

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ЗАПОРІЗЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ

Г. М. Шмелькова, О. О. Убейволк

**Професійно-орієнтований практикум
іноземною мовою**

Навчальний посібник

для здобувачів ступеня вищої освіти магістра спеціальності «Туризм»
освітньо-професійної програми «Туризмознавство»

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Навчальний посібник з дисципліни «Професійно-орієнтований практикум іноземною мовою» розроблено з метою забезпечення студентів спеціальності «Туризм» освітньо-професійної програми «Туризмознавство» факультету фізичного виховання навчально-методичними рекомендаціями щодо активного використання іншомовного усного та писемного мовлення в рамках формування іншомовної комунікативної компетенції студентів здобувачів вищої освіти магістра.

Основним призначенням видання є розвиток комунікативних умінь писемного мовлення, збагачення тематичного словникового запасу, розширення соціолінгвістичної компетенції студентів. Перевагою запропонованого навчально-методичного видання є виклад необхідного для студентів практичного матеріалу, що максимально оптимізує процес розвитку іншомовного усного та писемного мовлення. Посібник укладено відповідно до робочої програми дисципліни «Професійно-орієнтований практикум іноземною мовою» для здобувачів ступеня вищої освіти магістра.

Структура розділів уніфікована і включає сучасні інформативні автентичні тексти, комплекс мовних і мовленнєвих вправ та завдань, спрямованих на розширення активного тематичного словника і формування комунікативних умінь писемного мовлення. Посібник розраховано на студентів денної та заочної форм навчання факультету фізичного виховання, які навчаються за освітньо-професійною програмою «Туризмознавство».

Рецензент

О. В. Юдіна, к. пед. н., доцент кафедри ділової комунікації

Відповідальний за випуск

Я. С. Дибчинська, к. філол. н., завідувач кафедри ділової комунікації

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ПЕРЕДМОВА

Туризм – це не тільки особливий масовий вид подорожей, але і сукупність всіх видів науково-практичної діяльності щодо організації та здійснення таких подорожей, культурний та економічний феномен, який можна розглядати як соціальне явище. Це перспективна індустрія, що приносить вагомі прибутки і швидко розвивається. Цей розвиток потребує забезпечення туристичної галузі працівниками, що володіють фаховим вмінням, навичками та засвоїли фахову термінологію. Формування знань та вмінь фахівця туристичної індустрії відбувається значною мірою як процес вивчення спеціальних туристичних дисциплін, що починається з засвоєння понятійно-категоріального апарату туризму. Туристична термінологія як інструмент комунікації в туристичному соціумі, іншими словами – підмова, якою користуються туристи та працівники туристичної галузі, ілюструє одне із соціолінгвістичних явищ, що швидко розвивається з другої половини ХХ століття.

Основна мета видання – подальший розвиток комунікативних умінь та писемного мовлення, розширення соціолінгвістичної компетенції, збагачення тематичного словникового запасу студентів завдяки виконанню письмових завдань, підготовка студентів до ефективної комунікації іноземною мовою у їхньому академічному, науковому, професійному оточенні.

Відповідно до робочої програми дисципліни «Професійно-орієнтований практикум іноземною мовою» для студентів V року навчання основними завданнями вивчення дисципліни є:

- практичне відпрацювання навичок спілкування іноземною мовою в науковій та професійній діяльності; розвиток навичок складання ділових листів, резюме, автобіографій, заяв для отримання грантів і для участі у закордонних стажуваннях, розуміння та інтерпретації інформації з міжнародних науково-метричних баз та видань;
- відпрацювання навичок написання наукових статей у міжнародні фахові видання, подолання комунікативних та інших психологічних бар'єрів;
- розвиток професійно-орієнтованих мовних (лінгвістичні, соціолінгвістичні та прагматичні) компетенцій у студентів для забезпечення ефективної комунікації у академічному та професійному середовищі;
- формування у студентів загальних компетенцій, сприяння розвитку здібностей до самооцінки та здатності до самостійного навчання, що дозволить студентам продовжувати навчання в академічному і професійному середовищі як під час навчання у ВНЗ, так і після отримання диплому про вищу освіту;
- формування знань свідомого аналітичного і критичного сприйняття тезаурусу іноземної мови, обізнаності в історичних особливостях її функціонування,

- формування навичок роботи та ефективного пошуку професійно-орієнтованої інформації з різних джерел, сприяння оволодінню методами та лінгвістичними особливостями анотування та реферування іншомовних джерел; допомога студентам у формуванні професійних компетенцій;
- зміцнення впевненості студентів як користувачів мови;
- сприяння оволодінню іншомовними особливостями ділового листування;
- лексики, граматики, синтаксису ділового етикету та культурологічного аспекту писемної комунікації; досягнення широкого розуміння важливих і різнопланових міжнародних соціокультурних проблем.

Використання запропонованого видання сприятиме: – збагаченню словникового ділового запасу студентів шляхом засвоєння тематичних мовних блоків спеціальної лексики; – формуванню навичок самостійного читання інформативних автентичних текстів з писемного мовлення з метою вилучення найважливішої інформації; – розвитку навичок та умінь монологічного висловлювання у письмовій формі; – вдосконаленню навичок писемного мовлення.

У результаті використання запропонованих методичних рекомендацій студент повинен знати: - функціональну лексику англійської мови за професійним спрямуванням за темами, які вивчаються протягом року; граматичного матеріалу в обсязі, передбаченому програмою курсу; основні принципи, методи та лінгвістичні особливості анотування та реферування текстів, принципів складання у письмовій формі основних ділових паперів, контрактів та листів; іншомовних особливостей ділового листування: лексика, граMATика, синтаксис, діловий етикет, культурологічний аспект та принципи складання ділових листів та контрактів;

уміти: аналізувати робочі ситуації англійською мовою та обмінюватися досвідом з основних аспектів економіки, обговорювати проблеми загальнонаукового та професійно-орієнтованого характеру, що має на меті досягнення порозуміння; перекладати з англійської та на англійську мову переговори, наради, ділові зустрічі та виступи з використанням функціональної лексики за фахом; перекладати тексти у письмовій формі, використовуючи термінологічні двомовні словники, електронні словники; робити аналітичне опрацювання іншомовних джерел з метою отримання інформації, що необхідна для вирішення певних завдань професійно-виробничої діяльності, реферувати та анотувати англомовні джерела за фахом, працювати з інформацією та обробляти інформацію; вести ділове листування, використовуючи фонові культурологічні та країнознавчі знання, складати у письмовій формі звіти, контракти, листи та інші ділові папери; сприймати та перекладати повідомлення іноземною мовою.

Структуру видання складають 7 тематичних розділів. Кожен розділ містить уніфіковану структуру і включає: теоретичні питання укладання писемних робіт – Top Tips for Writing; приклади автентичних продуктів писемного мовлення – Samples; практичні завдання та вправи – Class activities; практичні самостійні завдання – Home practice; творчі завдання та проекти – Creative tasks. Багатоаспектний характер зазначених завдань реалізує

комплексний підхід до опрацювання проблематики кожної теми та поетапний розвиток писемного мовлення в рамках формування іншомовної комунікативної компетенції.

1. Basics professional communication Основи професійної комунікації

1. Scientific and professional terminology in a foreign language in the field of tourism. Наукова та професійна термінологія іноземною мовою у сфері туризмознавства.

