemplary history of a

nation, of a prophet or a wise man who taught an ideal of life. A religion may be defined with its three great characteristics: Believes and religious practices, The religious feeling i.e. faith, Unity in a community of those who share the same faith: the Church. It is what differentiates religion from magic.

pilgrimage – Movement of believers to distant holy places. The most widespread of these is probably the journey to Mecca, which all Muslims must make at least once during their lifetime. Formerly made on foot, by camel or by ship, but now increasingly by air, on scheduled services and by charter, from West Africa, Indonesia and elsewhere. Hindus similarly travel to Varanasi (Benares) in India, Japanese to ancestral shrines throughout the country, and Christians and Jews to Jerusalem. Visits to religious sites from the developed world are now more likely to be made because of the historical or architectural interest of the holy places rather than primarily or exclusively for religious purposes. However, Lourdes in France and Knock in Ireland are examples of modern shrines that have arisen from visions and attract large numbers of religious visitors.

EXERCISES

1. Answer the following questions using the information from the text «Religious tourism»:

1. Who is usually engaged in religious tourism?
2. Who is a pilgrim? Is this term widely used? Why?
3. What kind of all-inclusive trips do some travel companies arrange?
4. What form do these trips often take?
5. Do tour companies cater to followers of different religions?
6. In what way can some members of religious groups cover their own costs to go on the trip?
7. Why are many locations throughout the world regarded as holy by some Christians?

2. Match the words with their definitions.

1. religious community	a) Act of traversing through a geographic region or moving from one place to another.
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	This can be temporarily, as is often the case, and can be for a short period of time.
2. travel	b) a traveling around from place to place; a long journey including the visiting of a number of places in sequence, especially with an organized group led by a guide.
3. traveler	c) a member of the people and cultural community whose traditional religion is Judaism
4. monastery	d) a person or thing that travels; a person who travels or has traveled in distant places or foreign lands.
5. tour	e) a facility that houses a religious community of monks or nuns
6. shrine	f) a follower of the religion of Islam
7. temple	g) a person who has received Christian baptism or is a believer in Christianity
8. Jews	h) a place regarded as holy because of its associations with a divinity or a sacred person or relic, marked by a building or other construction.
9. Christians	i) a building devoted to the worship of a god or gods.
10. Muslim	j) a community (group of people) who practice the same religion

2. Find information about the history of pilgrimage.

3. Read and translate the text about Montserrat and put ten questions to it.

Montserrat Tours

Located about 30 miles (50 km) northwest of Barcelona is Montserrat, the 'Serrated Mountain.' This unique rock formation, sawed and sculpted by thousands of years of wind and rain, is most famously home to a Benedictine monastery, an important Catholic pilgrimage spot thanks to its 12th-century wooden statue of La Moreneta (The Black

Madonna), Catalonia's patron saint. Aside from its religious and cultural importance, the mountain also boasts unbeatable views from its peaks.

Montserrat is one of the most popular full- or half-day trips from Barcelona. Located mid-cliff, the monastery is reachable via cog railroad or cable car, and from there, visitors are free to explore the monastery grounds, hike the numerous trails winding up and around Montserrat mountain, or ride two funiculars to a scenic lookout or a holy cave believed to be the spot of a miraculous sighting of the Virgin Mary. Montserrat's location in Spain's cava-producing region means many travelers combine a visit with a tour and tasting at one of the several nearby wineries.

Things to Know Before You Go

- Choose a half-day Montserrat tour or a full-day excursion with a stop at a cava winery for wine tasting.
- Trips last anywhere from four to 10 hours, depending on the option you choose.
- Montserrat Monastery is wheelchair accessible, as is the cog railway leading there. Other parts of the mountain, including the funiculars, are not accessible.
- Bring layers, as Montserrat is cooler than nearby Barcelona.
- Wear comfortable walking or hiking shoes, especially if you plan to make use of the trail network.

Santa Maria de Montserrat is home of the famous L'Escolania choir, a boys choir of altos and sopranos who perform in the Basilica of Montserrat each day. The midday performance by one of the oldest boys choirs in Europe has become one of the most popular activities at the monastery, with seats filling up well before the singing begins.

(Source : <https://www.viator.com/Barcelona-attractions/Montserrat/d562-a835>)

4. Translate the text into English.

Религиозный туризм подразумевает знакомство с историей святых мест, жизнью и бытом святых, а также с церковным искусством. Паломнический туризм – это разновидность религиозного туризма, совершаемого верующими людьми разных конфессий по святым местам. Главным элементом паломнического туризма являются экскурсии.

Сегодняшние причины паломничества разные, начиная от обычного любопытства и заканчивая поездками в святыни своей веры. Многие устремляются, чтобы укрепить веру. Есть и такие, что хотят излечиться от болезней и посещают буквально все святые места планеты.

Выбор паломнический туров поражает разнообразием. Россия, известна монастырями на Валааме и Соловках, Троице-Сергиевой лаврой, Дивеево и др.

Целью паломнического тура может быть посещение места, связанного с историческим событием или знаменитой исторической личностью, святыми. В некоторых случаях целью могут быть природные объекты, такие как озера, родники, пещеры, реки. Все это обычно связано с историческими или святыми событиями, личностями или легендами, которые оказывают решающее влияние на характер паломнического тура.

Паломнические туры очень познавательный и полезный вид туризма, с большой долей просветительно-познавательной составляющей. Во время паломнических поездок у туристов появляется прекрасная возможность узнать об истории, традиции, легендах древних монастырей и храмов, поближе познакомиться с духовными традициями какой-либо религии. В монастырях и храмах все паломники во время паломнического тура могут участвовать в религиозных обрядах, получить благословение или пообщаться с монахами и священниками.

(Источник: sokolov33.ru/index.php/vid-turizm/62...turizm)

MODULE VI. TOURISM AND TRANSPORT

UNIT 22. TOURISM AND TRANSPORT

Tourism, as an economic activity, is characterized by a high level of elasticity. As transport costs are significant for international transportation, demand is strongly influenced by cost fluctuations. Therefore, transport is the key element in the tourism industry. The demand in international and even national transport infrastructures implies a very large number of people who wants to move in an efficient, fast and inexpensive manner. It requires heavy investments and complex organization. Well organized terminals and intelligently planned schedules are essential in promoting effective transportation facilities for tourists, notably since the industry is growing at a fast rate.

Transport is the cause and the effect of the growth of tourism. To start with, the improved facilities have stimulated tourism, and the expansion of tourism has stimulated transport. Accessibility is the main function behind the basics of tourism transport. In order to access the areas that are mainly aimed, tourists will use any transportation mode. However, air transport is the main mode for international tourism, which normally entails travel over long distances. Growth rates of international air traffic are pegged with growth rates of international tourism.

Transport policies and decisions of governments can make a big difference in the destinations available to tourists. One dimension concerns the openness to tourism through travel visa restrictions, which vary substantially depending on the countries of origin of tourists. Unsurprisingly, travellers from developed countries, particularly Europe, are facing the least restrictions while travelers from developing countries are facing a much more stringent array of restrictions. Another dimension concerns the provision of infrastructures. If the public sector does not cope with the demand in terms of transport infrastructures, the tourist industry might be impaired in its development. However, land transport networks in various countries are designed to meet the needs of commercial movements that tourism requires.

«Holiday spenders» usually make enough contribution to the local economy that governments are more than willing to invest in efficient road networks or airport facilities, especially in locations that have limited

economic opportunities other than tourism. There are however significant differences in the amount of spending per type of mode, namely between cruise and air transport tourism. Cruise shipping tourism provides much less revenue, with \$15 per passengers spent per port of call on average. A significant reason is that cruise lines are capturing as much tourism expenses within their ships as possible (food, beverages, entertainment, shopping).

(Source: Jean-Paul Rodrigue. International Tourism and Transport)

NOTES

tourism industry – Term to describe firms and establishments providing attractions, facilities and services for tourists. Economic activities are normally grouped into industries according to their products. As tourists use a range of attractions, facilities and services, they are customers of a number of industries as conventionally defined. Those significantly dependent on tourists for their business, such as hotels and tour operators, are sometimes called tourism-related industries. To the extent to which they supply tourist rather than local and neighbourhood markets, they make up a tourism industry, that part of the economy which has a common function of meeting tourist needs.

tourism transport – For statistical purposes, the means of transport refers to the means used by a visitor to travel from his/her place of usual residence to the places visited [World Tourism Organization]. A suggested classification consists of two levels; the first level (major groups) refers to the transport route (air, waterway, land) and the second level (minor group) specifies each means of transport within the major group (such as scheduled flights, passenger lines and ferries, railways)

international travel/tourism – Travel/ tourism between countries, i.e., foreign travel/tourism by residents of one country to, from and within other countries, as distinct from domestic travel/tourism; for statistical purposes residents include resident aliens. From the point of view of a country, international travel/tourism consists of inbound and outbound travel/tourism, e.g., in the case of France, foreign visitors to France and French residents abroad.

1. Answer the following questions using the information from the text «Tourism and transport»:

1. What does the demand in international and even national transport infrastructures imply?
2. What is essential in promoting effective transportation facilities for tourists?
3. Transport is the cause and the effect of the growth of tourism, isn't it?
4. What is the main mode for international tourism?
5. What can make a big difference in the destinations available to tourists?
6. What are the dimensions concerning visa restrictions and the provision of infrastructures?
7. What are significant differences in the amount of spending per type of mode?

2. Match the words with their definitions.

1. demand	a) A sea voyage, especially one taken for pleasure.
2. infrastructure	b) A particular geographic region.
3. traffic	c) A way used for travelling between places, usually surfaced with asphalt or concrete. Modern roads, both rural and urban, are designed to accommodate many vehicles travelling in both directions.
4. restriction	d) The act of transporting, or the state of being transported; conveyance, often of people, goods etc.
5. area	e) The body with the power to make and/or enforce laws to control a country, land area, people or organization.
6. transportation	f) Pedestrians or vehicles on roads, or the flux or passage thereof. Commercial transportation or exchange of goods, or the movement of passengers or people.
7. government	g) An underlying base or foundation especially for an organization or system.
8. road	h) The desire to purchase goods and services.

9. cruise	i) The act of restricting, or the state of being restricted. A regulation or limitation that restricts.
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3. Study and practice the conversation.

Alex: Personally I hate seeing people off. I prefer being seen off myself. I'm extremely fond of travelling and feel terribly envious of any friend who is going anywhere. I can't help feeling I should so much like to be in his place.

Bert: But what method of travelling do you prefer?

Alex: For me there is nothing like travel by air; it is more comfortable, more convenient and of course far quicker than any other method. There is none of the dust and dirt of a railway or car journey, none of the trouble of changing from train to steamer and then to another train. Besides, flying is a thrilling thing. Don't you agree?

Bert: I think I should like to say a word or two for trains. With a train you have speed, comfort and pleasure combined. From the comfortable corner seat of a railway carriage you have a splendid view of the whole countryside. If you are hungry, you can have a meal in the dining-car; and if the journey is a long one you can have a wonderful bed in a sleeper. Besides, do you know any place that's more interesting than a big railway-station? There is the movement, the excitement, the gaiety of people going away or waiting to meet friends. There are the shouts of the porters as they pull luggage along the platforms to the waiting trains, the crowd at the booking-office getting tickets, the hungry and thirsty ones hurrying to the refreshment rooms before the train starts. No, really! Do you know a more exciting place than a big railway-station?

Cecil: I do.

Alex: And that is?

Cecil: A big sea port, For me there is no travel so fine as by boat. I love to feel the deck of the boat under my feet, to see the rise and fall of the waves, to feel the fresh sea wind blowing in my face and hear the cry of the sea-gulls. And what excitement, too, there is in coming into the harbour and seeing round us all the ships, steamers, cargo-ships, sailing ships, rowing boats.

Alex: Well, I suppose that's all right for those that like it, but not for me. I'm always seasick, especially when the sea is a little bit rough.

Bert: I've heard that a good cure for seasickness is a small piece of dry bread.

Alex: Maybe; but I think a better cure is a large piece of dry land.

David: Well, you may say what you like about aeroplane flights, sea voyages, railway journeys or tours by car, but give me a walking tour any time. What does the motorist see of the country? But the walker leaves the dull broad highway and goes along little winding lanes where cars can't go. He takes mountain paths through the heather, he wanders by the side of quiet lakes and through the shade of woods. He sees the real country, the wild flowers, the young birds in their nests, the deer in the forest; he feels the quietness and calm of nature. And besides, you are saving your railway fare travelling on foot. No one can deny that walking is the cheapest method of travelling, So I say: a walking tour for me.

4. Discuss the following points.

1. What means of travel do you prefer and why?
2. Why is transportation vital aspect for tourist industry?
3. What makes car a very convenient means of transportation?
4. What has become the principal mode of transportation for long-distance travel?
5. What do you know about the problems of transportation for tourists in Russia?
6. Do you think there is improvement in the transportation service in Russia?
7. Why do some people like travelling by train?
8. What is the most enjoyable means of travel in your opinion?
9. What way of travelling affords most comfort for elderly people?

5. Translate the text into English.

В индустрии туризма используются следующие типы транспорта: воздушный, наземный и водный. Основными средствами транспорта являются: а) воздушного - самолеты, вертолеты, дельтапланы, парашюты, парапланы, воздушные шары; б) наземного - поезда, автобусы, автомобили, мотоциклы, велосипеды; в) водного - морские и речные суда, катера, яхты, моторные лодки, паромы.

Воздушный транспорт, а именно, - самолеты, наиболее часто и традиционно используются при перемещениях на дальние расстояния, при доставке в дестинацию. Вертолеты - демонстрационные полеты над городами, лесами, озерами, джунглями (обзорнопанорамные экскурсии, воздушные сафари).

Автомобильный транспорт позволяет сделать остановку в пути, не требует специальных вокзалов, путей, практически не зависит от метеоусловий, позволяет путешествовать через границы и даже, в комбинации с другими видами транспорта, совершать трансконтинентальные путешествия. Автомобильный транспорт в туризме используется для организации автобусных туров, экскурсий, групповых и индивидуальных трансферов.

Железнодорожные поезда традиционно используются для доставки туристов в дестинацию. Кроме того, существуют понятия «туристские поезда» и «железнодорожные туры». Например, во внутреннем туризме: поезда здоровья, для грибников и рыболовов; в выездном: «Гляссер-экспресс» (Швейцария), «Император» (Вена-Зальцбург); во въездном: «Золотой орел» (Россия).

Если мы отправляемся в Австралию, то самолет, - это единственный вид транспорта, способный доставить нас в дестинацию. А если в Санкт-Петербург, то выбор между самолетом, поездом, или автомобилем осуществляется пассажиром, исходя из личных предпочтений или обстоятельств.

(Источник: Кутепова Г.Н. Организация транспортного обслуживания в туризме, 2010)

UNIT 23. TRAVELLING BY AIR

Nowadays people who go on business mostly travel by air, as it is the fastest means of traveling. Here are some hints on air travel that may be helpful.

Passengers are requested to arrive at the airport two hours before departure time on international flights and an hour before on domestic flights as there must be enough time to complete the necessary airport formalities.

Passengers must register their tickets, weigh in and register the luggage. Most airlines have at least two classes of travel, first class and economy class, which is cheaper. Each passenger of more than two years

of age has free luggage allowance. Generally this limit is 20 kg for economy class passengers and 30 kg for first class passengers. Excess luggage must be paid for except for some articles that can be carried free of charge.

Each passenger is given a boarding pass to be shown at the departure gate and again to the stewardess when boarding the plane.

Watch the electric sign flashes when you are on board. When the «Fasten Seat Belts» sign goes on, do it promptly, and also obey the «No Smoking» signal.

Do not forget your personal effects when leaving the plane.

Landing formalities and customs regulations are more or less the same in all countries.

When these formalities have been completed the passenger goes to Customs for an examination of his luggage.

As a rule personal belongings may be brought in duty free. If the traveller has nothing to declare he may just go through the «green» section of the Customs.

In some cases the Customs inspector may ask you to open your bags for inspection. It sometimes happens that a passenger's luggage is carefully gone through to prevent smuggling.

The rules for passengers who are going abroad are similar in most countries but sometimes there might be a slight difference in formalities.

If, for instance, you are supposed to begin with going through the Customs, you'd better fill in the Customs declaration before you talk to the Customs officer. An experienced customs officer usually smells a smuggler, but he may ask any passenger routine questions, for instance, «Have you got anything to declare?» or «Any spirits, tobacco, presents?» The usual answers would be, «Yes, I've got some valuables, but I've put them all down in the declaration, or «I've got two blocks of cigarettes for my own use» or something of that kind.

Then you go to the check-in counter where your ticket is looked at, your things are weighed and labeled, a claim-check for each piece of luggage is inserted in the ticket and you are given a boarding pass, which has a seat number on it. Of course, if your luggage weighs more than twenty kilos, you have to pay extra. The next formality is filling in the immigration form and going through passport control. The form has to be filled in block letters. You write your name, nationality, permanent address and the purpose of your trip. In most countries there is also a security

check when your carry-luggage is inspected. This is an anti-hijacking measure, and anything that might be dangerous or disturbing to other passengers must be handed to one of the crew and only returned to the owner after the plane has reached its destination.

After fulfilling all these formalities you go to the departure lounge where you can have a snack, read a paper, buy something in the duty-free shop and wait for the announcement to board the plane.

Some of these formalities are repeated when you arrive at your destination. The customs declaration and the immigration form are often filled in on board the plane. At the airport you may be met by a specially trained dog that will make sure that you are not carrying drugs, and the immigration officer might want to know at whose invitation you are coming and whether you have a return ticket.

There is another inconvenience you have to be prepared for when travelling long distances by plane. It's the jet lag, a difference between the time you are accustomed to and the new time. At first you won't be feeling very well because of it, but don't worry – it won't take you long to get used to it. (Source: <https://lengish.com/topics/topic-11.htm>)

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NOTES

Customs – Customs is an authority or agency in a country responsible for collecting and safeguarding customs duties and for controlling the flow of goods including animals, personal effects and hazardous items in and out of a country. Depending on local legislation and regulations, the import or export of some goods may be restricted or forbidden, and the customs agency enforces these rules. The customs may be different from the immigration authority, which monitors persons who leave or enter the country, checking for appropriate documentation, apprehending people wanted by international arrest warrants, and impeding the entry of others deemed dangerous to the country.

Customs declaration – Customs declaration is a form that is required by most nations - countries when a citizen or a visitor or goods are entering that nation's borders, called import. The purpose of the form document is to declare what goods are been brought in to the nation, as some may have limits or customs excise tax or are banned from entry. The form is also used to calculate tariffs or duty, if any. If traveling with your goods the form is called a customs arrival card or landing card or an entry voucher. The traveler or family are required to complete the form and sign

the form for the customs agent. The form is turned over to the customs and/or border protection official before arriving into the nation. Most nations require declaration of: alcoholic drinks, tobacco, animals, fresh food, plant material, seeds, soils, meats, and animal products.

duty-free shop – A duty is a type of tax imposed by a state or local agency in association with the purchase, importation or exportation of retail goods. Customs officers may impose duties on people exporting or importing goods, and the term has led to the concept of duty free shops. Many argue that visitors to a country should not have to pay local, state, or country sales taxes on items purchased, especially if their stay is of very short duration. Further it is contended that retailers who import items meant for use by travelers shouldn't have to pay import taxes on these items. What this means for retailers is that they save money on the purchase of imported goods, which might result in lower prices for the consumer.

passport control – Passport control, sometimes known as border control, is typically found at airports, seaports, and other places where travelers may enter or leave a country. Employees of a government's immigration department known as passport control officers review the travel documents presented by citizens, residents, and other travelers to determine whether they have the right to enter the country. In some places, border control also operates in the departure areas of airports and seaports in order to make sure that those who are leaving the country have appropriate documentation as well. This process can vary significantly by country, so it generally behooves travelers to familiarize themselves with the practices of the countries that they will be visiting.

EXERCISES

1. Answer the following questions using the information from the text «Travelling by air»:

1. Why do people go on business mostly by air?
2. When are passengers requested to arrive at the airport?
3. What are the necessary airport formalities?
4. Where do passengers register their tickets?
5. What should a Customs officer prevent?
6. What is each person given to be shown at the departure gate?

7. Where passengers can put their hand luggage?
8. Why is your carry-luggage inspected?
9. In what case do you have to pay extra your luggage?

2. Match the words with their definitions.

1. customs officer	a) the bags, suitcases, etc. that contain your possessions and that you take with you when you are travelling
2. airport	b) a woman flight attendant; a woman who attends to the comfort of passengers on a ship, train, or bus.
3. hijacking	c) a substance, either natural or chemical, that can help you heal if taken correctly, or do a lot of damages if taken abusively.
4. drug	d) an illegal activity where people seize control of an airplane. It is usually considered an act of terrorism and carries stiff penalties under law. Also sometimes known as skyjacking, it poses a serious threat to the safety of people on board the aircraft, as well as people on the ground.
5. stewardess	e) a person who works to enforce laws and regulations at various ports of entry, like airports, seaports, or land ports. Most of the work these individuals do involves processing various paperwork for immigration documents.
6. luggage	f) a tract of land or water with facilities for the landing, takeoff, shelter, supply, and repair of aircraft, especially one used for receiving or discharging passengers and cargo at regularly scheduled times.

3. Study and practice the conversation.

Peter and Maria Almar decide to go to Athens by air. Maria goes to the travel agency to book the tickets.

Maria: Good afternoon. I'd like to book two return air tickets from Istanbul to Athens, please.

Travel agent: Certainly. When are you travelling?

Maria: We want to take the flight tomorrow afternoon and come back next Friday afternoon.

Travel agent: First class or economy class?

Maria: Economy class.

Travel agent: Two adults?

Maria: Yes.

Travel agent: And your name is...

Maria: M. H. Almar. A-L-M-A-R.

Travel agent: And the other passenger?

Maria: P.J. Almar.

Travel agent: On the 11th and the 14th, did you say?

Maria: That's right. Do we have to change?

Travel agent: No, it's a direct flight. Here are your tickets, Mrs Almar. These are for the outward journey – Istanbul to Athens on flight SN 862 at 17.50 on 11th July. And these are for the return journey – Athens to Istanbul on SN 863 at 15.10 on 14th July. Don't forget to be at the airport 45 minutes before departure time.

Maria: Thank you. Do you accept credit cards?

Travel agent: Certainly, Thank you. That's TL 6796. Could you sign here, please? Thank you very much.

Maria: Thank you.

4. Agree or disagree.

1. Maria wants to book 2 tickets from Greece to Turkey.
2. She can't decide between first class and economy class.
3. She didn't know it was a direct flight.
4. Maria is going to pay cash.
5. Maria should be at the airport 30 minutes before departure time.

5. Discuss the following points.

1. What do you think about airline food? Suppose you were in charge of the food for an airline. What menus would you plan for breakfast, lunch, and dinner flights? Work and write out three menus to present to the group.
2. What are some ways to pass the time on long flight? Imagine you have four hours until your plane leaves. Write a paragraph about what you would do in that time.
3. Name as many things as you can that airline employees do for passengers. Don't forget before take-off and after landing!
4. Have you ever travelled by plane? What are your impressions of the airports in different countries? Are they different or almost the same?
5. How old were you when you went on your first flight? Where did you go?
6. Do you like to travel by airplane? What was the longest flight you have ever taken?
7. What are the advantages of traveling by airplane? What are the disadvantages?
8. What seat do you prefer: window, center or aisle? What are three things you're supposed to do before the flight takes off?
9. What do you like to do during the flight? Does the plane provide anything to do to pass the time?
10. What do you like to do during the flight? What are some movies you remember seeing on the plane?
11. What do you do when you experience turbulence?
12. Have you ever met anyone or established any relationships during a flight?
13. Have you ever met an annoying person during a flight?
14. Can you sleep during the flight?
15. Have you ever seen a female pilot? Why do you think that most pilots are men?
16. Are planes really safer than cars? (A British study shows that flying is 176 times safer than walking, 15 times safer than driving and 300 times safer than a motorbike.)
17. Would you rather have a younger, more beautiful/handsome flight attendant or an older, more experienced one?

18. What questions do they ask you when you check-in at the airport? What questions do they ask you when going through immigration and customs at the airport?
19. Have you ever seen an airplane crash?
20. Would you like to learn how to fly? Why or why not? Do you think being a pilot is a good job? Why or why not?
21. Do you enjoy the foods on airplane?
22. What arrangements should you make for pick-up at the airport?
23. How much baggage do you take with you? What items should not be included in your hand baggage? What documents do you need for international travel?
24. Do you enjoy takeoff / landing?

6. Develop the situation.

- You're sitting in the departure lounge and the people next to you are making a lot of noise. You have to wait another hour, and the lounge is full.
- You arrive at check-in two minutes late. The staffs say the flight is closed.
- Your suitcase is two kilos over the weight limit. The airline charges you for excess baggage.
- Your flight is delayed, but no one will tell you the reason for the delay or how long it will be. An hour passes, and you still know nothing.

7. Translate the text into English.

Самым важным преимуществом путешествий воздушным транспортом является его высокая скорость передвижения. Всего за несколько часов можно пересечь тысячи километров и оказаться в нужном вам месте. Путешествие самолетом очень комфортно и удобно в отличие от наземного транспорта, где для преодоления того же расстояния придется потратить несколько дней.

Самолёты отличаются высоким сервисом. Пассажиру во время полёта предоставляется еда, напитки. К тому же здесь предлагаются всевозможные способы, позволяющие скоротать время, например, посмотреть фильм, ознакомиться с прессой или полистать журнал. Во

время полёта пассажир чувствует себя максимально комфортно и удобно, что обеспечивается удобными сиденьями, позволяющими прекрасно отдохнуть и даже поспать. Очень впечатляет вид из иллюминатора, красивые пейзажи, расположенные внизу или белоснежные облака, окутывающие самолёт. Если вы любите путешествовать с высокой скоростью и комфортом, тогда можете смело выбирать самолёт. Выбирайте этот транспорт и получите массу удовольствия от путешествия!

(Источник: rumol.org)

UNIT 24. TRAVELLING BY TRAIN

Modern life is impossible without travelling. True, we often get tired of the same surroundings and daily routine. Hence, some relaxation is essential to restore our mental and physical resources. That is why the best place of relaxation, in my opinion, is the one where you have never been before. And it is by means of travelling that you get to that place.

You can travel by plane, by boat, by train, and finally on foot. Should you ask me what kind of transport I like best, I'd speak in support of the train. With a train you have speed, comfort and pleasure combined.

To be on the safe side and to spare yourself the trouble of standing long hours in the line, you'd better book tickets in advance. All you have to do is to ring up the railway station booking office, and they will send your ticket to your place. And, of course, before getting off you have to make your preparations. You should settle all your business and visit your friends and relatives. On the eve of your departure you should pack your things in a suitcase. When the day of your departure comes you call a taxi and go to the railway station.

What place is more interesting than a big station? There is the movement, the excitement, the gaiety of the people going away and sorrow of those who are seeing others off. There are the shouts of the porters as they drive the luggage trucks along the platforms and passengers hurrying to board the train.

For some time you stay in the waiting-room. If you are hungry you take some refreshments. When the loud speaker announces that the train is in, the passengers are invited to take their seats. You find your carriage, show your ticket to the guard, enter the corridor and find your berth. It may be a lower berth, which is more convenient, or an upper one. You put

your suitcase into a special box under the lower seat. Then you arrange your smaller packages on the racks. Finally the train starts off.

Travelling by train has many advantages. First of all, there are no stressful traffic jams, and trains are quite fast and comfortable. Also, you can while away in different ways. You can just sit and relax, for example, or you can have a meal or a snack in the buffet car.

However, travelling by train also has some disadvantages. For one thing, it is expensive, and the trains are sometimes crowded and delayed. What is more, you have to travel at certain times, and trains, which are usually very dirty, cannot take you from door to door. You need a bus or a taxi, for example, to take you to the railway station.

EXERCISES

1. Answer the following questions using the information from the text «Travelling by train»:

- 1 Why is modern life impossible without travelling?
- 2 How can we restore our mental and physical resources?
- 3 What means of travelling do you prefer and why?
- 4 What should you do on the eve of your departure?
- 5 What are the advantages and disadvantages of travelling by train?
- 6 Where is the the best place of relaxation according to the text?
- 7 What should one do to avoid the trouble of standing long hours in the queue?
- 8 Why does the author think that a big station is an interesting place?

2. Speak about your experience of travelling by train.

3. Describe a railway station of your native city.

4. Match the words with their definitions.

1. gaiety	a) a place, at a theatre, station, etc. where tickets can be bought
2. waiting-room	b) f) a watercraft of a large range of sizes designed to float, plane, work or travel on water.

3. advantage	c) a condition or situation that causes problems, especially one that causes something or someone to be less successful than other things or people; in a situation in which you are less likely to succeed than others
4. boat	d) a building, or more commonly a part of a building or a room, where people sit or stand until the event or appointment which they are waiting for begins.
5. booking office	e) The state or quality of being light-hearted or cheerful. Lively celebration or festivities. Entertainments or amusements.
6. disadvantage	any state, circumstance, opportunity, or means specially favorable to success, interest, or any desired end;

5. Study and practice the conversation. Answer the following questions:

1. Which is cheaper, a monthly return or an ordinary return?
2. What is the monthly return fare for the whole journey?
3. On part of the journey there is a train you cannot use with a monthly return ticket. Is it on the outward or the return journey?
4. What time is the train you cannot use?
5. How much extra would it cost to travel on any train you like?
6. If the outward journey is on Sunday, what is the first day that the return journey is allowed?
7. If the outward journey is on Monday, what is the first day you can come back?
8. Is the copy of the ticket for the outward or the return journey?

Traveller: Do you sell rail tickets?

Travel agent: Yes, certainly.

Traveller: I need a return ticket from Leeds to Colchester. I'm going on Sunday and coming back next Friday.

Travel agent: That'll be a monthly return actually, which is slightly less expensive than the ordinary return. Colchester, is that via London?

Traveller: Yes.

Travel agent: It's 19.00 pounds as far as London and an extra 5.55 through to Colchester.

Traveller: That makes 24.55.

Travel agent: 24.55, yes.

Traveller: Can I travel on any trains I like with that ticket?

Travel agent: Well, there's no restrictions apart from coming back; on Thursday you said. didn't you?

Traveller: No, Friday.

Travel agent: Friday. .Oh, well, there are restrictions coming back on Friday. It depends what time you are going to come back -- in the morning or afternoon?

Traveller: Afternoon. I'll probably want to come back on either the 19.00 or the 19.40 from London.

Travel agent: The 19.40's OK.

Traveller: But not 19.00?

Travel agent: No.

Traveller: Would I have to pay extra on that one?

Travel agent: If you came back on the 19.00, they'd surcharge you up to the normal fare, which would be approximately ... about 4 pounds extra to pay.

Traveller: Oh, well, I'll take the cheaper one then.

Travel agent: There're no restrictions going down, and the only conditions of this ticket are that if you travel... well, jf you travel on Sunday, you're OK 'cause it's available for return on or after the following day, Monday, so you're OK. Where you can't use it is if you were going down on Monday, for example, you couldn't return on Friday, you'd have to wait till Saturday.

Traveller: Well, I'll take the cheaper one then. the one at 24.55 pounds.

Travel agent: Monthly return to Colchester. One adult. 24.55 pounds. And you're travelling on...?

Traveller: Sunday.

Travel agent: Sunday the 19th?

Traveller: Yes.

Travel agent: That's your ticket. That one's for the outward journey, as it says there, Leeds to Colchester, and the copy is to bring you back.

Traveller: Thank you.

Travel agent: Thank you very much. And 45 pence change.

Traveller: Thank you.

6. Discuss the following points.

1. When did you last travel by train?
2. Why do they introduce a special summer schedule for railway traffic all over Russia?
3. Are there smoking and non-smoking carriages on our trains?
4. To whom does one show one's ticket before entering the carriage?
5. What do people usually inquire about at a railway station information bureau?
6. If a traveller has too much hand luggage, what does he usually do before taking his train?
7. Why do some people like travelling by train?
8. Do you like travelling by train?
9. What kinds of trains do you know?
10. What trains do you find the most convenient for travelling over long distances?
11. What are the adventures of train travel?
12. What are disadvantages of going by train?
13. Where do passengers have their meals while travelling by train?

7. Translate the text into English.

Поезд является одним из самых востребованных и популярных видов транспорта. Причем его можно рассматривать в двух аспектах: во-первых, как надежное средство передвижения, обеспечивающее доставку из пункта А в пункт Б, во-вторых, процесс перемещения в пространстве на поезде, связан с возможностью знакомиться с интересными местами, любоваться пейзажами, обогащаться новыми знаниями и впечатлениями.

В цивилизованных странах развитая инфраструктура железнодорожного транспорта. Она охватывает такое количество городов, что позволяет добраться практически до любого места. Имея

карту железных дорог, можно самостоятельно подобрать интересный маршрут с минимумом затрат времени на дорогу.

Можно спланировать путешествие таким образом, что ночью вы в пути, а днем посещаете интересующий вас город. В этом случае не придется тратить на гостиницу.

Билет можно забронировать заранее на сайте железнодорожной компании, чьими услугами вы хотите воспользоваться. Можно приобрести на вокзале в специальном автомате или у оператора. Причем сделать это можно как в день поездки, так и за несколько дней до нее. Покупка билета займет всего несколько минут и вам не понадобится предъявлять личные документы, заполнять анкеты.

Поскольку вокзалы, как правило, находятся в центре населенных пунктов, не надо тратить время и средства на дорогу к ним (как в случае с аэропортами). В некоторых крупных городах ж/д сеть связана с линией метрополитена. Что позволяет быстро добраться от вокзала до гостиницы. Сняв номер гостиницы рядом с вокзалом, вы независимы от любого вида транспорта и можете совершать пешие прогулки в центральную часть города.

(Источник: GuruTurizma.ru)

UNIT 25. TRAVELLING BY SHIP

Human beings are very inquisitive and like discovering different places. That is why people all over the world like to travel around the globe. It is not so interesting for them to see the world on TV today. It is precious to see it by their own.

And when people come to beautiful beaches and sparkling blue waters, they understand it is really the amazing thing they wanted to see. There are countless adventures within reach on cruise vacation. There are many cruise companies in the world, and each of these companies can provide you a qualified service.

During the cruise people live in comfortable cabins. During sea days when a cruise liner is in the open sea, people can take sunbathes, swim in the swimming pools, play fools in the slide or promenade around the ship visiting different decks. You can rent a cabin for two, four, six persons.

Cruise companies offer different tours during which you can discover the inhabitants of a coral reef on a glass-bottomed boat, go

horseback riding on the beach, go mountain biking rain forests, explore ancient civilizations as you climb mysterious pyramids or snorkel with stingrays and dive 800 feet down in a research submarine. Days onboard are casual but full of joy and new impressions. But don't forget your camera and binoculars, so you don't miss a thing.

Adventures are endless in this area. People can relax on a cruise surrounded by the white-sand beaches and beautiful turquoise waters of the most beautiful islands on the earth, find and visit tropical places where nature brings striking mountains and pristine beaches.

Such islands are home to rich culture and complex histories. There are archaic ruins, beaches, rain forests and many waterfalls. Here you can find new friends and buy a lot of souvenirs.

NOTES

cruise – A voyage by ship for pleasure – commonly by sea but also on lakes, rivers and canals– of varying duration, which may but need not depart from and return to the same port or include scheduled calls at ports en route. The Caribbean and the Mediterranean are the principal sea cruising areas, drawing in the main on the North American and European markets; other year-round areas include the Atlantic off the West coast of Africa, southern and western Pacific, and North Pacific off the western coast of North America; the Baltic and Norwegian Seas are popular summer cruising areas

vacation – US term for holiday but also used in British Isles for periods of formal suspension of normal activity, such as law courts and university vacations. A vacation or holiday is a leave of absence from a regular occupation, or a specific trip or journey, usually for the purpose of recreation or tourism. People often take a vacation during specific holiday observances, or for specific festivals or celebrations. Vacations are often spent with friends or family. A person may take a longer break from work, such as a sabbatical, gap year, or career break.

cruise companie – A cruise line company operates passenger ships sailing to popular travel destinations. Such line brands differ from other passenger shipping lines. General passenger shipping lines (including ferry lines) are concerned primarily with passenger (and cargo) transportation. Cruise companies' business is the leisure travel and entertainment. Most of the line's feature activities and signature amenities are onboard its vessels.

Still, many activities and a selection of land tours are additionally offered in ports of call (which form the cruise itinerary route). Cruise ship companies typically hire two separate types of staff: crew (commanded by the Captain) and service staff (hotel and dining operations) supervised by the Hotel Manager.

EXERCISES

1. Answer the following questions using the information from the text «Travelling by ship»:

1. Why do people like travelling?
2. What adventures can you have while travelling on a cruise ship?
3. Where do people live during the cruise?
4. Where can you go during sea days?
5. What kind of tours do cruise companies offer?
6. Where can you go sightseeing when you are on a cruise vacation?
7. What is the difference between a cruise line company and other passenger shipping lines?