OBJECTIVES

This practice session introduces a topic in the scientific and professional terminology in a foreign language in the field of tourism. It explains the subject matter and methods of terminology, and concerns with varieties of language, which are different in origin. It also discusses such important concepts as ‘several types of tourism’, ‘the components of the tourism industry’, and proves that a Tourism services are expedient production activities that meet the needs of tourists and, as a rule, do not accept material form. It is an important and valid instrument of human communication, thus deserving serious investigation.

IN THIS TOPIC, YOU WILL STUDY:

- terminology
- scientific terminology in a foreign language
- professional terminology in a foreign language
- the origin of the word “tourism”;
- the diversity of the objectives and functions of tourism;
- the processes of organizing tourism
- travel and tourism abbreviations.

SELF-STUDY INSTRUCTIONS

Reading for this session on your own or partly alone, it is important to give attention to the following issues:

1. **Terminology** is a general word for the group of specialized words or meanings relating to a particular field, and also the study of such terms and their use, this also known as terminology science.
2. **Terms** are words and compound words or multi-word expressions that in specific contexts are given specific meanings—these may deviate from the meanings the same words have in other contexts and in everyday language. Terminology is a discipline that studies, among other things, the development of such terms and their interrelationships within a specialized domain.
3. **Scientific terminology** is the set of scientific or technical words that usually derive from Greek and Latin roots and are used in various languages, often with morphological alterations but with the same meaning.

4. **Professional terminology** is the set of scientific or technical words that usually are used in a certain sphere of life.

5. **The word “tourism”** (Eng.), was borrowed in English in the middle of the XIX century. The main idea of the word is the knowledge of the world, the desire for a healthy lifestyle, getting new sensations. The origin of the word is associated with the French word “tourisme”. Its roots are in tour - trip, walk. The primary meaning of the word comes from the XIV century - a circle, a turn rounding. Only in the XVIII it began to mean ‘travel’. The roots of the word can be felt in the English ‘turn’. This feeling testifies to the internally pent-up desire to repeat such trips, walks, travels. The diversity of the objectives and functions of tourism makes it difficult to define it briefly. But the broad definition given by the UN Statistical Commission in 1993 is possible: tourism is the activity of people who travel and stay in a place outside their normal environment for a period not exceeding one year for the purpose of rest, for business and other purposes.

6. Tourism is divided **into several types:**

Outbound tourism - associated with the movement of citizens of one country beyond its borders.

Domestic tourism - the movement of tourists within one country.

Inbound tourism - the entry of foreigners into the territory of the state. Depending on the criterion by which the trip is evaluated, there are many varieties.

7. **Tourism industry** is a set of enterprises, institutions and organizations of material production and non-production sphere, providing production, distribution, exchange and consumption of the tourist product, the development and use of tourist resources, and the creation of the material and technical base of tourism.

8. **The tourism industry includes the following components:**

- tourism organizers - tourist enterprises for the development, promotion and implementation of the tourist product (tour operators and travel agents);

- enterprises providing accommodation services (hotels, motels, boarding houses, holiday homes, etc.);

- catering (restaurants, cafes, bars, etc.);

- transport enterprises (auto and aviation enterprises, railway departments, river and sea transport enterprises, etc.);

- tour agency;

- production tourist enterprises (production of tourist souvenirs, hotel furniture, tourist equipment);

- trade enterprises (shops selling tourist equipment and souvenirs);

- enterprises of the sphere of leisure and entertainment (theme parks, concert halls, clubs of interests, slot machines, etc.);

- institutions of amateur tourism (tourist, mountaineering, cycling clubs);

- tourism authorities (government agencies, public tourism organizations);

- educational, scientific, project organizations.

9. **Tourism services include:**

- tourist accommodation;

- movement of tourists from the country (place) of permanent residence to the country (place) of temporary stay and back;

- providing tourists with food;
- meeting the cultural needs of tourists (excursions, visits to theaters, concert halls, museums, historical and cultural monuments, parks, reserves, festivals, sports competitions, etc.);
- satisfaction of business and scientific interests (participation in congresses, conferences, meetings, seminars, fairs, exhibitions, etc.);
- informational (about tourist resources of a particular region, customs and border formalities, exchange rates, types of transport, prices, etc.);
- means of communication (use of the Internet, long-distance and international communication, fax);
- organization (registration of passports, visas, insurance, the provision of guides, translators, etc.);
- trade enterprises, both general and special purposes (sale of souvenirs, gifts, etc.);
- intermediary (hotel reservations, tickets for various types of transport, sending and delivery of correspondence, the purchase of gifts and souvenirs)
- household (repair of clothes, shoes, dry cleaning, rental, etc.);
- sports and recreational activities (use of swimming pools, sports facilities, hunting and fishing under licenses).

SELF-STUDY ASSIGNMENTS

Assignment 1. International organisations. How many of the international organisations below do you recognise? Complete the next page with the words that are missing from these organisations. To help you, the abbreviation of each one appears before its full form.

1. IYHF = International Youth _____ Federation
2. UNESCO = United Nations Educational, Scientific and _____ Organization
3. EU = European _____
4. ILO = International _____ Organisation
5. FICC = International Federation of _____ and Caravanning
6. ICAO = International Civil _____ Organization
7. IMF = International _____ Fund
8. IATM = International Association of _____ Managers
9. OAS = Organization of _____ States
10. UNEP = United Nations _____ Programme
11. FIYTO = Federation of International _____ Travel Organizations
12. IATA = International Air _____ Association
13. OAU = Organization of African _____
14. BITS = International Bureau of _____ Tourism
15. ISO = International Organisation for _____
16. ASEAN = Association of South-East _____ Nations
17. WLRA = World Leisure and _____ Association
18. OECD = Organisation for _____ Co-operation and Development
19. CE = Council of _____
20. IHRA = International _____ and Restaurant Association
21. WHO = World _____ Organization
22. WTO = World _____ Organization
23. EFTA = European Free _____ Association
24. WATA = World Association of Travel _____
25. ACI = _____ Council International
26. SPTO = _____ Pacific Tourism Organization
27. WTTC = World _____ and Tourism Council
28. IACVB = International Association of _____ and Visitor Bureaux
29. UFTAA = Universal _____ of Travel Agents Associations
30. IBRD = International Bank for _____ and

Development 31. CIS = Commonwealth of _____ States 32. IFTO = International Federation of Tour _____ 33. UNDP = United Nations _____ Programme 34. FIA = International _____ Federation 35. ICS = International Chamber of _____ 36. ATA = _____ Travel Association 37. WICE = World _____ Council on the Environment 38. PATA = _____ Asia Travel Association

Assignment 2. Complete sentences 1 - 35 with appropriate abbreviations from the box. You should know what each abbreviation stands for.