2. Match the words with their definitions

1. cabin	a) a desirable or useful feature or facility of a building or place.
2. snorkel	b) a greenish-blue colour
3. deck	c) a private room or compartment on a ship
4. stingray	d) a short visit
5. amenity	e) a floor of a ship, especially the upper, open level extending for the full length of the vessel
6. call	f) to swim using a a tube to breathe through while under water.
7. turquoise	g) a group of people who work on and operate a ship, aircraft, etc.
8. crew	h) a bottom-dwelling marine ray with a flattened diamond-shaped body and a long poisonous serrated spine at the base of the tail.

3. Study and practice the conversation.

Helen: Hi, Ann. Haven't seen you for ages. Where have you been? I wondered what had become of you.

Ann: Oh, I've had a most exciting experience. The fact is, Dad took me on a cruise round Europe.

H.: How wonderful! I suppose you've seen lots of interesting things. Where did you sail from?

A.: From Plymouth.

H.: What luck! For me, there is no travel so fine as by ship. I love to feel the deck of the ship under my feet, to feel the fresh sea wind blowing in my face. Did you call at any European ports?

A.: We did. At each port we went ashore and made the most wonderful trips into the depths of the country.

H.: By railway or car?

A.: By coach. I was happy that I had seen Rome, Paris and Athens.

H.: Did you have a pleasant voyage?

A.: Rather fine, except two days after Gibraltar. It was rough in the Atlantic, and I had to keep to my cabin.

H.: As to me, I'm not sea-sick. Did you go ashore in Spain?

A.: No, we didn't. We only saw the coast from the deck. **H.:** And did you bathe in the Mediterranean Sea?

A.: Not only there, but in the Atlantic Ocean too. There are wonderful beaches at some places on the west coast of France. Swimming is delightful there.

H.: Well, I'm glad that your voyage was a success. And I'm going to cruise the Nile River aboard the Sun Boat IV. The 11-daypackage offers the Pyramids, Sphinx, etc. By the 25th of November I will have been to Egypt because the special rates are for November 25 departure. The \$9 air fare is from major England cities.

A.: With whom will you cruise?

H.: With my sister. We've bought a last-minute 2-for-1 package.

A.: Have a nice cruise!

4. Discuss the following points.

1. What are the advantages of a sea-voyage?
2. What kind of people usually dislikes travelling by sea?

3. What do you think is the attraction for people to go on cruise vacations?
4. What kinds of activities does a cruise provide that you might not be able to experience on a different type of trip?
5. What are the disadvantages of travelling by ship?
6. Have you ever been on a cruise? If so, tell us about your experience? If not, would you ever consider going on a cruise? Why or why not?
7. What activities were available on the ship?
8. What did you like best about the cruise?
9. What did you like least about being on the ship?
10. Would you recommend that a friend take a cruise? Why or why not?
11. If you could take another cruise in the future, would you like to go?

5. Read the information about two cruise vacations and choose one which you like more. Work in pairs and discuss your choice.

1. Msc Cruises Mediterranean Cruises

When it comes to MSC Cruises, Mediterranean cruises are their specialty. With European-style service, extensive knowledge of the area and attractions within, and regional touches that will bring a smile to your face, these vacation options are a true delight. Explore a region featuring castles, palaces, and quaint towns. Go on a culinary adventure in search of the finest fare—feasting upon seafood in Italy or puffy pastries in France. Enrich yourself with a salsa dancing lesson from a real ‘bailador’ or bask in the architectural excellence of Rome. Sail with the best on a MSC Cruises Mediterranean cruise.

Things to Do on a Mediterranean Cruise with MSC Cruises

The Mediterranean is one of the most creative and inspiring regions in the world. On an MSC Cruises sailing to the Mediterranean you can visit pyramids in Egypt, taste wine in Barcelona and learn about Greek gods in Athens.

Dubrovnik and Its Old City Walls (Dubrovnik, Croatia)

A UNESCO World Heritage Site, the “Pearl of the Adriatic” is the amazing historical center of Dubrovnik that is surrounded by magnificent city towers and architecture. Visit this and the old city walls that were built

in the 12th century to keep invaders out and are now a tourist attraction because of the beauty of the preserved construction.

They Pyramids and Sakkara Desert Safari (Alexandria, Egypt)

For a truly unique exploration, visit the famous Pyramids of Egypt (Khufu, Khafra and Menkaure) and the famous Sphinx. Ride on the back of a camel to the Sakkara Country Club where you'll visit the Pyramid of Sakkara and learn how to make paper from reeds at the Papyrus Institute.

Highlights of Barcelona, Montserrat and Wine Tasting (Barcelona, Spain)

Barcelona is full of extravagant art and architecture, and in this MSC Cruises tour you'll have a chance to see Paseo de Gracia and Sagrada Familia, both designed by Gaudi. You'll also visit Montserrat, where the Virgin of Montserrat statue stands. Before you end this excursion, you'll also visit the Cavas Vilarnau cellars for a tasting of sparkling wine and Spanish champagne.

City Tour and Hassan II's Mosque (Casablanca, Morocco)

Casablanca rose after a 1755 earthquake rocked the old city of Anfa, leading many citizens to abandon the old city for Casablanca. Be sure to visit the beautiful architecture of the Cathedral of Notre Dame de Lourdes and one of the largest mosques in the Islamic world, the Mosque of Hassan II.

Capri Island Tour (Naples, Italy)

One of the most relaxing and beautiful island tours awaits you as you travel through the Bay of Naples and into the Island of Capri. You'll dock at the Marina Grande and reach the Capri city center for an opportunity to explore the charismatic streets through the square of Piazza Umberto.

Athens and Acropolis (Piraeus-Athens, Greece)

Visit the city that is known for developing the foundation of western civilization and modern democracy, the stunning Athens, Greece. You'll get great photograph opportunities at Athens' most popular and historic landmarks, Acropolis and the Parthenon.

2. Msc Cruises Southern Caribbean Cruises

Like all of the Caribbean, the Southern Caribbean is bursting with beautiful beaches filled with sun and surrounded by crystal blue waters. The Southern Caribbean differentiates itself, however, with its beautiful lush landscapes. The islands in the southern part of the Caribbean are less visited, offering a more exclusive and authentic experience. This is where

you'll find ancient cave paintings and lots of jungles with wild animals and bright blooms to explore. MSC Cruises brings you to some of the most beautiful and interesting islands in the Southern Caribbean.

Things to Do on a Southern Caribbean Cruise with MSC Cruises

The southern Caribbean offers beautiful vistas and interesting cultural experiences. Visit caves with ancient rock paintings in the Dominican Republic or spend some time cruising on a yacht off the coast of Philipsburg. Featured below are some of the most popular things to do when cruising the Southern Caribbean with MSC Cruises:

St. Lucia Rhythms (Castries, St. Lucia)

Revel in a day filled with St. Lucia's sites and Creole culture. You start the day touring the island and learning how Batik clothing is made. Then you'll have some rum punch, tour a 4-story Victorian house and watch locals cook foods like cassava bread. You'll also hear the music of the area and learn a few words in the local dialect.

Parc Des Mamelles (Point a Pitre, Guadeloupe)

Tour the Parc des Mamelles natural reserve, which is home to a variety of unique animals. You'll be able to walk along pathways in the canopy where you get a bird's eye perspective on this land. This canopy path also affords you views of nearby Pigeon Island

Yacht Racing Adventure (Philipsburg, St. Maarten)

You get to sail on a racing yacht where you'll get the opportunity to learn how to trim a sail or grind a winch. You could also choose to just sit back and relax with some rum punch as the yacht sails over the beautiful blue water.

Maravillas Cave and San Pedro (La Romana, Dominican Republic)

Tour the Cave of Miracles which features stalactites, stalagmites, an underground pool and cave paintings. The paintings are believed to be from the Taino people. After this tour you'll visit a cigar factory.

Dolphin Adventure (Road Town, British Virgin Islands)

Enjoy a few hours playing with dolphins in a beautiful lagoon. On this excursion you'll learn about these friendly creatures and then you'll be pushed around the water, shake their fins and pet them.

Botanical Garden and Suspension Bridge (Fort de France, Martinique)

Enjoy amazing views when you tour the Botanical Garden with its variety

of tropical flowers and plants. The garden has a suspension bridge high up in the canopy for a different perspective on the flora and fauna.

6. Translate the text into English.

Наиболее комфортабельными транспортными средствами являются круизные морские и речные лайнеры. На них путешественникам предоставляются не только питание и каюты для размещения (различных категорий — от «стандартных» до кают категории «люкс» с балконом, сауной, мини-бассейном и пр.), но и различные помещения для проведения досуга — библиотеки, кинотеатры, фитнес-клубы, бары, тренажерные залы, ледовые катки, бассейны и т. п.

В настоящее время одними из самых больших морских круизных лайнеров являются «Voyager of Seas» и «Freedom of the Seas» компании Royal Caribbean International, «Queen Mary II» компании Cunard Line, «Costa Luminosa» компании Costa Cruises и др. Они способны принимать на борт от 2 200 до 3 500 туристов одновременно (не считая членов команды).

Морские круизы могут осуществляться не только на круизных морских кораблях, но и на парусных судах. Круизы на парусных судах распространены в Карибском бассейне, на Средиземном море, Дальнем Востоке. Одной из наиболее известных компаний, предлагающих такие путешествия, является компания Star Clipper, эксплуатирующая роскошные парусники «Royal Clipper» и «Star Clipper and Star Flyer».

Речные круизные суда по своим размерам и набору возможных развлечений уступают морским, однако условия проживания на них (особенно на зарубежных) также отличаются высоким уровнем. К тому же, как известно, речные круизы более информативны.

(Источник: Осипова О. Я. Транспортное обслуживание в туризме).

UNIT 26. TRAVELLING BY CAR

Travel is glorious in any form. The food, sights, arts, culture, languages, and new friends just make it such an enjoyable experience.

Some people prefer travelling by car, while others prefer trains or planes. There's no doubt that travelling by car has both many advantages, and a lot of disadvantages.

Some of the advantages of travelling by car: First of all, there is the flexibility - you can travel any time, anywhere. You are on your own schedule, and can make unexpected stops. See a little cafe by the side of the road? Stop and while away the afternoon, talking with the owner. Secondly, we can talk about food - although train fare can be good, and jumping off at a stop to grab something from a train station, I prefer more packing picnics to enjoy later near the ocean, or discovering small local restaurants that aren't in any guidebooks.

Thirdly, there is the speed, we can move quickly from one place to another. We don't have to waste our time and wait for a bus. If we want to go to the hospital we do not need to go to the bus station and wait. It is very important, because we can travel wherever and whenever we want. Moreover, cars are always available and we can go by car everywhere. Sometimes in small villages bus travels very rarely. People have to wait for a long time to go to the town. Availability is the second advantage of travelling by car. Easy transportation of goods If you are travelling with goods, perhaps your shopping, or suitcase if you are going on a holiday it is easier to transport these in your car rather than using public transport which is not secure and is short of storage space.

On the other hand, there are also disadvantages: The high levels of car users on the road, especially during rush hour can lead to lots of congestion, traffic jams and a lack of parking spaces. These factors will all increase your journey time and may lead to high parking charges. Using a car is also very expensive. If you have a car you have to pay much money for petrol and services. Petrol prices are very high. In my opinion people should use gas more than petrol because gas is better for the environment.

Furthermore, travelling by car is not very comfortable for a driver. He cannot relax, he has to be careful all the time. Vehicles are forced to stay in traffic jams, it is also very uncomfortable. Passengers can sleep or doing what they want. When driver is very tired, he can be as dangerous on the road as drunk driver. Those who are concerned about the environment may feel that lots of journeys by car along routes where public transport is available is costing the environment unnecessarily. You can help this by walking for short distances when available, using an

environmentally friendly car and sharing your car with others travelling to the same place as an alternative to public transport.

When using public transport such as a train or bus you do not need to worry about any parking, there are no traffic jams on the railways and bus lanes make it easier for buses to get through busy city centres. Travelling by car is dangerous. There are many crashes on the roads and we should be very careful and sensible. There are many people, who want to drive after alcohol, they cause a lot of accidents. In my opinion they are irresponsible and immature and people who drink and drive should lose their driving licence for life.

In conclusion, the car has been the most popular method of transport for many years. Like the other ways of traveling, it has some disadvantages, but it is also a good option for the people who prefer the flexibility, speed and more family time together.

(Source: <https://docslide.us/education/travelling-by-car-advantages-and-disadvantages.html>)

NOTES

guidebook – a short reference work on a country or a city, mainly intended for tourists and containing information on local sights, cultural institutions, transportation, and hotels. Baedekers are guidebooks on different countries and are widely known. Guidebooks that are devoted to individual cultural institutions (for instance, museums and large libraries) and to historical and artistic complexes provide information on their history, structure, and collections.

Verlag Karl Baedeker, founded by Karl Baedeker on July 1, 1827, is a German publisher and pioneer in the business of worldwide travel guides. The guides, often referred to simply as "Baedekers" (a term sometimes used to refer to similar works from other publishers, or travel guides in general), contain, among other things, maps and introductions; information about routes and travel facilities; and descriptions of noteworthy buildings, sights, attractions and museums, written by specialists.

public transport – Public transport (also public transportation or public transit) is a shared. Public transport service which is available for use by the general public, as distinct from modes such as taxicab, car pooling or hired buses which are not shared by strangers without private arrangement. Public transport modes include buses, trolleybuses, trams

and trains, rapid transit (metro/subways/undergrounds etc.) and ferries. Public transport between cities is dominated by airlines, coaches, and intercity rail.

road – line of communication (travelled way) using a stabilized base other than rails or air strips open to public traffic, primarily for the use of road motor vehicles running on their own wheels, «which includes» bridges, tunnels, supporting structures, junctions, crossings, interchanges, and toll roads, but not cycle paths

EXERCISES

1. Answer the following questions using the information from the text «Travelling by car»:

1. What can you do when you travel by car?
2. What can't you do when you travel by car?
3. What are the two best things about travelling by car?
4. What are the two worst things about travelling by car?
5. What are advantages of travelling by car?
6. What are disadvantages of driving a car?

2. Finish up the sentences:

1. There's no doubt that...
2. You are on your own schedule...
3. If we want to go to the hospital
4. Moreover...
5. The high levels of car users on the road...
6. When using public transport such as a train or bus...
7. Those who are concerned about the environment...
8. There are many people....
9. In conclusion...
10. Using a car is...

3. Match the words with their definitions.

1. schedule	a) a document permitting a person to drive a motor vehicle
2. rush hour	b) having or showing an emotional or intellectual development appropriate to someone younger
3. immature	c) a comfortably equipped single-decker bus used for longer journeys
4. crash	d) a thing used for transporting people or goods, especially on land, such as a car, lorry, or cart
5. to waste	e) (of a vehicle) collide violently with an obstacle or another vehicle
6. driving licence	f) use or expend carelessly, extravagantly, or to no purpose
7. vehicle	g) a time during each day when traffic is at its heaviest
8. coach	h) one's day-to-day plans or timetable

4. Study and practice the conversation. Answer the following questions:

1. Which of these cars does the rental company have? a) Renault 5 b) Toyota Corolla c) Ford Escort
2. How much is personal insurance per one week?
3. Does the price 86.90 pounds include insurance?
4. Does the customer have to pay something extra per mile?
5. Does she have to pay for petrol?
6. Does she have to pay for oil?
7. How much is the deposit for petrol and hire together?
8. Does the rental company accept credit cards?
9. What does the customer need to show the company before she can drive the car?
10. Can the customer leave the car in a different place when she has finished with it?
11. When does she have to pay the deposit?
12. What is the earliest time on Monday that she can take the car?

Assistant: Good morning.

Customer: Good morning. I'm thinking of hiring a car next week. I want a medium-size saloon car. Do you have any cars available then, please?

Assistant: Yes, we do.

Customer: What kinds of cars are they?

Assistant: The cars we have are Ford Escorts or Renault 5.

Customer: How much would that cost for a week?

Assistant: For a whole week?

Customer: Yes.

Assistant: Well, the cost of the hire will be 74.50 pounds. It includes your insurance, which is third-party insurance and damage to the vehicle.

Customer: Uh-huh.

Assistant: We also do a personal accident insurance, which is 12,40 pounds per week, so the total cost including personal accident insurance is 86,90 pounds for the week.

Customer: And do I have to pay something for the mileage?

Assistant: No, it's unlimited mileage.

Customer: Unlimited mileage. But I pay for my own petrol, don't I?

Assistant: Oh, yes. We need a 10 pound petrol deposit, and we fill the tank up before you set off; and then when you get back, we fill it up again and deduct the cost of that from your deposit.

Customer: Uh-huh. And I have to pay for oil as well, don't I?

Assistant: No, the car is all checked and oil put in before it goes out.

Customer: And the deposit is 10 pounds.

Assistant: No, that's for the petrol. The deposit for the hire is 45 pounds.

Customer: 45 pounds. And do you accept credit cards?

Assistant: Well, not all credit cards.

Customer: Well, which ones?

Assistant: American Express, Barclaycard, Access

Customer: Good. And you need to see my driving licence, presumably.

Assistant: Yes.

Customer: Is there anything else I need?

Assistant: No, just the licence.

Customer: I see. Right. Oh, yes, about returning the car. Can I leave it somewhere else?

Assistant: No, no, we don't allow cars to be left anywhere else.

Customer: I see. Well, could I have a Renault 5 for next Monday for a week then, please?

Assistant: Yes. What name is it?

Customer: Fisher. *Assistant:* And the address?

Customer: Oh. Well, I'm staying at the Royal Hotel in Baker Street.

Assistant: What's your home address?

Customer: 51 Barker Road, Hong Kong.

Assistant: Well, if you'd like to pay the deposit now, then you can pick the car up any time after eight o'clock on Monday.

Customer: Fine.

5. Discuss the following points.

1. What are the advantages and disadvantages of having a car?
2. Do you think that to forbid cars in the cities is a good idea?
3. Where does one need a car more: in town or in the country? Why?
4. Besides going on vacation, what are some other reasons why someone would rent a car?
5. Have you ever rented a car?
6. If so, what was your experience like?

6. Translate the text into English.

Едва ли сегодня можно найти человека, который бы не любил или не мечтал о путешествиях. Новые города, люди, незабываемые впечатления, открытия, отдых – то, чего ждут и к чему стремятся многие.

Выбирая маршрут, конечный пункт назначения для своего отпуска или выходных, каждый старается подобрать для себя самый интересный вариант. Однако кроме направления, выбрать приходится и способ перемещения. В современном мире путешествовать можно по воздуху, по земле, по воде.

Сейчас множество туроператоров предлагают автобусные туры по России и в другие, в основном европейские, страны. Это достаточно недорогой и информативный способ ближе познакомиться со своей и с другими странами. В дороге группу туристов опекает сопровождающий, решающий все вопросы,

возникающие во время путешествия. Он же может порой исполнять и роль гида. В городах и на культурных объектах, как правило, группе предоставляют отдельного экскурсовода. Видеотрансляция в салоне автобуса часто играет не только развлекательную, но и образовательную роль и заранее знакомит туристов с нужной информацией.

Заказывая автобусный тур, все проблемы по его организации – получение при необходимости визы, страховки, заказ гостиниц и билетов мы перекладываем на туроператора. Если часть необходимого, например, виза и страховка у вас уже есть в наличии, тур обойдется дешевле. Задача туриста – выбрать наиболее подходящий для него по содержанию, времени, деньгам и параметрам тур.

(Источник: wdorogu.ru).

MODULE VII. PROFESSIONS IN TOURISM

UNIT 27. TOURISM

Planning for a career in any area of tourism is an excellent investment in your future.

If interested, you can find a career in this dynamic industry, full of opportunities for mobility, creativity, and diversity. Career choices can be found in its many different sectors that include: accommodation; attractions; food & beverage; transportation; adventure tourism; events & conferences; tourism services; and the travel trade.

Hospitality and hotel Industry: These make up a vastly diversified segment of the tourism Industry. Most hotels and resorts offer far more than just accommodation and the positions available in them can range from hotel management and front desk staff to house cleaning, food and beverage, catering and banquet staff, restaurant personnel and even grounds maintenance crews.

Many resorts and hotels are part of a worldwide chain which can often afford an employee the ability to travel the world by transferring from one hotel location to another.

Cruise ships: Another diversified segment of the tourism Industry is the cruise line business. These ships are nothing short of floating hotels and require people to fill positions for all of the same types of jobs that would traditionally be associated with any hotel or resort.

Airline industry: This has the reputation of being the «glamour» segment of the tourism Industry. The jet-set life style of airline pilots and flight attendants immediately captures the imagination of many young people seeking a career in tourism. But the diverse opportunities throughout the airline industry cover a vast array of jobs that are often overlooked, working for a major airline in its reservation centre or as a ticket agent at the airport for instance. Baggage handlers and airline mechanics or air traffic controllers are other possibilities.

Service & Tourism Industry: Tourism is first and foremost a service industry. Dealing with the public and providing customer service is an integral part of any tourism industry job, no matter what segment it might fall into.

Restaurant and Food & Beverage: This segment of the tourism industry is often referred to simply as service and provides many job opportunities for those seeking work in this field.

The list of jobs related to the tourism industry is endless, travel agents, activity provider companies, tour operators, retail store businesses, tourism bureau operations, ferries, rail and bus lines, cruise ships, car hire companies and caravan parks to name only a few.

(Source: www.gostudy.mobi/careers/View.aspx?oid=728)

NOTES

hospitality – Hospitality refers to the relationship between a guest and a host, wherein the host receives the guest with goodwill, including the reception and entertainment of guests, visitors, or strangers.

hospitality industry – The hospitality industry is one that is primarily focused on customer satisfaction. For the most part, it is built on leisure or is luxury-based, as opposed to meeting basic needs. Hotels and resorts, cruise lines, airlines and other various forms of travel, tourism, special event planning, and restaurants all generally fall under the realm of the hospitality industry.

hotel industry – The hotel industry is a sector of business that revolves around providing accommodations for travelers. Success in this industry relies on catering to the needs of the targeted clientele, creating a desirable atmosphere, and providing a wide variety of services and amenities. Managing hotels has grown from its modest roots in providing the bare essentials of lodging into a large, multi-faceted, and diverse industry.

event tourism – Event tourism is the term used for all forms of tourist traffic motivated by the staging of various events and it includes visits to all planned events which have a tourist purpose and form a part of the attraction basis of a specific destination. There are eight main types of events: cultural, political, economic, entertainment, scientific and educational, sports competitions, recreational and private. Cultural events include festivals, carnivals, commemorations and religious events. Political events are heads of state summits, royal ceremonies, political meetings and visits of important persons.

EXERCISES

1. Answer the following questions using the information from the text «Tourism careers»:

1. What different sectors can career choices be found in?
2. What are the positions offered by most hotels and resorts?
3. What can afford an employee to travel the world by transferring from one hotel location to another?
4. What positions are usually available on cruise ships?
5. Why does airline industry have the reputation of being the "glamour" segment of the tourism Industry?
6. What can be the diverse opportunities throughout the airline industry?
7. What is an integral part of any tourism industry job?

2. Match the words with their definitions.

1. beverage	a) a steward or stewardess on an aircraft
2. ferry	b) (chiefly in commercial use) a drink other than water
3. jet-set	c) a meeting between heads of government
4. resort	d) a room, group of rooms, or building in which someone may live or stay
5. glamour	e) the fashionable, the a-list, the wealthy, the beautiful people, the crème de la crème, the beau monde, the haut monde
6. summit	f) a boat or ship for conveying passengers and goods, especially over a relatively short distance and as a regular service
7. accommodation	g) a place that is frequented for holidays or recreation or for a particular purpose
8. flight attendant	h) an attractive or exciting quality that makes certain people or things seem appealing

3. What do they do?

- Director of Sales and Marketing
- Head Chef

- Ski Area Manager
- Rooms Division Manager
- Adventure Company Owner
- Hotel General Manager
- Regional Manager of Restaurant Chain
- Vice President of Human Resources
- Tour Company President
- CEO of Destination Marketing Organization
- Concierge
- Banquet Server
- Housekeeping Room Attendant

4. Study the same tourism resume and compose your own resume.

John Doe
 #1-1239 West Georgia Street, Vancouver, BC V6E 4R8
 604-555-5555
 john_doe@bcjobs.ca

Objective

- To work with an eco-tourism organization as an adventure guide

Profile

- Experienced adventure travel specialist with strong background in outdoor guiding, team building, adventure travel planning and sales

Experience

- **Travel agent.** ABC Adventure Tours. Vancouver. August 2014 to present.
 - Booked adventure packages for international groups, netting sales of \$500,000 per year
 - Developed travel itineraries, working with partner companies to offer custom packages to customers
 - Trained new staff in company policies and procedures

- **Rafting lead.** ABC Rafting Excursions. Squamish. May 2012 to August 2014.
 - Lead groups of rafters on various whitewater courses ranging from level 1 to 4
 - Provided basic safety training and applied safety procedures on rafting trips and first aid techniques, as required
 - Maintained rafting equipment and completed repair work when necessary
- **Camp counsellor.** Blue Wave Lake Camp. Maple Ridge. July 2011-May 2012.
 - Acted as a leader and guide for kids aged 8-12
 - Developed camp curriculum and activity plans
 - Responded to issues and resolved conflicts with empathy
 - Lead day-long hiking trips in surrounding area

Education

- Recreation Leadership Diploma. Langara University College. 2011.
- Grade 12 Dogwood Diploma. Churchill Secondary School. Vancouver. 2009.

Awards and Recognition

- Named Top Agent of the Month at ABC Adventure Tours
- Voted favourite camp counsellor two summers in a row

5. Translate the text into English.

Сколько в туризме профессий? Их много, многообразие современной туристской индустрии предопределяется многообразием современных туристов. В гостиничной индустрии, в индустрии рекреации, собственно туризма – около 130 профессий. Туристская индустрия состоит из нескольких секторов.

Гостиничный сектор – один из самых интересных. Сектор активный, с возможностями постоянно использовать на практике свои творческие навыки, добиваться трудовых успехов и продвигаться по карьерной лестнице.

Туроператорский и агентский – типичный для туристской индустрии сектор. Самые популярные профессии в этом секторе – туроператор, агент, организатор туристических услуг, менеджер, гид.

Приключенческий туризм и рекреация – весьма динамичный сектор. Это сфера спорта, отдыха, возможных приключений. Профессии в нем весьма разнообразны, что связано с разнообразием видов спорта для любителей – лыжи, каноэ, теннис, гольф, яхтинг, рафтинг, пляжный волейбол, баскетбол, рыбалка, охота, спелеология, йога, айкидо и другие.

В сферу сектора развлечений входят музеи, казино, парки, тематические парки типа ботанических, сафари, зоо, аква, образовательных для ознакомления с этнографией, фольклором, историей, географией местной туристской дестинации. Профессии в этом секторе - гиды, аниматоры, работники по обслуживанию гостей, например, информаторы, маркетологи, менеджеры.

События и конференции – атрактивный для профессиональной реализации сектор. Современная жизнь невозможна без фестивалей, ярмарок, всякого рода праздников, выставок, олимпиад, конференций. Возможные профессии в нем: координатор, организатор, менеджер проекта, маркетолог, специалист по связям с общественностью.

Сектор транспорта обеспечивает авиа, железнодорожные, автомобильные, морские (в том числе и круизные) маршруты. Естественно, здесь нужны свои «спецпрофессии» – авиаторы, железнодорожники, автоводители.

UNIT 28. TOUR GUIDES

A tour guide is someone who shows visitors around an area, with the guide using extensive local knowledge to share the area with visitors. Tour guides are hired to help people navigate unfamiliar areas, and to make trips special, as a good tour guide sets a positive tone for a trip and shows people things they would not have discovered otherwise.

Some tour guides work primarily locally, focusing on providing services to tourists by request. They may work in museums or similar

locations, or they may work with or for companies which take tourists out on day trips of an area. Tour guides might lead visitors on tours of local religious sites, castles, gardens, or other sites of interest, tailoring the tour for the visitors. Locally-based tour guides are also often able to open doors which would otherwise be closed, and their local knowledge can be helpful for people who are unfamiliar with the culture and traditions of an area.

Other tour guides travel with their clients, guiding them to, around, and from various locations. For example, a group of people who want to hike in the rainforest might hire a tour guide who travels with them, guides them through the forest while providing information and assistance, and travels back. Tour guides of this type often work with travel agents, with the agent handling the logistics of transportation, lodging, and so forth, while the tour guide focuses on caring for the clients.

Guided tours with groups can vary in cost, from free tours in many cities in the world provided by public service organizations to much more expensive organized trips such as treks in Nepal. It is also possible to hire a private tour guide, which tends to be more costly, but includes personalized and detailed attention, which some people enjoy while traveling.

Being knowledgeable in several languages is useful for a tour guide, as tour guides may work with multilingual clients, or may need to translate for clients while traveling in a country where a foreign language is spoken. In addition to having language skills, tour guides also need to have excellent interpersonal skills, and the ability to work tirelessly for their clients from the moment the engagement begins to the time that the clients are safely seen on their way

(Source: wiseGEEK // wisegeek.com).

NOTES

lodging – Lodging or a holiday accommodation is a type of residential accommodation. People who travel and stay away from home for more than a day need lodging for sleep, rest, food, safety, shelter from cold temperatures or rain, storage of luggage and access to common household functions. Lodgings may be self-catering, in which case no food is provided, but cooking facilities are available. Lodging is done in a hotel, motel, hostel or hostal, a private home (commercial, i.e. a bed and breakfast, a guest house, a vacation rental, or non-commercially, with

members of hospitality services or in the home of friends), in a tent, caravan/camper (often on a campsite).

logistics – The tourism logistics is the science of planning, control and management of operations carrying out during the process of preparing the travel offers, delivery of finished product to customer in compliance with his/her interests and requirements, as well as during the process transfer, storage and processing of information concerned.

EXERCISES

1. Answer the following questions using the information from the text «Tour guides»:

1. What does a tour guide do?
2. Why are tour guides hired?
3. Where and how do locally-based tour guides work?
4. Why do other tour guides travel with their clients?
5. What is the difference between guided tours and a private tour?
6. Why is it useful for a tour guide to know several languages?
7. What skills do tour guides need to have?

2. Find the words in the text that are similar to the following definitions.

1. In or using several languages. (adj.)
2. Not known or recognized. (adj.)
3. Costing a lot; expensive (adj.)
4. Temporary accommodation (n.)
5. Walk for a long distance, especially across country. (v.)
6. A luxuriant, dense forest rich in biodiversity, found typically in tropical areas with consistently heavy rainfall. (n.)
7. A large building, typically of the medieval period, fortified against attack with thick walls, battlements, towers, and in many cases a moat. (n.)

3. Study and practice the conversation.

Tourist: I'm hiring a car in Scotland this summer. What do you suggest I visit?

Tour guide: That depends on what you are interested in.

Tourist: I'm interested in art, history and nature, especially coastlines.

Tour guide: Then you should spend a few days in Edinburgh at the arts festival.

Tourist: When is that?

Tour guide: It's on for three weeks in August every year.

Tourist: Is Edinburgh near the coast?

Tour guide: Yes, it overlooks the sea. It's a really interesting city!

Tourist: What else can I do in Edinburgh?

Tour guide: You can visit the castle, which sits on a volcanic rock dominating the city.

Tourist: I hear Scotland has amazing wildlife too.

Tour guide: Oh yes, especially on the remote islands like the Orkneys.

Tourist: I want to visit the famous Loch Ness and see the monster.

Tour guide: It's the deepest lake in Scotland and very beautiful, but I can't guarantee you'll see the monster!

4. Role-play the following situation.

You work as a tour guide in Spain. Advise a young couple on the tour of Barcelona. Use the information below.

Tour Guide Experience: 27 year(s)

Gender: Male

Tours Booked: 120 time(s)

Age: 63

City of Residence: Barcelona

Primary Language: Catalan

Languages Spoken:

- Dutch: Fluent
- English: Fluent
- French: Fluent
- German: Fluent
- Italian: Fluent

- Portuguese: Fluent
- Spanish: Fluent

BARCELONA HIGHLIGHTS 1/2 DAY

Private sightseeing tour Introduction:

A Highlights city tour, taking a minimum of 4 hours, focuses mainly on the Old City and Antoni Gaudí's masterpieces: Park Güell and the Sagrada Família basilica.

It involves both walking and transportation, which can be easily solved with taxis: abundant and inexpensive in town.

Tour Duration: 4 Hours

Maximum Number of People: 9

Tour Type: Transport Based

Tour Price: Price Per Group EUR €275,00

Tour Highlights:

- The Old City is where 2000 years of Catalan history accumulate in an area called Barri Gòtic or Gothic quarter. This includes a walk through the Roman walls and towers, the Call or medieval Jewish quarter, the Gothic cathedral, the Palau de la Música Catalana, the Boqueria food market hall (not on Sundays) and the lively Rambla boulevard, full of flower stalls.

The tour will walk as well by Gaudí's Palau Güell and the Quatre Gats café, where Picasso held his first individual exhibit at the age of 18.

- Gaudí's works:

Park Güell: we could stroll through this magical gaudinian scenery, a pleasant experience for all kinds of visitors.

The Sagrada Família: Gaudí's masterpiece. We can visit the magnificent monumental temple (inside).

At the end we also see Casa Milà and Casa Batlló by the architect A. Gaudí, with splendid façades and rooftops.

Tour Inclusions:

An exciting private tour for 4 hours and skipping the waiting lines in the sites.

Tour Exclusions:

Transportation and entrance fees are not included in the tour price.

5. Translate the text into English.

Допустим, ты приехал в незнакомый город или даже страну. Тебя интересует все: культура, история, традиции и обычаи коренных жителей, архитектура, местная кухня. Конечно же, необходим гид. Профессия эта сравнительно молодая, но востребованная.

Туристический бизнес растет и развивается. Всегда существует спрос на молодые квалифицированные кадры. Престиж данной профессии заключается в самой специфике работы, которая подразумевает всевозможные экскурсии, путешествия в разные страны, знакомство с интересными и влиятельными людьми. Именно поэтому к гиду предъявляют высокие требования – это знание иностранных языков, истории, литературы, географии, музыки, живописи, архитектуры, эстетики, психологии; высшее, как правило, гуманитарное образование; эрудированность и широкий кругозор.

В обязанности гида следует отнести следующее: разработка маршрута. Маршрут выбирается сообразно теме и цели экскурсии; определяется время поездки, частота и продолжительность остановок, число объектов; учитывается тип аудитории; подготовка текста экскурсии. Экскурсовод изучает книги, статьи; знакомится с архивными документами; собирает интересные, неизвестные ранее факты, истории; встреча туристической группы, организация экскурсии согласно маршруту.

UNIT 29. TRAVEL AGENCY MANAGERS

Travel agency managers offer consumer or business travel products. Responsibilities include sales development, staff/financial management and daily operational management. They must be able to offer professional and competitive travel products as the competition is

increasing and there are various travel options. The managers have to develop strategies to hit the sales targets, including promoting and marketing business, finding new and “niche” markets, managing budgets and maintaining statistical and financial records, selling travel products and tour packages, visiting new destinations to gain information, dealing with customer enquiries and overseeing the efficient running of the business.

The travel agency manager also deals with the staff issues of the agency. He/She motivates the sales staff to hit their targets, meets with team leaders on a regular basis, meets company directors to be advised on strategy, oversees the recruitment and selection of the staff as well as staff training, organizes bonus schemes and competitions and deals with disciplinary matters and customer complaints. Online booking has become a serious competition to travel agencies staff as it has been increasing rapidly.

(Source: wiseGEEK // wisegeek.com).

NOTES

bonus schemes – Many organisations use bonus schemes to promote the right behaviours in their agents. Whether it is making more sales; improving customer satisfaction, or simply taking more calls, staff bonuses can help those companies to achieve their business objectives. Bonus schemes take many forms – from individual commissions through to team-based prizes – indeed there are now many incentive scheme companies that market their products and services to the call centre industry. But regardless of the structure of the scheme, the common factor of success only occurs when agents are both motivated and engaged to raise their own performance.

tour packages – A package tour or package holiday consists of transport and accommodation advertised and sold together by a vendor known as a tour operator. Other services may be provided such a rental car, activities or outings during the holiday. Transport can be via charter airline to a foreign country, and may also include travel between areas as part of the holiday. Package holidays are a form of product bundling. Package holidays are organised by a tour operator and sold to a consumer by a travel agent. Some travel agents are employees of tour operators, others are independent.

EXERCISES

1. Answer the following questions using the information from the text «Travel agency managers»:

1. What do travel agency managers offer?
2. What do their responsibilities include?
3. Why must they be able to offer professional and competitive travel products?
4. What kind of strategies do managers have to develop to hit the sales targets?
5. Does the travel agency manager deal with the staff issues? In what way?
6. What has become a serious competition to travel agencies staff?

2. Read and translate the list of attributes which can help to succeed as a travel agency manager and decide whether this career is right for you.