APEX ASAP AST ATM B & B BYO CCTV CRS CSQ
 CST DST E EHO ESA EST ETA ETD FAA F & B FET
 4WD FFP GDS GMT HAG HQ IDD LRV MST OW
 PNR POS PRO PST ROI RRP RT RTW VIP ZIP

1. A hotel representative will meet you at the airport when you arrive. What's your _____?
2. After several guests complained about poor quality in the restaurant, the hotel hired a new _____ manager.
3. I've checked our computer and I'm afraid there's no _____ for you. Are you sure you have the correct flight details there?
4. The _____ in the USA has banned passengers from taking sharp objects on board aircraft, but mysteriously still allows them to take potentially far more lethal glass bottles on board
5. As part of airport security, _____ cameras are being installed in all the terminals.
6. This is an _____ air ticket, beginning and ending in London, and going via Dubai, Hong Kong, Sydney, San Francisco and New York.
7. In order to improve their quality of service, most tour operators ask their customers to fill in a _____ at the end of their holiday.
8. Passengers who check in late for their flight might be allowed through to the departure gate if they hurry, but most airlines try to discourage these _____ travellers.
9. Some restaurants are attempting to entice customers by offering a _____ option, and charging a small fee for opening the bottle.
10. I'm afraid the flight has been delayed. The new _____ is 21.30, and we hope to begin boarding at 20.45.
11. Passengers who experience long delays at airports are entitled to an _____ from their airline so that they can get something to eat and drink.
12. Most travel agencies have a _____ to assist them in booking flights, hotel rooms, holidays, etc, for their customers.
13. I bought a cheap _____ air ticket to Madrid.
14. We stayed at a lovely _____ last week. The room was large and comfortable, and the breakfast was excellent.

15. For many hotels, their main _____ for accommodation is now the Internet, but many still rely on travel agents to sell their rooms.
16. This ticket says _____. If you want to come back, you need one that says _____.
17. The tour operator isn't very well known. What it needs is a really good _____.
18. The _____ was £75, but I got it for only £25 in the sale.
19. It's very urgent: can you contact her _____?
20. First class and Business class passengers get free entry to the _____ suite at the airport.
21. The villa is halfway up a mountain, so you'll need a good _____ vehicle to get there and back.
22. Singapore is 8 hours ahead of _____, so when it's midday in London, it's 8pm in Singapore.
23. The hotel has _____ telephone facilities, so you don't need to go through the hotel switchboard when you want to make an international phone call.
24. The airline has a _____ which offers several rewards and benefits to passengers who use them on a regular basis.
25. I need to get some cash. Is there an _____ near the hotel?
26. The _____ closed the hotel when he found a rat in the kitchen and two dead pigeons in the water tank.
27. Visitors to the national park are reminded that this is an _____, and they should therefore follow all the rules set out at the entrance.
28. Many Americans prefer going on an _____ when they go abroad, as they feel more secure when someone is there to help them.
29. The advantage of a _____ such as Galileo International or AMADEUS is that it is very easy for a passenger who is in Japan (for example) to book a flight from Rome to Edinburgh.
30. The airline has decided to move its _____ from Heathrow Airport to Stansted Airport to help reduce overheads.
31. When you book a flight on the Internet, you usually receive a receipt for an _____-ticket via your email.
32. The hotel is at 27 Lombard Street in Boston, but I don't know the _____ code.
33. The hotel chain spent \$20m on renovation work, so they are hoping to get a good _____.
34. The American and Canadian time zone on the east side of those countries is known as _____. The other time zones in these countries are _____, _____, _____ and (in Canada only) _____ (also called Provincial Standard Time).
35. British Summer Time (BST) when the time is one hour ahead of normal time in summer, is known in some other countries (especially the USA) as _____.

Assignment 3. Translate into English.

1. Активні канікули (канікули) це узагальнений термін для відпусток, заснований на певному виді спорту, хобі чи іншому інтересі, що дає можливість

учасникам займатися цим як формою активного відпочинку, який може, але не потрібно вживати з метою вдосконалення стандартів їх виконання. 2. Частка населення в працездатному віці, які зайняті чи є безробітними, але шукають роботу, в останні роки у Великобританії становила понад 70 відсотків у загальній кількості, що складає понад 80 відсотків для чоловіків та понад 60 відсотків для жінок. 3. Реклама це використання платного простору в публікаціях, плакатах і зовнішній рекламі або часу на радіо або на екранах кіно-і телебачення, призначених для впливу на людей, щоб прийняти певний курс дій або сформуванню певне ставлення чи точку зору. 4. Постійний тісний контакт між туроператором і турагентом дозволяє організувати і реалізовувати тури будь-якої складності, в будь-якій країні, в будь-якій порі року. 5. Працюючи в індустрії подорожей та туризму, ви приїдете до висновку, що треба дізнатися багато про людей.

IMPORTANT CONCEPTS AND TERMS IN THIS TOPIC

The most important travel memberships and communities

Adventure Travel Trade Association (ATTA)

This association services over 1000 members from across the globe with a unique focus on tour operators in the adventure travel industry. Not only do they offer their members excellent events, they also have a huge line up of educational opportunities.

Australian Tourism Export Council (ATEC)

With over 1000 members across Australia, ATEC is the primary organisation for representing the interest of Australia's \$40 billion dollar tourism industry. Offering events, education, awards, and connections to their members, this association is a must for Australian tour operators.

American Society of Travel Agents (ASTA)

A member driven organisation, ASTA provides resources, events and networking opportunities as well as researching and advocating for the industry in government. ASTA also offers training programmes and a verification system to help your business grow.

Brand USA

An organisation that exists to promote and market the USA as a prime travel destination. Brand USA has representatives located across the world, all working together with embassies and tour operators to drive inbound tourism to the United States.

Cruise Lines International Association

The global trade association for the cruise industry offers membership to travel agencies and individual agents. Utilising their strong relationship with both cruise lines and the wider travel community, this association is perfect for those tour operators wanting to attract more customers for their cruise tours.

Coach Tourism Association (CTA)

As well as offering marketing opportunity to their members, CTA also facilitates networking and education opportunities to their Coach Tour Operator members.

Council of Australian Tour Operators (CATO)

Representing Tour Operators and Wholesalers supplying travel product for Australians travelling to domestic and international destinations. This association regularly lobbies government on licencing, GST and consumer affairs issues, on behalf of their members.

Destination Canada

Destination Canada is a mecca when it comes to promoting the country and what it has on offer. For tour operators and travel agents, this organisation works hard to help upskill you in all things Canada, offering resources, training and other learning opportunities.

European Tour Operators Association (ETOA)

Europe's leading trade association for tour operations and suppliers based in Europe. Currently, this association is over 900 members strong and runs a fabulous calendar of events, workshops, seminars and networking meetups for its members.

European Network for Accessible Tourism (ENAT)

Creating tourism that is accessible and beneficial for all is a much-needed venture. The European Network for Accessible Tourism aims to help the 'frontrunners' in this area share and learn from each other as well as collaborate to ensure tourism continues to become more accessible. This is a great way to boost the visibility of your organisation, as well as learn about the industry and the ways you can continue to offer excellent travel experiences to your customers.

Fáilte Ireland

The national tourism development authority for Ireland, Fáilte Ireland exists to promote and sustain Ireland as a high-quality tourism destination. As well as marketing the country to travellers, this organisation works to support all businesses that form part of the visitor experience including tour operators, hospitality, accommodation and transportation. As well as providing research and industry news, Fáilte Ireland also works with its partners to upskill and train them to continue promoting the country as best they can.

Faith Travel Association

Associated with NTA (National Tour Association) the Faith Travel Association serves the faith-based travel market, helping tour operators, travel agents, destination and travel suppliers give their clients a wonderful journey that is just as much about the spirit as it is the body. Members receive access to the FTA member directory, resources, and marketing opportunities. A great way to grow your business in this space.

Golf Tourism Malaysia (MGTA)

This not-for-profit works hard to promote Malaysia as 'Asia's best-kept secret' when it comes to golfing holidays. As well as working to bring more golf-loving tourists to the country, MGTA also works to promote Malaysian Golf resorts and works closely with tour operators specialising in this niche.