- You have a strong commitment to customer service
- You can deal with the general public with patience and positivity
- You have an interest in a career with varied opportunities for advancement
- You enjoy overseeing the work of others
- You're well organized and can manage a budget
- You have a keen interest in travel and hospitality
- You have an interest in sales and management
- You're willing to be accountable for the success of the agency

3. Translate the following sentences into Russian paying attention to the words in bold type.

1. We have become known for being innovators in the industry as well as for providing topnotch **customer service**," he said
2. . Remember that **management**, like any other skill, is something that you can improve at with study and practice.
3. Methods of **recruitment** and results for this survey have been reported in detail elsewhere

4. We have introduced systems to handle **customer enquiries** and complaints across multiple communications channels
5. Orbitz Worldwide is a leading online travel company that uses innovative technology to enable agents, leisure and business travellers to research, plan and book a broad range of **travel products**.
6. Information technologies are considered by the Company as a tool of improving business efficiency and contributing to the achievement of strategic **business objectives**.
7. He also evoked other **staff issues**, such as the question of the geographical distribution of the staff of the Secretariat and progress made in installing new security equipment.

4. Fill in the gaps with one of the words below.

personnel, advancement, complaints, diploma, competencies, hospitality, careers, staff, budgets, qualifications, certificate

Like many ...1..., there are many different paths to becoming a travel agency manager; this career is open to pretty much anyone with a combination of practical experience and/or relevant education, as well as strong customer service, ...2... and financial management skills.

This work would involve overseeing ...3..., resolving customer ...4..., managing ..5... and marketing activities, and ensuring the operational success of a travel agency. This field also offers the ability to work in the travel and tourism industry, diverse opportunities for ..6..., as well as potential opportunities for travel agency ownership.

The ...7.... for becoming a travel agency manager can vary from job to job. For example, some employers may only require that you have a high school...8... combined with experience in a travel agency, or other relevant sales or management experience (such as working for a hotel, airline, or other tourism, travel or ...9... organization). Other employers however, will require that you have a ...10..., diploma or degree in a field that can teach you skills and...11...that are relevant to this field, possibly still combined with relevant experience.

5. Translate the text into English.

Менеджеры туристической сферы должны уметь составлять разнообразные групповые и индивидуальные туры, четко отслеживая предложения и спрос. Менеджер по туризму - понятие широкое. Высшим профессионализмом такого специалиста считается расшифровать мечту клиента. Ведь многие люди порой сами не знают, чего хотят. Можно долго рассказывать о достопримечательностях Греции, а человеку, возможно, хочется уехать куда-нибудь подальше и побыть в одиночестве. Важно правдиво рассказать о плюсах и минусах тура, страны, учесть финансовые возможности клиента и предоставить самостоятельные выбор. В обязанности менеджера турагентства входит: прием звонков; консультирование (в т.ч. по телефону) клиентов; исследование рынка и подбор тура в соответствии с запросами клиента; взаимодействие с менеджерами туроператорских компаний; оформление договора с клиентом.

(Источник: <http://freepapers.ru/68/obuchajushhie-tury-kak-sposob-povysheniya/137882.873561.list3.html>)

UNIT 30. TRAVEL AGENTS

Travel agents are professionals who provide assistance with organizing and booking travel. At one time, it was very difficult for people to book tickets for plane, train, and boat trips without the assistance of a travel agent, although this changed with the advent of web sites geared at travelers who wanted to make their own arrangements. The services of a travel agent can still be quite valuable, especially for people who are not experienced travelers.

Most travel agents work at a travel agency, a business which provides a variety of travel services to clients, although it is also possible to work with an independent travel agent. Typically, the fee is a percentage of the cost of the trip, although some travel agents charge flat fees for their work.

In addition to making reservations for travel, a travel agent can also reserve a rental car, book hotel rooms, secure restaurant reservations, and

organize various excursions and trips. For example, people traveling to Costa Rica might ask a travel agent to hire a local guide to take them on a rainforest hike. Travel agents can also provide recommendations about places to go, things to do, and spots to see, a service which is often appreciated by people who do not have much experience in the area they are traveling to.

Other forms of travel assistance like local maps, information about travel vaccines, and pamphlets about culturally-appropriate behavior can also be provided by a travel guide. Some may also offer recommendations about language schools, and others offer assistance with visas and other travel documents to smooth the way for their clients.

One of the big perks of a job as a travel agent is the travel requirement. Because travel agents must provide recommendations and work with locally-based companies, they need to travel to get a feel for the places they recommend to their clients, and to experience the service at specific hotels, restaurants, and other establishments. Travel agents can often secure very low-cost travel deals, and they get a chance to travel all over the world as part of their work.

(Source: wiseGEEK // wisegeek.com)

NOTES

booking – An act of reserving accommodation, a ticket, etc. in advance.

perk – A benefit to which one is entitled because of one's job.

at one time – In or during a known but unspecified past period.

to hire – Employ for a short time to do a particular job.

travel vaccines – Some countries won't let you enter without the required vaccinations. The most common vaccination required on entry into countries is the Yellow Fever vaccination. Yellow fever is a serious disease which occurs in parts of Africa, Central and South America. For these countries you will need to have a Yellow Fever vaccination and carry a valid yellow fever certificate, which is issued from an accredited centre like the International Travel Vaccination Centre.

EXERCISES

1. Answer the following questions using the information from the text «Travel agents»:

1. What do travel agents provide?
2. What changed with the advent of web sites geared at travelers who wanted to make their own arrangements?
3. Who can the services of a travel agent be still especially valuable for?
4. Where do most travel agents work?
5. Is it possible to work with an independent travel agent?
6. What is the fee?
7. In addition to making reservations for travel what else can a travel agent do?
8. What other forms of travel assistance provided by a travel guide?
9. Can a travel guide offer recommendations about language schools?
10. What is one of the perks of a job as a travel agent?
11. Why do travel guides need to travel?

2. Retell the text.

3. Read the text about workplace of a travel agent and fill in the gaps with one of the words below.

demands, destinations, abroad, magazines, terminals, adhere, Indoors, hours, less, peak

What is the workplace of a Travel Agent like?

Travel agents work...1..in an office or cubicle, year-round. They spend long ..2.. on the telephone or in front of computer...3..., making travel arrangements and researching travel...4.... for their clients. Agents employed by large travel agencies typically...5... to a regular 40-hour work week, though some opportunity for overtime may occur during...6... travel seasons. Independent contractors have a more sporadic schedule, working ..7... during the off season and more nights and weekends during holidays and over the summer to meet the...8.... of vacationing clientele. In order to perform the required research for their jobs, travel agents keep up with travel...9..., books, journals, and online travel publications. In some instances, agents will travel domestically or...10... to obtain first-hand

experience of select destinations, and then relay that information to their clients.

4. Study and practice the conversation.

The customers want to travel to somewhere hot for a beach holiday in November. Which of these places do they choose – the Gambia, Spain, Tenerife, Lanzarote, La Gomera, or France? What is wrong with the places they don't choose?

Travel agent: Hello, can I help you?

Customer: Yes, we're looking for a holiday in November, somewhere hot – you know, near a beach and all that, but not too far away if possible.

Travel agent: Ok, well, what about going to the Canaries? They're warm throughout the year and they're very interesting.

Customer: Yes, we thought that. In fact we saw this ad here for Tenerife – Playa de las Americas. It seemed very reasonable.

Travel agent: Ok, I'll check availability for you... No, I'm sorry they've all gone. It was a special offer. There's plenty more choice in the Canaries, though. But, I wonder, have you thought of going to the Gambia? It's very reasonably priced and you're guaranteed sun.

Customer: Yes, but it's a long flight, isn't it?

Travel agent: It is a six-hour flight, you're right. Ok, let's stay with the Canaries. What type of accommodation are you looking for? Something with a bit of life or something more relaxing?

Customer: We want somewhere quiet but with some facilities – restaurants and things like that.

Travel agent: How about La Gomera? It's a small island, very quiet but with things going on and very pretty. The only problem is that there are no direct flights, so you have to get a ferry from Tenerife.

Customer: Mmmm. We've only got a week so we need somewhere with a direct flight.

Travel agent: You could try Lanzarote. There are some very peaceful parts. I think you'd like it. We often recommend Playa Blanca – there's a great hotel there called the Lanzarote Princess. All the usual facilities, near the beach, but very tastefully designed and built. Here's a picture – it's fairly cheap as well, as you can see.

Customer: Mm. Sounds good.

Travel agent: I'll check availability for you... Would you want a twin room with a balcony?

Customer: Yes.

Travel agent: Bed and breakfast or half-board?

Customer: Er... I'm not sure.

Travel agent: If I were you, I'd choose B&B, then you can eat out in the restaurants at night. That way you'll see a bit of the local life.

Customer: Ok – bed and breakfast.

Travel agent: I'm sorry, did you say you wanted a balcony?

Customer: Yes, we did.

Travel agent: Ok. There's availability on the 14th of November. Flight from Gatwick at 09.35 arriving 13.30 local time. Returning on the 21st of November, departing Lanzarote 15.00 and arriving at Gatwick at 19.00.

Customer: That's good – no night flights.

Travel agent: Do you want to confirm it?

Customer: Can we think about it?

Travel agent: Of course. I can put a 24-hour hold on your reservation, and you can let me know tomorrow.

Customer: Yes, that's a good idea. We're not committed then, are we?

Travel agent: No, you're not. You can make your minds up in your own time. Can I just take some details? What name is it?

Customer: John and Amanda Hollins.

Travel agent: And a daytime phone number?

Customer: 340 0838.

Travel agent: Ok. What I'll do is hold this for 24 hours. If you could phone us tomorrow and tell us if you want to confirm the booking, we'll take some more details then. I'll just give you the booking reference number. It's 17583.

Customer: 17583. Great, thanks. I'll call you tomorrow. Thanks for your help.

Travel agent: You're welcome. Goodbye.

5. Translate the text into English.

Агент по туризму – специалист, который помогает подобрать для клиентов наилучший тур в соответствии с их желаниями и

потребностями, благодаря которому клиенты должны остаться максимально удовлетворенными поездкой. Ежедневно большое количество людей отправляется в туры по стране или за границу, кому-то хочется посетить как можно больше экскурсий, а кто-то едет просто поваляться на пляже у моря.

Агент по туризму обязан исполнять все пожелания клиента по максимуму, поэтому на нем лежит очень большая ответственность и нагрузка: бронировать билеты на самый комфортный самолет, бронировать более дешевые, но очень комфортабельные места в гостиницах, составлять графики маршрутов для своих клиентов, отслеживать всю документацию и визы, осуществлять инструктаж гидов и водителей, а также сотрудничать с другими различными организациями.

Агенты по туризму также занимаются поиском клиентов: обзванивают организации, рассылают письма, создают группы в социальных сетях, общаются на форумах, связанных с туризмом. Хороший агент по туризму должен быть специалистом в самых разнообразных областях. Он географ и страновед, психолог и логист. Он разбирается в гостиничном хозяйстве и пассажирских перевозках.

SUPPLEMENTARY TEXTS

Tourism

Tourism is a multi-billion dollar business with hundreds of millions of travellers arriving in destinations across the world every year, but there's a lot more to tourism than just the tourists.

Before you even leave home you probably use a number of services. You book your trip through a tour operator, if it's a package holiday, or a travel agent, if you want to buy products and services like flights separately.

These days, many people book directly online with companies that offer both organised and independent travel. You usually need to purchase airline, train, ferry and coach tickets to your holiday resort in advance to reserve a seat and get a good price. If you're hiring a car it's also a good idea to book in advance, but you can arrange local transport like taxis and buses when you're there. You also need to book accommodation to be sure to stay where you want, when you want. There is a wide range of options for different people and pockets: from luxury hotels to roadside motels, family-run guesthouses or B&Bs (Bed and Breakfasts), to selfcatering apartments to youth hostels. You can decide about hospitality (catering and entertainment) during your holiday, unless you book it with your accommodation. B&B means you get breakfast included in the price of your stay. Half board, usually only available at hotels, means breakfast and dinner are included. Full board means breakfast, lunch and dinner are included. This option is common on package or cruise ship holidays to keep the cost down, as are all inclusive leisure activities such as sport, shopping and live shows. Most places have a Tourist Information Point where they give you free information about what to see and do and how to get around. Organised trips often have travel reps (representatives) on hand to help you, but you can also pay a local tour guide to take you sightseeing or show you tourist attractions.

(Source: Catrin E. Morris on English for tourism, 2016)

Past, Present and Future of Tourism

The Industrial Revolution opened up tourism to the working classes. As a result of social and technological reforms a new middle class grew up, who could afford travel. Other phenomena that helped develop the tourist industry were paid holidays. The working British public was given leisure time at no financial loss. The development of railways and steamships made traveling cheaper, easier and more comfortable.

The World Tourism Organization forecasts that international tourism will continue growing at the average annual rate of 4 percent. By 2020 Europe will remain the most popular destination. Space tourism is expected to take off in the first quarter of the 21st century. As computer technologies advance, virtual tourism is likely to become extremely popular around 2010-2015.

The father of modern mass tourism is Thomas Cook who, on 5 July 1841, organized the first tourist excursion. He arranged the first trip by railway. Two years later he organized the first group tour by train. He provided tourists with meals and tickets for the races. So it was the first package tour. In 1855 he organized the first overseas trip to Paris. Thomas Cook set up the first travel agency.

The appearance of motor-cars in the late 19th century and airplanes in the early 20th century changed travel crucially. Jet planes made air travel available to all people. The term «holiday» was adopted after the World War I. In recent years holidays or vacations have been becoming more popular as people have more disposable income. Typical holiday nowadays is a package tour to the mass tourist resort, a winter skiing vacation or a weekend break to a city or a national park. Although mass tourism is growing continuously, there have been a few temporary setbacks, because of terrorist threats to tourist destinations.

The next important factor in the history of travel was the Renaissance. In the 18th century the Grand Tour of Europe became a part of the upbringing educated and wealthy British gentlemen. Grand Tours were taken by young people to complete their education. They traveled all over Europe, but mainly to places of cultural interest, such as France, Italy, the Alps, Holland, Belgium, and Luxembourg. In the late 18th century sea water gained a reputation for its medical properties, and as a result many British coastal fishing villages were transformed into fashionable resorts. It was in the 19th century when health and leisure tourism appeared.

The most important travelers were explorers. The voyages of discovery by Marco Polo in the 13th century, Christopher Columbus and Vasco de Gama in the 15th century, Magellan and Amerigo Vespucci in the 16th century and many other adventurers gave rise to European colonization of a big part of the world. A lot of people started traveling to the colonies: governors, merchants, missionaries, architects and teachers.

People started traveling long ago. The first travelers were nomads and pilgrims, merchants and traders. Waterways were the most important means of traveling. The first travelers used boats and ferries on the water and horses and camels on the land. Travel in Egypt was for both business and pleasure. In ancient Greece people traveled mainly to visit religious festivals, sporting events, the Olympic Games, and the cities, especially Athens. Travel for business was less important as Greece was divided into city-states that were very independent. The Romans traveled to Greece, to Egypt, a site of the sphinxes and the pyramids, and to Asia Minor, the scene of the Trojan War.

(Source: window.edu.ru>Каталог>pdf2txt/059/40059/17353)

International Tourism: UK

The United Kingdom of Great Britain (England, Wales and Scotland) and Northern Ireland is north-west of mainland Europe.

51 million people live in its biggest country, England, a fertile agricultural region, industrial centre and international melting pot. Cornwall, in the south-west, is perfect for surfers, walkers and art-lovers with its long coastline, futuristic botanical gardens - the Eden Project - and great art galleries. The Norfolk Broads, a canal network in south-east England, offer cycling, boating or bird-watching; and London, the capital, in the south-east, is full of history, style and entertainment.

Wales is a small, mountainous and coastal country with frequent rain from the Irish Sea with an economy based on tourism and agriculture. There are about 3 million Q people, but 10.2 million sheep! Losing political independence from England in 1282, Wales became semi-autonomous through its National Assembly in 1999, thanks to a strong sense of identity based on language and culture and represented by its symbolic red dragon. Tourist attractions are: the cosmopolitan capital, Cardiff, with its 72,500-seat Millennium Stadium and recently developed Cardiff Bay, with hotels, bars, restaurants, cinemas, museums, an arts

centre and a leisure village; Snowdonia and the Brecon Beacons, favourite beauty spots for hikers; and many romantic historical castles.

Scotland is the UK's northernmost country with a harsh climate, dramatic landscapes and a population of just 5.1 million. Scotland was united p with England in 1707, but it's very independent due to separate legal, justice, education and banking systems and more recently a devolved parliament. The economy is based on oil and gas, the service sector, and whisky exports. Places to visit include: the beautiful capital, Edinburgh, with an annual arts festival; Glasgow with its Victorian architecture, industrial history and modern music, cafe and art scenes; the UK's highest mountain, Ben Nevis; its deepest lake, Loch Ness, with its legendary monster; or the wild and remote Outer Hebrides islands with rare wildlife.

Northern Ireland is also semi-autonomous with a population of 1.7 million in the north-eastern part of Ireland. Separated from southern Ireland since the 1920s, it was well-known for the violence between Republicans and Loyalists, which ended in 1998. Its main exports are textiles and machinery. Places to visit include: the capital, Belfast, with its political murals; the Victorian Grand Opera House and the Titanic's Dock; and the breathtaking Giant's Causeway, famous for its incredible rock formation.

(Source: Catrin E. Morris on English for tourism, 2016)

International Tourism: Europe

Europe is extremely varied. Greenland, in the north, is largely in the Arctic Circle with deep fjords, glaciers and icebergs, and summer sees endless days and winter endless nights. Many people take nature and cultural holidays to see wildlife like polar bears, reindeer, and whales and experience the unique Inuit culture.

North-east is Lapland, Finland's northern wilderness providing amazing views of the Northern Lights, Aurora Borealis, a spectacular colourful display of lights caused by solar wind entering the earth's atmosphere. Summer is great for hiking and white water rafting adventures, whilst winter tourism includes snowmobiling, sled safaris, skiing and visits to Santa Claus's Village at Christmas.

Europe also offers sun, sea and sand in its southern Mediterranean countries. Spain's four Balearic Islands have everything for recreational tourism. Ibiza, for example, is the choice for young, trendy, party-going

tourists, while Mallorca is a favourite for family beach holidays, but also great for mountain hikes. Menorca is a quieter island, with UNESCO archeological and natural sites. Finally, Formentera, the smallest island, is the destination for tourists who just want to relax.

The Algarve region, on the west coast of Portugal, is well-liked too by beach tourists because of wide sandy beaches, natural bays and breathtaking cliffs.

For the wealthier, more chic tourist, the French Riviera remains fashionable. In Nice, tourists can combine recreation and culture: sunbathing, visiting Impressionist art galleries, eating delicious French cuisine, practising water sports and drinking cocktails.

Along the coast is the small, but nevertheless rich nation of Monaco. It's famous for casinos, its glamorous royal family and the formula one racing track at Monte Carlo, but don't go there unless you're looking for luxury tourism!

(Source: Catrin E. Morris on English for tourism, 2016)

International Tourism: USA

The United States of America is one of the most culturally and geographically diverse countries in the world. The state of Alaska, to the north-west of Canada, separated from the other 49 states, is vast, remote and wild. You can enjoy whale watching or kayaking adventures there.

The north-eastern states of New England appeal to nature lovers because of the beautiful autumn colours, and to cultural tourists because of cities like Boston which has experimental arts museums, indie rock bands, theatre and film festivals and the famous Harvard University. A little further south, on the border between Canada and New York State, is one of America's most breathtaking natural sights, Niagara Falls.

Also of outstanding beauty are the Rocky Mountains, which stretch almost 5000 km along western America between Canada and New Mexico. They are popular for hiking, fishing, camping, skiing and snowboarding. There is a wide range of wildlife to see, including grizzly bears and mountain lions, especially in the Yellowstone National Park.

In the south-west, in the state of Arizona, the Grand Canyon is the most spectacular canyon in the world. 1,800 m at its deepest, it appears red in colour and is home to many species of wildlife, especially birds of prey.

California is full of contrasts. You can go VIP spotting in Hollywood; skiing in the Sierra Nevada mountains; hiking in Death Valley, the lowest, hottest and driest part of North America; or simply surfing and relaxing along the Big Sur with its dramatic coastline and panoramic views.

New Orleans, in the south-east of the USA, is well-known for jazz and blues music and the annual Mardi Gras Carnival. People love the authentic French Quarter with its mixture of European and Afro Caribbean cultures; the nightclubs of Bourbon Street; the shops and restaurants of Magazine Street and the grand mansions on St Charles Avenue.

Florida, known as the 'Sunshine State', separates the Atlantic Ocean from the Gulf of Mexico on the south-east peninsula of the USA. People come to visit the Everglades National Park, the largest subtropical wilderness in the USA where you can see lots of alligators; Disney World, Orlando; or just to experience the Latin American influence on Miami's beaches and nightlife.

(Source: Catrin E. Morris on English for tourism, 2016)

Tourism and tourists

We have now, in fact, adopted a set of definitions so that when various countries collect statistics on tourism they are all measuring the same thing. And so the WTO (the World Tourism Organization) now classifies all travelers under various headings. The most important of these for statistical purpose 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 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 stop over in a port or people simply have a day trip.

Tourist can stay in a country without ceasing to be a tourist and becoming a resident not more than a year. And the reason for the visit must be different from the kind of activity he or she is employed in. So the purpose of the visit has to be for leisure and recreation, for business and professional reasons, VFR. VFR means visiting friends and relatives. Or

perhaps people are traveling 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.

The word tourism can be defined as the activities of persons traveling to and staying in places outside their normal environment not for 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 then there's 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 mentioned above.

(Source: elib.rshu.ru/files_books/pdf/img-503135707.pdf)

Tourism industry

Tourism is not a single industry, but rather a group of related enterprises that are joined together in the common purpose of providing services for the travelling public. Among them are transportation companies – air, ship, rail and bus; the accommodation companies – hotels, motels, camping grounds and marinas; catering services – restaurants, bars, night clubs and food stores; and the wide variety of stores and entertainment that contributes to the amusement of the tourist.

The entire field of tourism pulls a lot of positions together into a single entity – travel agents, tour operators, guides and so on.

A majority of the jobs in tourism, regardless of which part of the industry they concern, have one common denominator: contact with the public, including both the positive and negative aspects of dealing with ordinary human beings.

Anyone who chose a career in tourism should enjoy working with people and be tolerant.

In many of the jobs in which it is necessary to deal with the public, language skill is necessary or desirable. People who hold jobs of this kind include travel agency employees, ticket and reservation agents, airline flight personnel, front-desk employees in hotels, tour conductors or guides, waiters, barmen, and so forth.

The degree of language skill may vary, from using special terms in catering service to speaking fluently among travel agents and tour guides. The degree of language skill may also vary according to the location of the job. Greater skill is required in tourist destination areas than in market areas. In the latter, travel personnel usually work with their own nationals.

The tourist industry differs from many others in that it employs more women than many other kinds of business. Many successful travel agents are women who have established independent enterprises after gaining experience elsewhere in the industry.

(Source: te.zavantag.com/docs/439/index-77779-1.html)

Holidays

If you think that not taking your annual leave makes you more productive, you are wrong. If you are tied to the desk it can damage your health and relationships and it can cost your company money.

The research from the Institute of Management shows that a quarter of Britain's managers don't take their annual leave and the other quarter keeps in touch with their office by e-mail or mobile phone. These people think that an interrupted holiday is part of their job. Many managers are sure they are indispensable and the office will collapse if they leave it for two weeks. More than 40 per cent of UK managers work 50 hours every week and it destroys their health, productivity and relations with the family.

The employers should understand that if their staff are unhappy, stressed and exhausted, they are not going to perform at their best and the business will suffer.

While you need a break from the office, people at your work also need time away from you. We spend about a third of our lives with our colleagues – people we would not necessarily choose to be with – so it's good to have a break.

At the same time if you spend your holidays on a crowded beach with a permanent hangover aggravated by a scorching sun and screaming children, the idea of being in a quiet, air-conditioned office wrestling with month-end reports somehow seems more appealing.

Some people eat badly and booze on the holidays. They are surrounded by treats, sweets and alcohol. and the holiday only aggravates their health.

So, going to have a rest you shouldn't leave your desk in a mess with work undone, otherwise you will spend a lot of time worrying about everything. then plan your holiday in advance and prepare to have the healthy rest. Pack the suitcase, grab the family and enjoy your holiday. So, even the anticipation of vacation generates an increase in positive feelings about the life as a whole, family, economic situation, and health.

Travelers experience a 25% increase in performance after returning home from vacation. Two out of three executives believe that vacations improve their creativity.

(Source: nashol.com › Книги и учебники › Книги по английскому языку)

A Holiday for All Seasons

There is no need to agonize over where and when to take break next year: there are month-by-month vacation charts suggesting holidays each month to suit all tastes, from beaches, skiing, family and under-25 getaways to cruises and weekend escapes.

Who believes in Santa? Fly across the Arctic Circle to Finnish Lapland to meet him and take a reindeer sleight ride.

Get next to nature for a close-up view of geysers and glaciers. Reykjavik isn't cheap but it is clean – and the sights are stunning.

Tiptoe through the tulips on a Dutch bulb-fields tour. Take in Amsterdam's canals and the Hague's museums for more colour and culture.

Join a coastal steamer to discover Norway's spectacular fjords and fishing villages.

Sky in the morning and go biking, hiking, rafting or play tennis or golf after lunch. A trip to Austria is offered for a week including breakfast, packed lunch and dinner with wine.

Celebrate the arrival of spring with a three-night gala weekend in Paris. A dinner and show at Lido or Moulin Rouge, plus a river cruise, will be provided.

Hail a passing gondola or hop on a water bus for a city tour with a difference. The canals and palaces of Venice give it a unique appeal.

Take a Turkish bath and tour the dazzling Topkapi palace, see Istanbul's exotic attractions, have cheap shopping and enjoy eating out at excellent restaurants.

Spend nights under the stars on a 14-day exploration of the deserts and mountains of Morocco.

Discover the temples and superb sandy beaches of Bali, a desirable retreat for romantics and water-sports enthusiasts.

Sail around the Malay Peninsula and southern Thailand aboard a luxury motor yacht.

Camping expeditions may be an inexpensive, fun way of touring the western USA. You will visit San Francisco, the Grand Canyon and Las Vegas.

(Source: ru4.ilovetranslation.com>UN7tv3ZdwYA=d/)

Reasons For Traveling

People travel for lots of reasons. They make journeys to and from school or work every day; visit friends and family; take day trips shopping or to football matches; go out for evening entertainment such as the cinema; and they go away on business or study trips. So when does travel become tourism?

When people travel to and stay in a place which is not where they live. For example there is recreational tourism if you want to relax and have fun, maybe at the beach. There's cultural tourism: sightseeing or visiting museums to learn about history, art and people's lifestyles.

With adventure tourism you explore distant places or do extreme activities. Ecotourism is about ethical and responsible trips to natural environments such as rainforests. Winter tourism is usually holidays in resorts where there is snow and people go skiing or snowboarding. Sport tourism is to play or watch different sporting events like the Olympics.

Educational tourism is to learn something, possibly a foreign language, abroad. Nowadays there is also health tourism to look after your body and mind by visiting places like spa resorts; religious tourism to celebrate religious events or visit important religious places such as Mecca for Muslims; and gap-year tourism when young people go backpacking or do voluntary work between school and university.

(Source: Catrin E. Morris on English for tourism, 2016)

The tour operator and the travel agent

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

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

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

The tour operator is a wholesaler. He tells tour packages to travel agents wholesale and pays commission to them. Sometimes he sells tour packages direct to the public. Tour operators organize tours, so they are the main producers in the tourist industry.

The travel agent works in a travel company. The travel agent like the shopassistant sells goods to customers. The goods which he offers are tour operator's packages.

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

The travel agent also sells separate services. They are flights, hotel rooms, sightseeing tour, car rentals, travel insurances and so on. The travel agent works with the public. Travel agents sell tours, so they are the main sellers in the tourist industry.

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

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

The tourism manager plans tourist business: operations, new products, profit. He controls the results. In a travel company – a tour operator or a travel agency – the tourism manager decides on development and promotion of new tour packages, advertising and sales. He also decides on prices and discounts. The tourism manager hires employees. He selects them and provides their training.

(Source: doclecture.net\1-32114.html)

Sport Tourism

Sport tourism is a kind of active holiday. The purpose of sport tourism is to exercise the body and to keep physically fit. Many clients like to set aside a week or even a few days to concentrate on trying to get fit or to improve their fitness condition. During sporting tours travelers enjoy natural surroundings, fresh air and clean water.

Tourists combine action and relaxation during a sporting tour. Sporting tours may be of several kinds: climbing, hiking, boating, rafting or diving. Within sports tours there is water tourism, mountain tourism, mountaineering, skiing.

Customers can go sailing a yacht or a small boat around the island of Greece or Turkey. If a client has the courage or adventurous spirit he may go parachuting or parachute jumping.

Some tourists prefer golf holidays. They may learn to play golf or improve skills and at the same time enjoy beautiful courses and views.

Customers may be offered horse or pony trekking. They may learn to ride or simply enjoy being close to these sensitive animals. They can travel at a slow pace and enjoy the countryside.

Sport tours very often require preparation and special training. The tour instructors plan the itinerary and then they train tourists how to use sporting equipment. They usually explain all the details of the route, define means of transportation, provision of meals and overnight accommodation.

Sporting or adventure tours may be organized to remote destinations and tourists are to be concerned to protect the environment of the places they visit. Tourists should not destroy the beauty of the places they come to see. Nowadays ecological tourism is becoming very popular in the Alps and other mountains. Tourists now follow special schemes to protect wildlife habitats and to clean up beaches, mountain slopes and to restore monuments.

Mountain tourism began in the 19-th century when tourists went to the mountains of Switzerland to ski in Saint Moritz. They were driven by the fascinating beauty of the Alps and spent their leisure time at the resorts of Switzerland. Then mountain tourism was divided into two types: resort tourism and sport or ski tourism, which is quite popular now.

Sport tourism is popular all the year round.

(Source: doclecture.net/1-3814.html)

Heritage tourism

Heritage tourism involves visiting historic landmarks and locations that are of particular significance to people from certain cultures. In some instances, heritage tourism may entail visiting a modern community in which people live and work in a traditional manner that is associated with their culture. National tourism agencies and private enterprises both market heritage tours that are aimed at both people who are part of the culture being represented and other individuals who are curious to learn about the heritage of people from different regions or nationalities.

Many people around the world trace their family roots to particular nations or regions in Europe, Africa or elsewhere. The term Diaspora is often used to refer to communities of Jews who can be found in different parts of the world as a result of the gradual migration of past generations. In parts of the United States, Australia and elsewhere, there are large communities of people who trace their roots to nations such as Ireland, Italy and China. Heritage tourism often involves people who are part of the Diaspora of a particular culture or nation organizing trips to visit their ancestral homeland. For many people from the Middle East, heritage tourism is often combined with religious tourism or pilgrimages since religion and culture are often entwined.

Nations in Europe, Africa and Asia are often referred to as old world nations because advanced civilizations have existed in these regions for thousands of years. Historic sites such as ancient palaces, castles, traditional villages and various types of monuments in these nations are regarded as national heritage sites. The Great Wall of China, the Colosseum and the Tower of London are all well-known tourist sites that are of historic importance and attract heritage tourists from many nations. In the so-called New World nations such as the United States, Brazil and Australia, heritage tourism typically involves indigenous tribes and the communities who lived in these regions before European settlers arrived.

Travel companies often arrange heritage tourism trips that last for several days or weeks and enable travelers from overseas to visit multiple heritage sites in a particular region or country. These trips are often lead by tour guides who have a broad knowledge of local history and culture. Tour firms also offer shorter visits such as day trips to heritage sites. These trips are often marketed to schools and educational establishments so that history teachers can incorporate field trips into classroom studies.

Aside from organized group trips, heritage tourism often involves independent travelers visiting local sites such as churches or traditional farms. In some communities, people manufacture goods such as clothing, shoes or necklaces in the traditional manner. Revenues generated by the sale of these goods enable local residents to continue to live in the traditional manner and to keep the local heritage alive.

(Source: wisegeek.com/what-is-heritage-...)

Recreational travel

In its broadest sense, recreational travel is any type of travel undertaken for pleasure rather than for business, a family event, or any other kind of obligation. Theoretically, then, recreational travel can involve any type of transport, destination, and accommodation. Some think of this kind of travel specifically as a vacation which is carried out in a camper or recreational vehicle (RV). Others understand the term to mean travel that is spent enjoying one or more preferred leisure activities.

Strictly speaking, the term recreational travel simply means travel that is carried out specifically and solely for leisure purposes. Thus, a business trip would not be considered recreational travel, even if the traveler happens to find the trip pleasurable. Similarly, a journey to one's family home for a holiday, no matter how enjoyable, is not undertaken solely for the traveler's leisure and thus technically does not fit within the recreational category.

With such broad parameters, a recreational trip can take an unlimited number of forms. It may be spent within one's own country or abroad. Recreational travelers can journey by car, airplane, train, boat, bicycle, or even on foot. They can stay in a hotel, at a friend's home, in a tent, and so on.

For some, the expression recreational travel has a more specific meaning that is linked to RVs. In the minds of these individuals, this type of travel is carried out within an RV. The traveler may plan his route carefully or may simply improvise. He might attempt to cover a significant distance or may opt to travel to a single destination and then stay there for the length of his trip. In most cases, the traveler's RV will serve as his accommodation for the duration of his journey, providing a place to sleep and a washroom as well as a space to prepare meals and eat.

To others, the term recreational travel refers to travel that is undertaken for the specific purpose of enjoying one or more preferred recreational activities. While the exact definition of a leisure activity can vary widely from person to person, for most people it is something that they find both enjoyable and relaxing. As such, recreational travelers could potentially spend their trip participating in activities as diverse as fishing, knitting, skydiving, or attending a rock fantasy camp.

(Source: wisegeek.com/what-is-heritage-...)

Water tourism

Water tourism involves traveling to locations specifically to take part in water-based activities. Some people who do not wish to partake in water related activities embark on water tourism trips so that they can visit tourist sites that sit close to bodies of water such as lakes or oceans. Water tourists are often independent travelers, although some travel firms do organize group trips.

Ocean conditions in certain parts of the world are ideally suited to surfing and other types of water sports. People from all over the globe go on water tourism trips to Hawaii, California, Australia and other destinations that are synonymous with surfing. Many of these tourists visit these locations in order to participate in surfing while others come to these places in order to watch professional surfers compete in major competitions. Some travel firms offer package deals to surfers that include hotel accommodation and meals. Local vendors rent out surfboards and other equipment that visitors can use if they want to try their hand at wakeboarding, waterskiing or other sports.

While water tourism often involves active pursuits, some water tourists visit islands and coastal regions in order to participate in more leisurely pursuits such as diving or snorkeling. Travel operators organize tours of coral reefs and arrange for local tour guides to preside over expeditions on which travelers can swim with local marine life such as dolphins or even sharks. Some tour operators also cater to families who are primarily focused on swimming and sunbathing rather than interacting with marine life.

Water vacations sometimes involve inland destinations such as lakes and rivers. Tourists can sail or swim on lakes while many rivers are ideally suited to white water rafting. Some nations such as the United Kingdom

and the Netherlands have extensive canals and water tourists can rent out boats and travel the country via the canals. Other tourists prefer to embark on shorter trips involving rented canoes or kayaks. Additionally, some leisure companies operate water parks that contain swimming pools, water slides and areas for canoeing or kayaking.

Tourists often visit well-known destinations such as major water parks, popular lakes or well renowned beach locations but some travel firms market deluxe vacations to remote regions such as islands in the South Pacific. These trips are designed for people who want to avoid major crowds and who have the financial resources to make their way to these remote destinations. In some instances, water tourists stay in traditional beachfront huts that contain luxury upgrades such as satellite television or king size beds. They can participate in a wide range of water based activities, ranging from fishing to deep sea diving.

(Source: wisegeek.com/what-is-heritage-...)

Wine tourism

Tourism is term that is used to define travel that is predominately for recreation or leisure. Wine tourism is recreational or leisure travel with wine as the central focus of the trip. It might be visiting a vineyard, winery or wine region. The term «wine tourism» also can be used for recreation and leisure travel to restaurants that feature specific wines and for visits to wine festivals. The wine tourism business is all the business related to wine tourism, including promotional material, tour organizations and package trips to wine regions.

Grapes tend to grow in specific climate conditions. They can't grow everywhere, so regions that are successful tend to attract more than one winemaker to the area. Instead of visiting just one vineyard or winery, wine tourists often have a whole region to explore. Grapes grow best in regions that have mild winters and hot, dry summers. These climate conditions are appealing to tourists as well making wine tourism synonymous with blue skies, clear weather and rolling green vineyards.

A visit to a vineyard and winery is a chance to taste some of the wines where they are made. Most wineries have tasting rooms where tourists can chat with the winemaker or the owners. In a wine growing region, this offers tourists a chance to taste some of the wines produced by wineries in that area.

Pairing wine with food is an art. Wine tourism can include a visit to a restaurant that specializes in fine wines or in wines from a specific region. Festivals are another common activity. Featured wines are often paired with food to bring out the best flavors in each. Wine festivals also commonly include grape stomping, music and other cultural activities.

France, Italy and Spain have always been known for their wine-producing and grape-growing regions. These regions are steeped in history and wine tourism opportunities. Many of Europe's wineries have centuries of history behind them.