Hotel Electronic Distribution Network Association (HEDNA)

The name might be a bit of a mouthful, but this fabulous community does a stellar job of connecting members of the hospitality industry to share, collaborate, and inspire one another.

IGLTA

A network dedicated to educating LGBTQ travellers and connecting them with businesses that will support their journeys. One of our very own, Cultural Italy are proud members of this fantastic organisation.

International Association of Golf Tour Operators (IAGTO)

A slightly more niche membership organisation, IAGTO exists to educate and provide opportunities for their members, who collectively control over 87% of the golf holiday packages worldwide.

Indigenous Tourism Association of Canada

This association hones their efforts towards fostering partnerships between organisations, government departments and industry leaders throughout Canada with an effort to support and grow indigenous Tourism in the country.

Japan Association of Travel Agents

This association recognises the opportunities that tourism brings to all aspects of Japanese culture, economy and international relations and therefore focuses on promoting and improving the experiences of tourists to and from Japan. This organisation has over 1100 active travel business members and encourages the sharing of information and collaboration amongst its members as well as offering resources and activities for members to use and participate in.

Kenya Association of Tour Operators (KATO)

KATO describe themselves as ‘the driving force behind Kenya’s Tourism’ and work hard to ensure that Kenya’s tourism industry is well represented through the world-class services offered by their member tour operators.

Latin America Tourism Association (LATA)

Set on promoting and stimulating the growth of the Latin American tourism industry, LATA has become the authoritative voice in the UK for Latin America Travel and Tourism. This fabulous organisation has created a hub of collaboration and learning for its members with regular networking events, as well as encouraging their members to provide high-quality service and consider sustainable travel and business practices.

Maldives Association of Tourism Industry (MATI)

The Maldives is such a beautiful destination, however, one that is immensely susceptible to the effects of climate change and environmental degradation. MATI is a not-for-profit, dedicated to protecting and promoting the tourism industry – by promoting environmental protection. MATI works with all parts of the tourism industry as well as government to communicate the issues that are affecting the tourism industry and to focus on fixing them. If you are part of the tourism industry in the Maldives this is one to join!

National Tour Association (NTA)

The leading association for businesses that serve customers travelling to, from and within North America. With a unique mix of both buyer and seller members, this association services over 2000 members across North America

Ohio Travel Association (OTA)

Although this may seem like a very niche market, Ohio's tourism is a \$43 billion industry and the OTA does an excellent job at promoting it and ensuring that it continues to grow. Becoming a member of OTA will certainly help to grow your travel business, with the organisation providing weekly resources, running workshops and hosting networking events. The OTA also works closely with the government and decision makers, acting as an advocate for the Ohio travel industry.

Pure Life Experiences

Pure Life Experiences is one of the world's leading communities for promoting their collection of hand-picked experiential travel designers. A Pure Life membership gives tour operators access to their annual conference, with opportunities to attend workshops, network, and collaborate with the leading minds in exclusive, high-end travel. The Pure Life guest list is open to the public and known as a directory for luxury, experiential travel. Therefore, a membership to Pure Life Experiences is a valuable asset for a tour operator to have.

Pacific Asia Travel Association (PATA)

Founded in 1951, this not-for-profit association has been commended for acting as one of the catalysts for the tourism boom in the Asia Pacific. PATA works with tour operators, hospitality providers, airlines, and government organisations to increase sustainable growth and enhance the quality of tourism in and out of Asia Pacific.

Québec Aboriginal Tourism

Working hard to preserve and support the rich aboriginal culture in Québec, the Québec Aboriginal Tourism Association does an amazing job highlighting all the area has to offer and ensuring that tourism is thriving. This association works with their members and other organisations to increase the growth of this tourism sector as well as offering marketing, educational, and networking opportunities to its members.

Regional Tourism Organisation New Zealand (RTNZ)

Regional Tourism Organisations in the New Zealand market and promote their region to potential visitors, both domestic and international. RTNZ exists as a place for RTO's to collaborate, engage and share resources with one another. They also work on behalf of the RTO's with government and other organisations to regulate the industry.

Signature Travel Network

A cooperative for travel professionals. Signature Travel Network strives to help tour operators drive sales, grow their businesses, and promote their brand. As a member, you will have access to training programmes, technology solutions and marketing to promote your brand.

Safari Link

Founded in the late 90's, this association connects Safari operators, camps, and lodges from across the globe. Their directory is home to over 5000 businesses, all of whom use this association as a marketing channel for increasing brand awareness to travellers looking on taking the plunge into a Safari expedition.

Student & Youth Travel Association (SYTA)

SYTA is 'the voice of student & youth travel' and have created a worldwide community of travel professionals focussing on youth travel. Becoming a member of this great organisation will affirm customers of your expertise in youth travel.

Tourism Export Council of New Zealand (TECNZ)

TECNZ is an organisation that represents the interest of New Zealand inbound tour operators and works to help them achieve sustainable growth. They provide their members with a link to vital New Zealand products and services and have excellent networking and collaboration opportunities.

Traveller Made

Traveller Made is a community for luxury travel designers to promote their offerings to potential new customers. The community is invitation only and they also host the annual Luxury Travel Industry Awards; a prestigious event where tour operators and suppliers can be recognised for their success.

The World's Leading Ground Operators (TWLGO)

Ground operators play an important role in bringing together the travel experience for your customers, particularly for those in the cruise industry. This independent organisation works to promote quality in this often forgotten area of tourism. Member Ground Operators are hand-picked based on recommendations, making TWLGO the world's top selection of Ground Operators.

United States Tour Operator Association (USTOA)

Founded by a small group of California based tour operators who were concerned by the number of tour operators declaring for bankruptcy in the 70's, the USTOA now represents and provides security to some of the biggest names in USA travel.

UKInbound

With tourism being the UK's third largest employer, UKInbound saw a need for an association to represent and advocate for the inbound tourism industry. This is definitely one to join and make the most of if you are part of the inbound industry in the UK.

Virtuoso

Virtuoso is a luxury network, connecting travellers to the world's best travel advisers. With a portfolio of more than 17,500 advisors, Virtuoso is well established as the go-to for travellers seeking luxury travel. This membership organisation is a fabulous way to align your business with prestige and get fresh new prospects exploring your offering.

World Food Travel Association

Much more than just a directory of great restaurants, cafes and bars. This association works with both hospitality, government and other travel organisations with a mission of creating economic opportunities for the businesses they serve while also celebrating food and beverage and the special memories that it brings to travellers.

Wellness Tourism Association (WTA)

Although wellness tourism is not a new industry, it is growing, and the Wellness Tourism Association aims to promote, support and regulate this industry. WTA members are held to a high standard and are marketed as such. The member hub also offers networking and marketing opportunities that will help you to grow your business.

Wendy Perrin

Wendy Perrin is a travel expert with over 25 years of experience. Her online community and forum wendyperrin.com provides travellers with tips, advice and recommendations to help make their next trip extraordinary. Wendy is most notably recognised for her WOW list, a collection of tour operators, activities and other services from the tourism industry that she and her team have hand-picked to promote to their followers.

We are Africa

We are Africa is an annual event focussing on rebranding tourism's 'best-kept secret' to be part of the international luxury tourism space. Designed by the people behind Pure Life Experiences, We are Africa is a must-attend event for travel businesses in Africa looking to grow.

XO Private

Become one of XO Private's preferred travel designers and your travel business will be promoted to travellers looking for their next luxury escape. XO Private has become the 'one stop shop' for travellers looking for inspiration for their journey.

Young Travel Professionals

This organisation has chapters located throughout the world and hosts regular networking events. They recognise that young travel professionals are "the future of the travel and hospitality industry" and strives to provide a community for them to collaborate and grow!

Zicasso

Zicasso connect travellers with the world's best in boutique travel agencies. All members are hand-picked and becoming a member comes with considerable benefits including extra coaching to help you maintain the world leading creativity and expertise you are known for. We also love the fabulous recognition they give to smaller luxury tour operators.

TYPES OF HOLIDAYS

- 1 an adventure holiday
- 2 a backpacking holiday = a hiking holiday = a walking holiday
- 3 sports/sporting holidays: • a cycling holiday • a horse-back riding holiday • a rowing and canoeing holiday • a scuba-diving holiday • a bungee jumping holiday • a hunting holiday • a climbing holiday • a fishing holiday • a sailing (boating/yachting) holiday
- 4 a hitch-hiking holiday
- 5 a camping holiday
- 6 a skiing holiday
- 7 a beach holiday
- 8 a city and shopping holiday
- 9 a cruise круиз,
- 10 a culture and history holiday
- 11 a family holiday
- 12 a fly-drive holiday
- 13 a freebie holiday

- 14 a health/wellbeing holiday
- 15 a honeymoon holiday
- 16 a luxury holiday
- 17 a package/an all inclusive (price) holiday

RECOMMENDED READING

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INTERNET RESOURCES

1. Hickey R. Variety studies [Electronic resource] / Raymond Hickey. – Access mode : <https://www.uni-due.de/ELE/VarietiesOfEnglish.pdf> . – P. 1-4, 6-7, 9-10.
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5. Journal of Hospitality and Leisure Marketing quarterly from Haworth Press Ltd (USA) [[http://web.spectra.net/cgi-bin/SoftCart.exe/ cgi-bin/haworth/jtitle_search](http://web.spectra.net/cgi-bin/SoftCart.exe/cgi-bin/haworth/jtitle_search) U+haworth+]

2. Modern Ukrainian Tourism Terminology **Сучасна українська туристична термінологія.**

OBJECTIVES

This practice session introduces a topic of the modern Ukrainian tourism terminology. It explains the state of the existence of a common, general system of definitions. It also proves that the tourism industry is also experiencing the transformative influence of globalization. The historical development of tourism and planetary globalization processes, including globalization at the language level, have established English as the basic language of international tourism. English,

recognized as the language of international communication, is an officially recognized tool for fixing, storing, and disseminating tourism terms.

IN THIS TOPIC, YOU WILL STUDY:

- tourism terminological system;
- word-for-word translation and loan-translation
- foreign borrowings of tourism terminological system
- The usage of neologisms

SELF-STUDY INSTRUCTIONS

Reading for this session on your own or partly alone, it is important to give attention to the following issues:

1. So the research of ways of introducing and adaptation of terminological borrowings, which were included in the **lexical system of the Ukrainian language**, is typical.

2. The terminological vocabulary of any field of activity is divided into separate layers, in particular: **highly specialized, inter-sectoral and general scientific terms**. General and cross-industry terminology units migrate to new terminology systems, and highly specialized vocabulary gives names to subjects and concepts specific to this field only (eg, all-suite hotel, cabana, kingsize bed, moderate tourist class), so it is most informative.

3. **The tourism term system closely interacts with other term systems**, so due to the frequent migration of terms, the boundaries of the term systems are rather conditional. In some cases, the terms go from one system to another without rethinking, for example: vaccination, malaria (medicine); white water rafting, bungee-jumping (sports); avalanche, stalactite (geography); in others, they completely or partially change their meaning according to the needs of the borrowing system, for example: to downgrade as an economic term means to give sth a lower grade, value or status, and in the tourism sector to move to a lower grade or quality of services or accommodations. The cross-industry vocabulary of tourism sub-terms includes terms that refer to economic terminology: tariff, corporete rate, BBB tax (bed, board, beverage tax), cancellation charge; transport: car rental, bareboat charter, camping trailer; sports: mountaineering, cave tubing, bungee-jumping; Meals: Asian breakfast, brunch, a la carte menu and more.

4. It is well known that **foreign borrowings** integrated and enriched the Ukrainian language during the whole process of its historical development. Therefore, word-for-word translation and loan-translation are used to introduce new words in the Ukrainian language. For example, the topic group denoting hotel categories includes English transliterated words: studio (an accommodation with one living room with a design, which allows to use a part of space as a living room or a place for cooking and eating); standard (a medium sized room with basic facilities and balcony); junior suite (a room, which has an additional area for recreation / work

besides the bed), royal suite, premier suite, deluxe, super deluxe (tremendous rooms of highest standard).

5. Such intensive usage of foreign words with the meaning of places of accommodation in tourist terminology is generated by intra-language factors, among which are: 1. **Very often borrowed terms** can replace a multi-word phrase by one-word term. For example, ботель ('houseboat') – a hotel on the water; лотель ('lotel') – a hotel for tourists who go in for horse-riding; мотель ('motel') – a hotel for selfdriving tourists; ролель ('rotel') – a mobile trailer hotel; флотель ('floatel') – a resort on the water; флайтель ('flytel') – a hotel for private plane owners. Word-formation reduction tendency led to the appearance of specific terms denoting the means of accommodation which are formed by combining the beginning of the first word with the final part of the second word: ботель ('houseboat') (from Eng. boat and hotel), мотель ('motel') (from Eng. motor and hotel), ролель ('rotel') (from German rollende – trolley, hotel – готель), etc. 2. **The usage of neologisms** to define new phenomena is a specific feature of tourist term functioning. Sometimes the parts of these words are written in Latin: готель U ('hotel U') – an outstanding hotel among other hotels of the same standard (unikat, unique, unico), готель SPA ('SPA-hotel') (from Lat. sanus per aqua – health through water) – an all-inclusive hotel which provides with special medical package and dietarian. 3. **The usage of internationalisms** to define hotels is widespread in communication: a partament-hotel – партамент-готель, motel – мотель, bungalow – бунгало, caravan – караван, chalet – шале; rooms in the hotel: duplex – дуплекс (a double-level room with two or more living rooms with indoor stairs), suite – с'ют (an accommodation with two or more living rooms) and others. 4. **Borrowing of the new terms which are synonymous** to the already existing ones is widespread as they are more prestigious and fashionable: фешенебельний готель ('luxury hotel') (from Eng. fashionable), бутік-готель ('a boutique hotel') (from French boutique –stall), гест хаус ('a guest house') (from Eng. a guest house), хостел ('a hostel') (from Eng. hostel) and others. 5. Among the terms of foreign origin denoting places for accommodation one can find lexical items which nominate **foreign realia**, for example: Italian trulli (труллі), Spanish paradores (парадори), French château (шато), Portuguese pousadas (пушади), Mexican haciendas (гасієнди), Japanese ryokans (рьокани), etc. These borrowings reflect authentic traditions and culture of the country, thus becoming rarely used exotic words. Having analyzed lexical items we come to the conclusion that foreign-lexical units determining the means of accommodation are widely used in the Ukrainian terminology and characterized by a high level lexical-semantic adaptation.