Winemakers have discovered suitable grape-growing regions outside of Europe. California's Napa and Sonoma regions have seen a blossoming of wineries and vineyards. Eastern Oregon and Eastern Washington are areas where vineyards and wineries have multiplied. Australia, New Zealand, Chile and Argentina also have wine industries.

(Source: wisegeek.com/what-is-heritage-...)

Space tourism

Space tourism is pretty much exactly what it sounds like: tourism in space. Space tourists book tickets on spacecraft to get a chance to experience space for themselves, on trips of varying durations. On suborbital spacecraft, for example, a space tourist might get only a few minutes in space, just enough time to experience weightlessness and get a taste for space, while other space tourists book tickets on orbital flights, traveling into space for hours or days at a time. As of the late 2000s, space tourism was largely hypothetical, but the groundwork to turn it into a major industry was being laid.

Humans have long been interested in space, and when manned spaceflights began launching in the mid-20th century, a number of people got very excited about the potential for space tourism. Several nations expressed an interest as well, with savvy governments and companies realizing that it could be quite profitable, when handled well. It was Russia which propelled this process from an interesting concept to a reality, taking Dennis Tito, the world's first space tourist, into space in 2001.

Some governments have been reluctant about the concept of space tourism, arguing that it is dangerous, expensive, and serves no practical purposes. Others argue that if people can afford to go and they have an interest in traveling into space, one might as well make that option

available. By encouraging space tourism, governments could also benefit from the revenue, and they could establish legal boundaries, ensuring that the visits are as safe as possible for everyone.

The term «space tourism» is disliked by some people, since «tourism» has pejorative associations to some. «Personal spaceflight», «private research», and «civilian spaceflight» are all used as euphemisms for the phrase. Whatever one might call it, space tourism is certainly a status symbol, with people paying huge sums of money for even the briefest of suborbital flights, let alone flights on craft which are actually capable of achieving orbit. According to reports, it is also an awesome experience, giving people a chance to see the Earth from space and to experience the weightlessness and vastness of the universe.

Imaginative books and comics from the 1960s seemed to suggest that everyone would be a space tourist by 2000, merrily traveling between planets, visiting luxury space hotels, and even flying their own spacecraft. Much like flying cars and many other 1960s dreams of the future, this did not come to pass, but it doesn't mean that it won't happen some day.

(Source: wisegeek.com/what-is-heritage-...)

Business Tourism

Business tourism is a travel for business purposes. Travelling on business has become one of the main sectors of the travel industry. Nowadays the tourist companies try to provide business travelers with all the possible facilities for a comfortable business journey with compartments away from other travelers, international telephone calls, tasty meals when they want to, and in general a greater control over their environment.

Business travelers are businessmen and government officials. They often travel to attend a seminar, a conference, an international exhibition or a trade fair.

Convention tourism, including visiting seminars and conferences has become a very important part of business tourism.

There are a lot of tourist companies now providing travellings and other services for business tourists. They offer faxes, E-mail and telephone communications for them. They also provide business tourists with secretarial services, answering services, business-meeting arrangements.

Usually airports, hotels and even airplanes provide business facilities for business travelers.

In future tourist companies will provide more services for business travelers. They will not only provide first class services for them, but also collect information on markets and trade fairs, economic data, arrange negotiations. They will also arrange different excursions to famous sights and provide good opportunities for having a good rest at the destinations.

(Source: doclecture.net/1-3814.html)

Familiarization Tourism

Familiarization tour is another part of incentive tourism. It means that a tourist or a business company sends its staff on education tour to other business companies in different destinations. The main purpose of an educational tour is to get familiar with the kind of service provided by different tour operators.

During these tours the company managers get acquainted with local facilities, hotels, restaurants and local attractions. They study the practice of the tour operators or local agencies. The main purpose of travel staff on a familiarization or FAM tour is to get necessary knowledge from personal experience. After the familiarization tour the travel agency clerks know better what to offer and what to explain to the customers about the destination.

If a tour operator wants to promote a new destination he should organize a familiarization tour for the staff of different travel agencies that will sell this destination to customers. So a FAM tour is an incentive to the travel agency staff and a benefit to the tour operator who organizes this tour.

FAM tours are very popular and they will become even more popular in future.

(Source: doclecture.net/1-3815.html)

Type of transport

Air travel is a fast way of travelling both for domestic and international journeys. Some airline companies operate scheduled flights, when take-off and landing are at major airports in major cities. Because departure and arrival times are regular and guaranteed tickets can be

expensive. Alternatively, there are cheap charter flights when a travel company buys all the seats on a plane and sells at a discounted price. Charter airlines and low-cost scheduled airlines often operate from more accessible local airports and fly direct to holiday resorts, particularly in peak season. You usually need to buy tickets in advance. It is also possible to buy round the world tickets where you stop off at different global destinations. There is a limit to how much luggage passengers can carry and it takes time to check-in for flights due to security checks. Nowadays many people try to avoid taking too many flights because they aren't good for the environment.

Sea travel can be a clean alternative to air travel. Ferries operate from one mainland destination to another, or between islands, departing and arriving at major ports. You can often take your car on ferries and there are no limits on the luggage you can carry. Journeys are long compared to flights and they can be quite expensive, especially if you sleep in a cabin overnight. You can buy tickets directly from the ferry companies or through tour operators, usually in advance. You can also take a luxury cruise, but they are generally quite expensive, all-inclusive packages.

Rail travel also has a low environmental impact and is a very flexible and convenient mode of transport because you can buy tickets in advance or just turn up at the station. Price varies a lot according to distance and destination. Luggage allowance is limited on trains, but on long distance trips you can book a bed to sleep in, called a berth. There are also young person's rail passes for travelling around Europe and many countries have cheap or subsidised rail travel.

Road travel can be by car or by coach, but neither is very environmentally friendly. Car travel is very convenient because you can choose your own departure and arrival points and times, and take as much luggage as your vehicle can carry. The cost is generally low apart from fuel and any tolls, but travel time can be long. Alternatively you can arrive at your destination and hire a car on arrival, but this can be expensive. Coaches, like trains, follow timetables and you need to buy tickets in advance to be sure of a seat. Journeys can be slow and arrival times are unpredictable because of traffic. They are however cheap and convenient, with stops at both major and minor destinations.

(Source: Catrin E. Morris on English for tourism, 2016)

Travelling by railway

In many countries in Europe, Asia, In the United States and Canada trains present a major mode of transportation. Most foreign trains are run by their governments, which view efficient and extensive passenger train service as necessary to their people. This is a very popular form of mass transportation. In the European countries rail transportation is rather economical. In Europe tourists usually buy The European rail pass (Eurailpass), which is used for traveling in the 16 European countries of Germany, France, Spain, Portugal, Switzerland, Austria, Greece, Italy, Luxembourg, The Netherlands, Sweden, Belgium, Finland, Norway, Denmark and Ireland. The Eurailpass is valid for specified periods such as 15 or 21 days or one or three months. The pass is sold to tourists only outside Europe usually through a travel agent. European residents are required to purchase a local pass.

European trains differ from trains in North America in speed, seating and sleeping areas. For example, The Tres Grande Vitesse (TGV), a long-distance train, operates between Paris and Lyons and on to Mrseilles at speed of 175 to 250 miles per hour. Even at high speeds, the train is smooth enough for a glass of wine to sit on the table undisturbed. In seating and sleeping areas, most European trains are divided into first- and second class sections, with price and comfort making the different class choice. Passengers can pay an additional fee to reserve a couchette or a bunk in a second class compartment or a wagon-lit, which is a private sleeping compartment for one or two people in first class.

The Eurotunnel which opened in 1993 in Europe is a tunnel between 25 and 45 meters below the sea bed. It operates between Folkestone in the United Kingdom and Sangette in France. Passenger vehicles and their occupants are transported through the tunnel in enclosed wagons which are brightly lit and airconditioned. The overall transit time for passenger vehicles through the system from entrance to exit of the terminal is between 50 and 80 minutes. Speed and reliability appeal to many travelers because the Eurotunnel trains are not effected by adverse weather conditions.

The Japanese National Railroad (JNR) began the bullet train in 1964 between Tokyo and Osaka for the Olympics. The bullet trains called MAGLEV (Magnetic Levitation trains) travel faster than 100 miles per hour and they have reduced the normally 18-hour trip to 3 hours and 10

minutes. The service and speed of the Japanese railroads have virtually stopped the airline industry from making any headway in Japan. The bullet and intercity trains are the only trains in the system which operate in the black. As a result JNR was divided into six regional passenger companies (collectively called Japan Railways) in 1987. A separate company leases the three bullet trains.

Other popular foreign railways are the Orient Express from Paris to Istanbul, «The Palace on Wheels» in India which is a deluxe train made up of the original carriages used by Indian princes, and the Blue Train from Capetown to Pretoria in South Africa.

In Russia there is the Trans-Siberian Special from Moscow to China. The trains in Russia have got «Soft class» which is equivalent to first class providing upholstered seats and «Hard class» equivalent to second class with plastic or leather seats which convert to sleeping accommodation for night travel as sometimes it takes several nights to get to the destination.

For travel in foreign countries rail provides the opportunity to view the land and people from comfort of a train while reaching the final destination rested and relaxed. Generally most countries around the world offer rail travel but the class of services varies considerably from country to country. Travel agents should always check frequency of service, availability of accommodation, safety and standards before recommending the rail service to their clients.

To make a reservation requiring a seat or sleeping accommodation the travel agent would use a computer, checking availability and making the reservation by telephone, fax or E-mail.

Often a reservation is not required but a railway ticket is necessary. The clerk is required to complete each information section of the ticket stating the name of the section of departure and arrival, date of travel, validity of ticket, class of travel, description of fare, for example, ordinary single, city saver. Ordinary return, number of adults and children, total of fare charged and your travel agency code number confirming place of issue.

(Source: lektsii.org/8-79897.html)

Bus travel in tourism

Buses got their start as horse-drawn coaches in the inner cities of Europe and North America. The first gasoline-powered bus began service

in Germany in the early 1900s – and was used for inner city mass transportation. Today most buses are still used for inner city movement, but the industry has expanded to include short- and long-distance scheduled services, charter services and tours. The motor coach or bus industry, though one of the most uncelebrated areas of travel, is not subject to any exciting changes and expansions. This statement is based on the increased interest in bus tours and the comfort factor now seen in buses, or motor coaches. The industry is looking promising but it has not always been that way.

The use of buses increased its ridership everywhere in the world in times of an energy crunch such as in 1973 and 1979. After this time the industry changed dramatically. New tour companies entered the marketplace nearly every day for months.

For example, Greyhound, the largest single bus company, which provides nationwide routes in the US, is now operating a system that is 22 percent bigger than it was in 1989. The reorganization of Greyhound continues.

Promotional strategies stress the reasons why people take a bus over other modes of transportation. These reasons are that a bus has good value, better access than other transportation modes, easy ticket and routing procedures, good sightseeing along its routes arrangements for large groups to take the same bus whether it is a charter, tour or scheduled bus.

The bus itself has undergone many changes to improve the likelihood of increased passenger loads. Buses have become luxury coaches with larger windows for viewing, seats that are versatile in comfort and size, lavatories with more space and smooth rides under almost any mad conditions. Some buses have swivel seats and tables that can be placed between seats for eating and entertainment.

The price of a package tour is relatively low in comparison to the individual's planning and traveling time and cost. Keeping the price competitive convinces more people that the convenience of having everything arranged is well worth the relatively minor additional investment.

Another marketing strategy used by some tour companies is the mystery tour, in which the consumer agrees to the planned tour without prior knowledge of the destination. The traveler is told what type of clothing to carry (such as swimsuits and shorts for warm weather destinations or jackets and gloves for colder weather destinations) but is

not told the exact place. The excitement of not knowing where one is going has caught on as a very popular tour. Perhaps a great deal of the mystery tour success is attributable to the lack of expectations for the trip. Because travelers cannot have expectations of the destination or the route almost everything is acceptable to them.

Another tour operator marketing strategy is to use the services of a travel agent increasingly in tour arrangements. In the past most tour companies tried to sell the tours themselves without assistance of travel agents. Several companies have now developed strong travel agent programs that include agent commissions for each tour sold. The cooperative effort should increase revenues for both parties.

(Source: lektsii.org/8-79898.html)

Sea cruise industry

The sea cruise industry got its start when the airlines became a popular mode of trans-Atlantic transportation. Up until the late 1950s, ocean liners such as the Queen Mary and the Normandie were the only way to travel across the ocean. These ocean liners traveled on a fixed routes and a fixed schedule. When air travel became the choice of both business people and vacationers for intercontinental transportation, the ocean liners nearly died. There are still a few ocean liners for those people who fear flying and have more time. The lack of passengers, however, required the shipping companies to take a good look at the competition. Although the ships were no longer needed as a major form of transportation, they did have alternate uses and could become a resort themselves, able to compete with resorts and hotels rather than with airlines. This is exactly what happened.

The slogan «Being here is all the fun» became the major one for the sea cruise industry. Cruise lines repositioned the concept of a cruise to be a destination resort rather than a mode of transportation.

With this repositioning a tremendous growth in the industry occurred. In 1970, only half a million people cruised. In 1991 more than 1 million people cruised. Twelve new ships were introduced in 1992 alone, bringing the Cruise Lines International Association Fleet to 130. By the year 2000 50 more ships had been built or refurnished and the passenger volume had more than doubled the 1992 volume to 10 million passengers.

The increased number of ships is expected to add more than 30,000 new jobs.

The growth trends in cruises are a positive sign for the travel industry. When cruise line passenger volumes increase, revenue amounts increase for airlines, hotels and restaurants. The positive correlation between passenger volume and other portion of the travel industry has encouraged cooperative arrangements between cruise lines and other transportation segments such as airlines and rail. It has also encouraged cooperative arrangements with resorts and attractions.

Industry experts predict that the future of the cruise industry will bring merges and acquisitions as well as the emergence of a few larger lines that will tend to dominate the marketplace. Cruise lines are certainly the largest component of the cruising industry but smaller cruises on rivers, coastal areas and lakes are also common.

(Source: lektsii.org/8-79900.html)

Air transport in tourism

Air travel is described in terms of scheduled and nonscheduled service. In addition to commercial flights, another part of the airline industry is general aviation. General aviation includes corporate fleets for use by private corporations, small private planes for business and pleasure and special services planes such as for fire prevention and law enforcement. Corporate fleets are becoming more popular as airline prices increase. This could pose problems for the airlines if their business travel drops drastically. Scheduled air carriers are those that operate on defined domestic or international routes for which licenses have been granted by the governments concerned. Scheduled services can be offered by private companies or public entities. In most countries the public or government subsidized airline will be the national flag ship carrier such as Air New Zealand in New Zealand. In the United States all air carriers are privately owned. Air carriers can be designed to carry passengers only, cargo only, or a combination of passengers and cargo. Nonscheduled airlines or charter air services are arranged to fly wherever the group has planned to visit. A charter refers to the rental of a plane, bus or ship for the purpose of transporting people from one location to another, usually at lower rates than regularly scheduled service. The charter service is arranged by a tour

operator, although, since deregulation, the difference between scheduled and nonscheduled flights has become blurred. Many scheduled air service companies also offer charters and charters have been opening their services to cities with scheduled flights. Charter flights have much more flexibility than operators of scheduled flights by being able to fly in and out of their own time and even to cancel the flight if necessary. One major difference in charter versus scheduled carriers is the space available for seating. Many charter carriers have changed the seating configuration to accommodate more passengers. This results in crowded conditions on many charter flights. The savings in price, however, usually make up for the uncomfortable seating arrangements.

(Source: lektsii.org/8-79901.html)

Tourist Promotion

There have been three aims of most tourist promotion lately. The first has been to retain the established market of people for whom travel is a normal form of recreation.

The second purpose of tourist promotion has been to increase the size of the market. In order the tourism to grow, it is necessary to attract people who would not have traveled much until the last few years. It is significant for tourism that labor unions now fight for fringe benefits such as longer paid vacations and shorter work weeks. A three-day weekend, a distinct possibility in the not-too-distant future, would almost certainly cause an increase at least in domestic tourism.

The third goal of tourist promotion has been to overcome what might best be called its seasonal bias. In many countries, summer was the traditional vacation season. In France, the summer vacation has extended even to the shutting down of many stores and small businesses. Hundreds of thousands of Frenchmen leave Paris in August for the south of France or for destinations outside the country.

Winter vacations have been heavily promoted to spread tourism more evenly throughout the year. There has been a big increase in facilities for winter sports. Ski resorts have sprung up which attract not just the wealthy to resorts but also the office and factory workers who want to get out on the ski slopes for a winter weekend.

Many different organizations are involved in tourist promotion. They include official and semiofficial tourist bureaus, the transportation companies, tour operators, retail travel agents, and individual hotels or hotel chains. Through their tourist offices, governments do a great deal of tourist promotion, both in the form of advertising and publicity. Governments of some countries launched an advertising campaign to attract foreign visitors and thereby help overcome their huge tourist deficit.

There are two major kinds of promotion – publicity and advertising. Publicity might well be termed free advertising. It consists of stories placed in newspapers and magazines about travel, accommodations, restaurants, and other parts of the whole tourist industry. Many newspapers and magazines carry such stories regularly as features. Professional travel writers journey from resort area to resort area to report on the facilities and amenities that are available.

News events that apparently have nothing to do with tourism frequently provide a great deal of indirect publicity for the industry. The Olympic Games are an excellent example. Stories about the Olympics appear on the sports pages, but a desire to see the Games is generated in many people by all the publicity. Some news events, on the other hand, discourage tourism – the bombing of luxurious hotels in San Juan, for example.

Another kind of tourist-connected public relations comes under the heading familiarization. People in the industry, especially those involved in sales – travel agents – are frequently provided with free trips to tourist destinations. They will be able to answer questions from their own experience. Familiarization trips are often extended to other people in the tourist industry, especially tour operators and employees of the transportation companies and government bureaus.

Tourist advertising is a large business in itself. Most of the advertising is directed toward the large tourist-generating regions.

Media, the plural of medium, is a term that is used for the different means of spreading information in the form of news and advertising. Newspapers and magazines – the print media, and radio and television – the broadcast media – are usually included in the term. Once the market area has been pinpointed, the advertiser tries to select the particular medium that will reach those people who are likely to purchase the services that he is promoting.

Television reaches the largest market, one that generally cuts across different social and income groups. TV time is also very expensive, so it is used principally by transportation companies and government tourist agencies for institutional advertising, keeping the name of the company or the region in the public view without giving many specific details about services. Radio serves a more limited audience since it cannot transmit the beautiful pictures and colours of television. But it is unique because it can reach people driving their automobiles.