6. There are a **number of English words** that are used everywhere and, probably, the Ukrainian equivalent for them will not be found. These are the words that are used in the field of tourism to characterize a hotel room and represent a whole concept. For example: Hostel / Хостел - (недорогий готель з невеликим набором послуг (без зручностей в номері); BG (bungalow) / Бунгало - (окрема будівля, що використовується для розміщення туристів, часто пропонується в тропічних і південних країнах); Kingsize Bed / Кінгсайз - (ліжка товщиною не менше 180 см); Studio / Студія - (однокімнатний номер більше стандартного, з

невеликою низькою перегородкою або однокімнатна квартира з невеликою кухнею, суміщеної з кімнатою).

7. The terminology of tourism, fixing the new tourist realities in the language, is in constant dynamic updating. There are **borrowings of terms** from other areas of human activity, mainly from sociocultural practice: for example, acquisition (придбання), animation (анімація), carousel (стрічковий конвеєр (для прибулого багажу в аеропорту)), domestic tourism (внутрішній туризм), full board (повний пансіон), half board (напівпансіон), housekeeping (домашнє господарство), hospitality industry (індустрія гостинності), mixed-use destination (багатофункціональне призначення), restricted goods (товари, обмежені у виробництві або обігу), scheduled service (регулярний рейс), stopover (зупинка), standby (резервний), welcome pack (пакет «Ласкаво просимо»).

The other way of the formation is their own terms: for example, affinity group (спеціалізована група), back-to-back charter (чартер туди-й-назад), catering (громадське харчування), code-sharing (угоду про спільну комерційної експлуатації авіарейсу двома і більше авіакомпаніями), concourse (головний вестибюль вокзалу), consolidator (консолідатор, об'єднувач), duty-free allowance (норма на безмитне ввезення товарів), inclusive tour (туристична поїздка з оплатою всіх послуг), itinerary (путівник), MICE tourism (Майсам-туризм)
M - Meetings (Зустрічі),
I - Incentives (заохочувальні поїздки),
C - Conferences (Конференції),
E - Exhibitions (Виставки)), open-jaw fare (тариф на політ по незамкненому маршруту - туди-назад), redcap (носій), shoulder season (проміжний сезон повітряних перевезень, міжсезоння), time-share (форма власності з обмеженим часом користування), tour package (туристичний пакет).

8. Solving some problems of **translating tourist terms**. When translating tourist texts, it must be borne in mind that they are largely advertising (magazine and newspaper articles, television shows, the Internet). Therefore, the translator has to perform several tasks. After all, it is necessary not only to reliably convey the meaning

of the text, but also to interest the reader in the country, place or attraction that is discussed in the text. Thus, you need to pay special attention to such moments as:

1) Information about the mentality, customs and traditions of the country, features of national cuisine.

Their people are so friendly and their hospitality is undisputable. - А люди такі доброзичливі, що неможливо не помітити їх гостинності.

2) Pay particular attention to geographical names. Some geographical names are traced, that is, translated in parts, followed by their addition into a single whole. For example, St. Laurence River -- река св. Лаврентія, Cape of Good Hope -- мис Доброї Надії, New South Wales -- Новий Південний Уельс. It should be borne in mind that when translating from English, foreign geographical names must be transmitted as they are called in our homeland. Munich -- Мюнхен, Leghorn -- Ливорно, Nuremberg -- Нюрнберг, Venice -- Венеція.

3) If there is any description of the routes, then they must be translated accurately and in accordance with real signs, otherwise the tourist will not be able to find the described place.

From the parking lot, return to the N2 and turn left to return to Sedgfield. - З автостоянки поверніться на трасу N2 і поверніть наліво, щоб повернутися в Седжфілд.

9. All informational articles and texts about this or that country cannot do without **national color**, because in it characteristic features and characteristics of the people are manifested. National color combined such concepts as: realities, phraseological units and idioms, sayings and proverbs. Despite technological progress, economic development, at any time, the national color will be a hallmark of a people.

SELF-STUDY ASSIGNMENTS

Assignment 1. What is modern Ukrainian tourism terminology? How is it formed?

Assignment 2. Analyse of the origin of some terms related to tourist accommodation.

Some foreign items with the meaning of tourist accommodation were borrowed in ancient times (таверна ('tavern'), караван-сарай ('caravanserai'), корчма ('pot-house'), постоялий двір ('coaching inn'), трактир ('pub'), мансіонес ('mansiones'), стабулярія ('stabularia'), госпіталь ('hospital'), гостинниця ('hotel'), госпіція ('hospitsiia'), катагогія ('katahohiya'), хостел ('hostel'), пндук ('pnduk'), інн ('inn'), ям ('yam'), отель ('hotel') etc.) and they determined specific national notion. For example, according to I. M. Pysarevskyi, the word караван-сарай ('caravanserai') (Pers. کاروان سرا – kārīvānsarā, from Pers. کاروان kap(e)ван + Pers. سرا сарай – shed, palace) was used to indicate the inn for caravans on the trade routes and cities of the Middle East, Central Asia, the Caucasus. The dictionary of foreign words gives some meanings of this item: караван ('caravan') (French caravane, Pers. کاروان kap(e)ван) – “a group of pack animals, carrying goods and people mostly in desert areas”, and “a few cargo ships that moving one by one”. Караван-сарай ('caravanserai') (from караван ('caravan') and Pers. сарай ('shed') – the palace,

building) – coaching and trading house for caravans. In Russ coaching inns appeared in the 12th –13th centuries. Then they were called яма ('yama') and located apart from each other in a distance of one horse ride. Яма ('yama') is a postal station in Russ in the 12th –13th centuries. It was the place where travelers changed fresh horses and could find a place of rest, coaching inns and stables. There is no common opinion about the origin of this word, but it had been noted long ago that the term ямщик ('coachmen') is similar in phonation with the Turkic word ямчи ('postal superintendent'), and even more with the Persian word ямджик ('courier, messenger').

The item хостел ('hostel') was borrowed in 1250 from French with the meaning of "a place of temporary residence", and since 1384 a new meaning of the word had been formed – "a hotel providing guests and travelers with accommodation and entertainment; a coaching inn". The lexical item інн ('inn') belongs to the early tourist terms of English origin. For the first time it was recorded in 1000 with the meaning of "a place of residence, housing, temporary housing". During the process of development of this term the meaning of this word became more concrete: "a hotel that caters temporary accommodation and entertainment, a coaching inn".

In ancient times a roadside hotel or inn with a restaurant was called трактир ('tavern') (Lat. tracto – to treat). The word трактир ('tavern') was borrowed from the Polish language – traktjer ('tavern keeper'), from the Italian language – trattoria, and existed in the vocabulary from the times of Peter I; later the word трактир ('tavern') was used to determine a restaurant of a lower standard. The etymological dictionary of the Ukrainian language gives such a meaning of this item: трактир ('tavern') – "in pre-revolutionary Russia meant a house for staying travelers with a place where they could eat, a snack bar". A lot of establishments such as hotels, coaching inns, wayside inns, pot-houses, furnished rooms with meals could be classified as a tavern. In the middle of the 19th century the word трактир ('tavern') was used to determine hotels of lowest standard and "a place for drinking" (шинки) where inhabitants of the poorest class were served. At the end of the 16th century the first accommodations of hotel type in a specially constructed private palaces and magnificent public buildings appeared in France. They were called as отель ('hotel'), a magnate's town palace, a place of staying a representative of a foreign state or local authorities. In the dictionary of foreign words готель ('hotel') (French hôtel, Lat. Hospitalis – hospitable) is a house with furnished rooms for travelers. Today, готель ('hotel') is the main establishment in hospitality industry where guests are received and provided with services. Hotels were also rather popular means of accommodation. The historical dictionary gives the following meaning of the word гостиниця ('hotel'): it is a place for temporary travelers' staying, a pot-house, a coaching inn, a hotel. "Etymological-Semantic Dictionary of the Ukrainian Language" by Metropolitan Hilarion gives the following definition of the term: гостиниця ('hotel') (Lat. hostis – guest) is a house where guests such as travelers, merchants stayed. The word гостиниця ('hotel') was recorded in Slavonic sources dated from the 11th century, for example, in Supral manuscript. Scientists have been discussing the origin and the first meaning of the word корчма ('tavern' – "a coaching inn with a hotel") that exists in all Slavic languages.