Of the print media, newspapers reach the broadest group of people. Many papers in big tourist markets have a weekly travel section. In addition to feature stories, the travel section carries many ads for particular tours and particular resorts.

Most magazines nowadays are directed to special-interest groups. Gourmet is a good example. Some institutional advertising appears in magazines, but for the most part they carry advertising directed to the groups who read the magazines. Some magazines are intended specifically for the travel trade.

Another form of advertising is the brochure. It can be an elaborate pamphlet on glossy paper with beautiful color photographs, or a simple throwaway with a page of details for a tour. Tour operators distribute brochures and throwaways in large numbers to travel agents in the market area they are trying to reach. In addition, many of them are sent out by direct mailing to selected list of customers by tour operators and travel agents. The names and addresses are gathered from those who have been on previous tours, from people who hold credit cards, or from similar sources.

Perhaps the most effective kind of tourist promotion is the one that cannot be manipulated by the industry. This is word of mouth, what one person says to another about his vacation. And this is indeed a major topic of conversation among people who travel. Like news stories, the results of word of mouth can be good or bad. A recommendation of a resort or hotel by one family to another can significantly influence the choice people are likely to make. On the other hand, bad report spread around by disgruntled tourists may sharply cut tourism.

Among other things, word of mouth guarantees that the tourist industry will provide more or less what it promises. One might say that it is a powerful force in keeping the industry honest.

(Source: om.net.ua/7/7_2/7_27219_Tourist-Promotion.html)

Professions in tourism

People in tourism are tour operators, travel agents, booking agents, ticket agents, travel consultants, tourism managers, tour guides, guide-interpreters, animators and travel writers.

The most important person in the tourism business is the tour operator.

The tour operator works in a tourist company. He develops tours which are also called tour packages. A tour package includes transportation, accommodation, catering, transfers, insurance, obtaining visas, excursions and other things.

When developing a tour package the tour operator works with transportation companies or carriers, hotels, restaurants, museums and other suppliers of tourist services. He holds negotiations with them and establishes the policy of the company for the coming tourist season. He promotes and markets tours on the domestic and international tourist markets. He also advertises his tourist product in newspapers, magazines and electronic mass media.

The main thing about the tour operator is that he is a wholesaler. He sells tour packages to travel agents wholesale and pays commission to them. The commission he pays is from 5 to 10%. Sometimes he sells tour packages direct to the public.

The tour operators are the main producers in the tourist industry as they organize package tours.

The travel agent is another important job in the tourist industry. He usually works in the travel company and sells tourist products that tour operator produce. But he sells tourist products retail to the public unlike the tour operator who sells tourist products wholesale.

The retail travel agent sells such kinds of tourist products as transportation or flights, accommodation or hotel rooms, catering or meals, transfers from the airports to the hotels and back, sightseeing tours or excursions, car rental or car hires, airway and railway tickets and so on. This is why the travel agents are the main sellers in the tourism industry.

The term «retail» distinguishes him from the tour operator or packager, who can be considered the manufacturer or wholesaler of the tourist industry.

The retail travel agent may do some local advertising but in this case costs may be shared with tour packagers or transportation companies.

The travel agent usually offers customers all the arrangements for his trip without going to different places for his airplane ticket, hotel booking, car rental, sightseeing trips and whatever else he may want for his trip.

In return for the customers who are brought in by the agencies the airlines give special care and attention to the agents. They may set aside seats on some popular flights just for agencies. They also give assistance to the travel agents in working out fares.

The travel agents are usually paid by means of commission.

All managers perform the major functions of planning, organizing, staffing, directing and controlling. The tourism manager who works in a tourist company usually runs some tourist business. He supervises all kinds of operations in a tourist company. He also supervises the tourist company staff.

The tourism manager plans the tourist business, he provides tour operations, developing of new tourist products and obtaining profits. He is in charge of the results.

The tourism manager decides on development and promotion of new tour packages, advertising and sales. One of his duties is to decide on prices and discounts.

The manager is required to spend a lot of his time in the negotiation role. Negotiating may be required on contracts with suppliers, representatives of other tourist companies.

The tourism manager is responsible for hiring the employees and their work. He selects them and provides their training, improves employees' performance, reduces conflict situations, provides feedback on performance and encourages growth.

The manager is also responsible for determining who in the company gets the resources and how much each person earns. The resources include money, equipment and access to the manager's time.

When the tourism manager is just the head of some department in a large tourist company he reports to the general manager.

The tour guide is a person who accompanies a group of tourists on a package tour. He is also called a tour leader, a tour manager, a tour director or a tour escort in the USA. The tour guide may be an employee of the tour operator or a free lancer who is employed in high season only.

Usually the job of a tour guide includes meeting and accompanying groups of tourists. He provides commentaries, reconfirms accommodation, helps with luggage, sorts out problems and provides sightseeing tours.

He is a person who generally creates an enjoyable atmosphere among tourists and deals with all their problems.

The tour guide must possess the two main qualities above all: he must be a sociable person and have a good knowledge of many things. The knowledge of a foreign language is becoming more and more valued. People who speak a foreign language clearly and can be understood are normally at advantage.

So the tour guide usually speaks the language of the tourists perfectly well. He must be able to translate well from one language to another, tell all sorts of stories about his destination and answer lots of questions in foreign languages.

The tour guide always knows history, geography, art and culture well. He knows well the history and the sights of his destination. He usually answers a lot of questions.

Sometimes the term «guide» is used for one in charge of local sightseeing. And another term «conductor» is used to denote the one accompanying a group throughout its travels and making all the arrangements for the group.

Some very important people in the tourist business began their careers as tour guides in their native destination.

Many resort hotels and nearly all cruise ships employ people who are in charge of the activities and are supposed to entertain and amuse the customers. These people are known as animators. Chief animators are often called social directors.

They organize the activities of tourist during the day at the resort or on board a ship. They involve the willing and reluctant guests in action. The animator invites guests to take part in the fun and games.

The chief animator or social director organizes and conducts parties, shows, sport or art contests, games for children and grown-ups. He communicates with guests a lot.

A good animator or social director provides entertainment for the guests in their native language. All the guests enjoy his speaking several foreign languages. The animator is a very artistic person. He usually sings well, dances well and acts like an actor. He is always an easy-going person and a pretty good mixer.

While speaking about the animator we should mention that he is the main entertainer in the tourist industry.

In addition to social directors and animators resorts employ a lot of people to supervise activities in which the resorts specialize – golf and tennis pros or swimming, skiing and scuba diving instructors.

(Source: <https://opentextbc.ca/introtourism/.../chapter-7-travel-service.>)

10 Reasons to Start a Career in the Travel and Tourism Industry

1. Ease of Start and Advancement

One in three people get their start with a job in the tourism sector and if you're enthusiastic and driven, advancement is often faster and easier than in other sectors, meaning the potential to kick-start your career and climb up the proverbial ladder is great.

2. Career Choices

The job prospects and choices in the industry are fantastic with endless opportunities. There are a huge range of jobs in a variety of sectors including Travel Agent, Wholesaler, Visitor Information, Tour Operator, Cruising, Transport, Events and Tourism Services.

3. Tourism is a Growth Industry

According to the Minister for Trade and Investment, Andrew Robb, the Australian tourism industry is one of the country's greatest strengths "[it] is our largest services industry export, earning \$26 Billion a year." To further enhance your prospects, the government has also launched the Tourism Employment Plan Guide and a new Tourism Employment Plan Advisory Service, to help the industry overcome regional labour and skills shortages.

4. The Travel Industry is Innovative

The travel industry is one of the most competitive and innovative industries in the world with international destinations all vying for top spot. This ensures that new creative ideas and services are constantly being developed to keep up with tourist's needs in order to stay ahead of the competition.

5. Variety

There's a job to suit everyone in the tourism industry. With such diverse jobs in the industry, you can work in any kind of environment you wish, whether it be a routine nine-to-five or a more glamorous and unpredictable role.

6. Transferable Skills

The skills gained working in the travel and tourism industry can be used in a number of different sectors and positions, whether inside the industry or in other business.

7. Travel While You Earn

If you're thinking of pursuing a career in the tourism industry then it's more than likely you're passionate about travel and one of the top reasons for choosing to work in the sector is that in many positions you can travel while you earn a living, whether locally, nationally or internationally.

8. Learning Potential

Another great reason for working within the industry is the potential for learning about a number of tourism and travel subjects, including gaining local travel knowledge, learning about different cultures and nationalities and finding perfect travel destinations when you're ready to take a break.

9. Your Ethics

The tourism industry has an immense economic value for a country's economy and people and greatly benefits local communities through the creation of jobs with fair wages without exploiting the local environment.

10. Making People Happy

Lastly, but certainly not least is your potential to make people happy. There are a number of roles in the industry that are all about helping people to go on their dream holiday and creating an experience they'll never forget. According to Michael Owens, President and CEO of the Tourism Leadership Council, "My job is to make people happy."

(Source: quora.com>Is-tourism-industry-a-good...for-a-career)

Hospitality as one of the major aspects of the work of the tourist companies and travel agencies

Hospitality is an important part of the tourist industry. Tourism and hospitality are very closely connected as travelers always need a place for accommodation and catering. The accommodation sector is central to tourism. The flows of tourism are directly influenced by the size of the accommodation sector, by the quality it offers, and by its possibility to adapt to demand. Accommodation depends on the following factors:

Seasonality – as its economic activities are seasonal and accommodation implies a great flexibility in structures.

Manpower planning – as this industry is labour-intensive. It requires accurate forward planning of temporary employment.

Perishability – as its product cannot be stocked. Accommodation products that are not consumed cannot be stored for use at a future date. Non-utilization in hospitality is rather expensive.

The success of tourism depends on the quality of the hospitality and customer service and the efficiency of the operation provided by the staff of the hotel.

The hospitality product consists of the following constitutive parts and services provided by them:

Built accommodation or alternative accommodation presented by hotels, holiday centres or campsites, caravans and cruise ships;

Individual or collective accommodation presented by second homes or holiday villages;

Profit and non-profit making accommodation presented by hotels or holiday camps for children and social tourism.

The hotel is the traditional form of tourist accommodation. It creates direct and indirect employment and provides an important source of foreign currency.

(Source: dut.ac.za/faculty/management/...)

People in hospitality

The receptionist works in the front office of a hotel. The receptionist is in charge of the check-in. She meets and greets guests, registers guests and assigns rooms to them. The receptionist must ensure that the check-in procedure is brief and convenient. The receptionist must help guests do the hotel formalities. The receptionist must send the signed registration card to the cashier's office. The receptionist answers to phone. She answers questions of visitors who have come to see the hotel guests.

The concierge works at a hotel's information desk. The concierge must speak a few languages because she has to help guests from other countries. The concierge must help guests in all ways. She can give orientations in the city, arrange taxis and sightseeing tours. She can offer entertainment. She can make theatre bookings.

The hotel manager is the head of a hotel. He may have the name of the general manager or the managing director. In a small hotel the manager may be the owner of the hotel. There may be different management positions in a hotel: the assistant manager, the resident manager, the night manager. The assistant manager helps the manager and manages the hotel when the manager is not present. The resident manager is the manager who permanently lives in the hotel. The night manager is on duty during the night.

The chef works in a restaurant or in the food and beverage department of a hotel. A restaurant may have different chefs. At the head of them is the head chef. The head chef is the kitchen supervisor. He manages the kitchen of a restaurant. He has to select menus and to plan the meals. He has to taste the dishes. In a big restaurant there may be different specialist chefs: the soup chef, the sauce chef, the vegetable chef, the pastry chef and others. The reputation of the chef may increase its business.

As a rule, the restaurant manager runs a restaurant but he doesn't own it. Sometimes the restaurant manager may own and run his small restaurant. The restaurant manager is in charge of the restaurant policy and operations. He has to decide on the image of his restaurant. He has to plan its business. He has to decide on purchases and sales. He hires the restaurant staff and provides their training. He must see that the guests are happy with the service and have no complaints.

(Source: <https://studfiles.net/preview/3995201/page:11/>)

Hotel services

When hotel guests arrive, they expect the front office clerks to offer them a nice welcome. They will want someone to help them in checking-in. The front office is in the lobby of a hotel. It consists of the reservation department and the reception desk or the front desk. The reservation department provides booking of the hotel rooms. The front desk provides sales of rooms, guest registration, key service, message and mail service, guest accounts. The receptionist or the room clerk will help the guest to check in. When the receptionist watches the guest arrive, he meets and greets him. The receptionist asks the guest to fill in a registration form and assigns a room to him. A hotel guest always wants someone to take care of

his room key. The front desk will do it. There is often a key drop at the desk.

When hotel guests check in, they expect someone to show them to their rooms. They also want someone to help them with their luggage. Often guests would like some employee to run errands for them. These are duties of the bell service. At the head of the bell service is the bell captain. The bell captain's post is next to the front desk. The bell captain directs bellmen. The bellman escorts the guest to his room. He must show where the light switches are. He must also explain how to use the room appliances: the TV-set, telephone, air-conditioning. In many hotels the bellman also carries the guest's luggage. But some hotels have got porters who must carry the luggage. The bellman also runs errands for the guests. They can even page guests in the hotel. You can see a bellman carry a sign with the name of the guest whom he is paging. Or you can hear a bellman call out the name while he is carrying the sign.

When guests stay at the hotel they expect somebody to clean their rooms. The housekeeping department does it. At the head of the housekeeping service is the housekeeper. He supervises the chambermaids. Chambermaids prepare the rooms before the guests check in. Generally the maids air the rooms, make the beds, dust the furniture, vacuum clean the floor, wash the bathroom, empty the waste baskets. Chambermaids use master keys to provide security for the hotel rooms. If the guests need extra bedding or rollaway, the housekeeping service will do it. The housekeeping service provides hair-dryers and irons if the guests need them. He also informs which rooms are occupied and which rooms are vacant.

When guests stay at the hotel, they often use phones. There is usually the regular pay phone and the house phone. The house phone is the system of phones throughout the hotel. There is usually an operator who operates the switchboard. With the switchboard the operator can control all incoming and out-going calls. If the guest wants someone to wake him up, to page him, to provide room service for him, or to send a telegram, he will call the operator. The operator can connect the guest with any hotel service: the front office, the housekeeping, the bell service, the room service, or the concierge. The operator has to handle outside calls too. They may be local, long-distance and international.

When guests stay at the hotel, they expect someone to protect them. The hotel security department must protect the guests from all

dangers; robbery and burglary, fire or flood. At the head of the hotel security department is the security officer. The guests may keep their valuables in a safe-deposit box. The security department is in charge of it. Often the guests lose their stuff in the hotel. The security department is in charge of the lost and found office. The security department provides fire drills for all hotel employees. Each hotel employee knows all emergency exits.

(Source: studfiles.net/preview/3995201/...)

Restaurant Services

There are eight different types of places where people can eat and drink. They are very luxurious restaurants, formal luxury restaurants, informal restaurants serving national dishes, coffee-shops, snack-bars, fast-food restaurants, bars and night clubs.

At the very luxurious restaurants dinner is a la carte. Such restaurants are usually famous for their haute cuisine. They have a sophisticated atmosphere. Their service is impeccable.

At the formal luxury restaurants the surroundings are elegant and the cuisine is superb. They are appropriate for business lunches and romantic dinners.

The informal national restaurants serve typical local dishes. They offer a lot of home-made dishes. They make bread and pasta themselves. These restaurants have two sorts of dinner menu: a la carte and a three-course fixed price menu. The atmosphere is cosy and relaxed and the meals are reasonably priced there.

At the coffee-shops the surroundings are modest and the atmosphere is friendly. The customers can have quick snacks with drinks there. These places serve sandwiches, salads, cakes, and beverages. They may offer table service, counter service or self-service.

The snack-bars have a very relaxed atmosphere and very modest surroundings. They offer self-catering as a rule. The customers can have some snack with their drink.

The fast-food restaurants offer a very quick counter service. The choice of food and drinks is fixed but limited. Such places provide a drive-in and take-off service.

The bars offer different kinds of drinks, mixed drinks, beer, juices, soda. They can also serve nuts and crisp biscuits to go with the drinks.

At the night clubs the customers can have excellent wine and delicious dishes and dance to a band. Such places have a floor show. The customers can gamble if they like. They are very expensive but provide overnight catering and entertainment until 4 a. m. as a rule.

(Source: StudFiles.net>preview/3995201/page:16/)

The role and importance of the internet in contemporary tourism

The appearance of the Internet and the incredibly rapid development of highly sophisticated computer and telecommunication technology have made the world a global village in a real sense. Communication network satellites provide the quickest and the cheapest data transfer to all parts of the world, a great agreement among thousands of computer systems that communicate with each other is represented by the Internet. Development of information technology and the creation of computer networks and the Internet have enabled a new way of communication. The internet provides a better access to numerous sources of information around the world, as well as direct communication with all users. The Internet is a collection of computer networks around the world and as such is the largest computer system that millions of computer users can use and share all kinds of information: numbers, text, sound and image.

The Internet has become a support to more complex and critical functions in tourism and hospitality industry and it contributed to its significant innovation. Due to the appearance of the Internet, there have been some changes in the tourism subjects business and those are the following:

- Each serious subject in the tourism and hospitality industry has a website that can be classified into four broad groups: holding corporation identity websites, chains, concession and membership websites, websites of individual sites and facilities, and portals and vortals. Portal can be defined as a vehicle that offers a rounded set of services for specific well-defined group of users. Vortal is a website that provides information and resources about a particular and specific industry;
- The Internet offers the possibility of expansion, rapid data transfer and flexibility (websites can always change, the changes are immediately visible and are not limited to space and time);

- Contemporary business in tourism market is characterized by the implementation of various booking systems into business systems of travel agencies, hotel chains, airlines, car rental companies and other participants in tourism product formation;
- Organization and distribution costs are decreased in various tourist subjects business conducting (travel agencies, hotel chains, independent hotels...);
- New intermediaries on the Internet are created and traditional ones must change their role;
- The Internet allows high-quality and effective market research and «industrial espionage»;
- In contemporary travel agencies and tour operators business, the Internet has shown to be a profitable medium of tourism promotion and sales;
- The Internet represents an interesting and useful distribution channel for collecting clients and it provides the ability to identify their desires;
- Promotional visualization of tourism services and products through multimedia technology leaves greater impression on potential customer than standard brochures, catalogues and leaflets;
- Overbooking has become almost impossible because all communication problems that may cause it are removed;
- The Internet allows the improvement of travel agencies and tour operators by speeding up communication and providing all the necessary information;
- Product distribution and services of agencies do not depend on the quantity of printed catalogues anymore and information about them can reach millions of the Internet users;
- The Internet provides selling services of travel agencies on demand.

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