The meaning of this word underwent the process of mutation. The Old Slavic *кръчьмавляти* meant “to peddle”. In the ancient time in Ukraine the word *корчма* (‘tavern’) meant a strong alcoholic drink, then the place of sale and drink alcohol, and later it was used to determine a coaching inn. The word *корчма* (‘tavern’) had a synonym *вoспрiятелище* (‘vospriyatelyshche’) that meant a hotel, a tavern. As a result of transport development the hospitality industry grew up; a lot of new types of accommodations for travelers appeared. Further development of different forms of tourism led to increasing the need for new means of accommodation. As a result new words for the introduction of new notions appeared. There were first roadside hotels such as *мотель* (‘motel’) that means a place for selfdriving tourists staying (for the first time it appeared in the USA in the 50s of the 20th century, when K. Wilson built his “Holiday Inn”, one of the first hotels for automobilists. Apparently, plenty of foreign borrowings that determine the means of accommodation colonized the Ukrainian language. A lot of foreign lexical units are constantly used nowadays. Recently lexical items such as *бутик-готель* (‘boutique hotel’), *люкс* (‘suite’), *шале* (‘chalet’), *шато* (‘chateau’) came from French. Polish words *квартира* (‘apartment’), *кімната* (‘room’) entered the Ukrainian language. The words *номер* (‘room’), *каюта* (‘cabin’) borrowed from Dutch, etc. But in our opinion, English borrowings (*ботель* (‘boatel’), *караванинг* (‘caravanning’), *кемпінг* (‘camping’), *кондотель* (‘kondotel’), *паб* (‘pub’), *пентхаус* (‘penthouse’), *таймер* (‘timeshare’), *хостел* (‘hostel’), etc.) are the most commonly used in tourist industry.

Assignment 3. Complete paragraphs 1 - 12 with the most appropriate word or expression from the box.

apartment apartment hotel boutique hotel chalet commercial hotel
guest house hotel garni luxury hotel motel tourist hotel villa hostel

1. The _____ we stayed at was right by the beach. It had three bedrooms (all en-suite), a beautiful living / dining room, a huge kitchen, front, back and roof gardens and its own swimming pool.
2. The _____ we stayed at when we went skiing in Austria had two double bedrooms, a large living room with open fireplace, a small kitchen and terraces at the front and back with fantastic views over the Alps.
3. It's on the fourth floor. It has two twin rooms, a living room with a Murphy, a small kitchen, a wonderful bathroom with a spa bath, and a small balcony overlooking the swimming pool.
4. David and Buddug Evans are delighted to invite visitors to spend a long weekend in 'Green Briars', the most delightful _____ in Llandudno. Join us for delicious home cooking, traditional comfort and a real Welsh welcome!
5. The 'Ball and Chain' is probably the most exciting and interesting _____ to open in London this year. Not only is it set in the former Chingwall prison, with single, twin and double accommodation in the old cells, but all the fascinating artwork has been done by prisoners in real prisons around the country. Outstanding levels of comfort and service are guaranteed.
6. Driving when tired is one of the most common causes of accidents, so why not break your journey at the Crossways _____. Situated on the A542 between Bunnyhutch and Birdiebath, we offer a choice of comfortable rooms, including three

large family rooms, two restaurants and a bar. Ample, secure parking is also provided.

7. For people who want hotel comfort without all the hotel facilities, the _____ is probably the most suitable type of hotel accommodation. No restaurants, no bars, no pools or tennis courts, just simple, comfortable rooms.

8. If you're looking for good, cheap accommodation and don't mind sharing, I'd recommend 'Backpackers' _____ on Wytham View Street. There are three dormitories, each with 12 bunk beds, a café that serves hot drinks and good breakfasts, and the hottest showers in town! The warden is really friendly, too.

9. 'The Moathouse', a _____ outside Derringly, has been designed specifically for businessmen and women visiting the area. Accommodation is in small studio rooms which come with all the necessities for the busy business person. These include complete telephone and Internet facilities, mobile charge points, tea and coffee making facilities and fully soundproofed rooms for a good night's rest.

10. In some cities, long-stay visitors can take advantage of _____. Accommodation is in rooms or suites, each with their own kitchen and bathroom. Normal hotel services are provided, but this type of accommodation generally offers more space and flexibility than a standard hotel.

11. For visitors with healthy bank accounts, we recommend the Tam'al Dhobi, a _____ on the banks of the river. All rooms are beautifully appointed with king size beds, full bar facilities and stunning views over the river and surrounding desert. Each room even has its own butler, who will take care of your every need.

12. Holidaymakers on package holidays are usually accommodated in fairly basic (2-star) _____. The advantage of these, of course, is that they are cheap. On the other hand, they are not always comfortable, and can often be in noisy or busy surroundings. They also try to put as many guests as possible into one room: triple rooms with space-saving sofa beds, rollaways and Z-beds are common.

Assignment 4. Complete the sentences with words or expressions from the box. You do not need to use all the words in the box.

**In soadjoining rooms airport transfer ADSL connection balcony bar
business centre cashier check in check-in time check out check-out
time coffee shop conference centre direct-dial telephone emergency exit
en-suite exchange / bureau de change gift shop gym heated pool
honeymoon suite housekeeping key card lift / elevator lobby minibar
non-residents no smoking pay-TV (swimming) pool Presidential suite
rack rate reception reception room registration card reservation
reservations department residents restaurant room service safe (noun)
safety deposit box sauna tariff tea- and coffee-making facilities
vacancies wireless connectionme cases,**

more than one answer may be possible.

1. Our well-equipped _____ has everything for the busy executive, including a photocopier, full Internet facilities with _____, and _____ to keep you refreshed while you work.

2. If you would like some food brought to your hotel room, call _____, and if you need new towels or if you want your room cleaned, call _____.
3. The hotel provides a complimentary _____ for all guests, so you don't have to get a bus or taxi into town when you arrive.
4. If you arrive at a hotel and ask for a room, you usually have to pay the full _____, but you will probably get a discount if you make a _____ in advance, especially if there are a lot of _____ on the days you want to stay.
5. Would guests please note that the latest _____ is midday (12 o'clock) on the day they wish to leave.
6. Guests who have just got married might like to use the hotel's _____, although if they've really got lots of money, they could reserve the magnificent _____.
7. When you arrive at the hotel, go straight to the _____ to _____. They will ask you to fill in a _____ with your name, address and other information, and then they will give you a _____, which you need to get into your room. Take the _____ if your room is on a high floor.
8. My room's small, but there's a _____ full of drinks, chocolate and snacks (although I haven't dared to look at the _____!), a _____ where I can keep my passport and other valuables, a _____ so I can call my friends, and a _____ where I can stand outside and get a great view of the city. Oh, and there's _____ so I can watch a movie if I get bored.
9. The hotel's facilities, including the cocktail _____, the Michelin-starred _____ and the outdoor _____ (which is heated in the winter), can be used by both _____ (guests staying in the hotel) and _____ (people who are not staying in the hotel).

Assignment 5. Rearrange the letters to make the names of the countries where you would spend the currencies on the right. The first one has been done as an example.

1. RCDEOUA = Ecuador (Currency = Dollar)
2. EARISL = _____ (Currency = Shekel)
3. NOTIEAS = _____ (Currency = Kroon)
4. TUOHS ARIAFC = _____ (Currency = Rand)
5. IATLNIAHU = _____ (Currency = Litas)
6. TVAALI = _____ (Currency = Lat)
7. IAENLOSV = _____ (Currency = Tolar)
8. IARAOMN = _____ (Currency = Lei)
9. KIPANAST = _____ (Currency = Rupee)
10. EPUR = _____ (Currency = Sol)
11. EHANADSGLB = _____ (Currency = Taka)
12. AGINUCRAA = _____ (Currency = Cordoba)
13. NEUAKIR = _____ (Currency = Hryvnia)
14. IASINONDE = _____ (Currency = Ringgit)
15. ALASIMYA = _____ (Currency = Ringgit)

Assignment 6. Look at the list of holiday activities in the box, then look at the descriptions of equipment, etc, that are needed for some of them. Match each description to one of the activities. There are more activities than there are descriptions.

**abseiling bungee jumping clubbing cycling eating out golf jeep
safari scuba diving fishing / deep-sea fishing go-karting hang-gliding
horse riding Inter-railing parachuting parasailing photography rock
or mountain climbing sailing sightseeing skiing snowboarding
sunbathing surfing swimming tennis volleyball walking / hiking
water skiing windsurfing**

1. A camera, a guidebook, a hat to protect me from the sun, a pair of glasses to protect my eyes from UV rays, and a comfortable pair of shoes.
2. A helmet, a very strong length of elastic, a bridge or a crane, good insurance and lots of courage!
3. The best tackle I can afford (I insist on using the best rods, reels and lines available), plenty of bait, a net and a boat.
4. Definitely a swimming costume, and maybe a pair of goggles, a pair of flippers and a snorkel. Armbands and rubber rings for the children.
5. A swimming costume, a pair of sunglasses, plenty of high-factor sunscreen, a towel to lie on, a parasol and a pair of sandals or flip flops so that I can walk around from time to time. Oh, and somebody to bring me lots of ice-cold drinks.
6. A wetsuit, a mask, a pair of flippers, gloves, an oxygen tank and a PADI-qualified buddy.
7. A good off-road vehicle or other RV, a map, a walkie-talkie so that I can keep in touch with the other drivers, a valid driving licence and a sense of adventure!
8. A pair of very comfortable walking shoes, a map, a hat or cap, waterproofs in case it rains, a compass so that I know which direction I'm going in, a water bottle and a good picnic.
9. A racquet, some balls, a court (grass or hard), an umpire to settle any arguments and a partner who isn't as good as me!
10. A set of clubs, plenty of balls, a course (of course), a caddy if I can afford one and a partner with roughly the same handicap.
11. A helmet, a good strong rope, gloves or chalk for my hands, boots, crampons, a reliable safety harness, a pick, a firm grip, a good sense of balance and a head for heights.
12. A lifejacket, waterproofs, a yacht, a strong breeze and some good seasickness pills.
13. Goggles or sunglasses, two strong poles, plenty of warm clothing (preferably waterproof), boots, a really good piste and a cable-car or chair lift to take me to the top. Have I forgotten anything?
14. A helmet, some really tight, colourful clothes, sunglasses or goggles, a water bottle that be attached to the handlebars, a pump, a puncture repair kit and of course a really good pair of wheels.
15. A smart dress for me, a jacket and tie for my husband, plenty of money or a credit card, and a big appetite!
16. Casually smart , comfortable clothes, comfortable shoes (although the fashion these days is to go barefoot), plenty of money for drinks (which are always expensive

in places like this) and lots and lots of stamina so that I can keep going until the early hours!

17. When I travel, I always take my SLR, a tripod, a wide-angle and a telephoto lens, a flashgun, filters and several rolls of fast film. Sometimes I just take my digital point-and-shoot.

Look at the descriptions again, and underline the words and expressions that helped you to decide what the activities were in each one.

Assignment 7.

1. Поінформованість про бренд позначає, наскільки потенційні покупці визнають бренд та його характеристики. 2. Те, наскільки клієнти продовжують купувати певний бренд, а не конкурентоспроможні товари, називають лояльністю до бренда, на відміну від переходу на бренд. 3. Ділові поїздки (відрядження) це відвідування службовцями інших службовців у процесі їх роботи, включаючи присутність на зустрічах, конференціях та виставках. 4. У деяких країнах адміністративна столиця та комерційна столиця відокремлені, як, наприклад, у Нідерландах (Гаага та Амстердам), Шотландії (Едінбург та Глазго) або Танзанії (Додома та Дар-ес-Салаам). 5. Сьогодні «кеш енд кері» широко застосовується, наприклад, як популярний метод закупівлі продуктів харчування та напоїв за конкурентними цінами меншими закладами громадського харчування, що збирають закупівлі зі складу, за який вони платять готівкою.

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Розділ 2. Basics of professional communication

Основи професійної комунікації

1. Professional communication in foreign (English) language in writing. Business correspondence. Професійне спілкування іноземною (англійською) мовою в письмовій формі. Ділове листування.

OBJECTIVES

This practice session introduces a topic of communication. Communication through exchange of letters is known as correspondence. It discusses such important concepts as ‘communication’, ‘professional communication’, ‘types of letters’ and proves that business correspondence or business letter is a written communication between two parties. It is considered that modern professionally oriented approach to the teaching of foreign languages involves the formation of students’ foreign language communication competence and the ability to write and communicate in a specific professional, scientific, business spheres and situations considering the features of professional thinking.

IN THIS TOPIC, YOU WILL STUDY:

- communication
- professional communication
- difference between written and oral communication
- letters
- formal and informal letters
- types of letters.

SELF-STUDY INSTRUCTIONS

Reading for this session on your own or partly alone, it is important to give attention to the following issues:

1. **Business written communication** is a means of creating a professional image and an effective tool for organizing and maintaining business contacts. Typically, business communication is addressed in cases where the addressee is geographically remote and it is difficult to establish direct contact with him.

2. Any written communication has undoubted advantages over oral communication. It enables long-term storage of the information contained therein. When working with written text, the compiler has the opportunity to think, put his thoughts in order and, if necessary, correct the message, so it is often more carefully worded than an oral message. Written communication causes less emotional reactions, as more attention is paid to the conscious perception of information.

3. Specialists in this field J.M. Leihiff and J.M. Penrose offers 10 rules that must be followed in order for written communication to be effective.

- Tact. When compiling the text, you must:

- refer to the individual, not to the category;
- avoid pointing to the gender.

- Personality. When writing a text, it is necessary to convey the position “you”, which means the need to focus on the needs and interests of your addressee, and not on your own.

- Positivity. Effective written communication should have a positive tone.

- Energy, activity.

- Integrity. In business correspondence, each proposal should contain only one thought. When compiling a proposal, you need to make sure that it does not contain several unrelated thoughts.

- Connectivity. The information presented in the text should be logically related.

- Clarity. This feature includes the choice of words, sentence and paragraph structure, as well as the general organization of the message.

- Brevity. The message should not contain verbose expressions, hackneyed phrases, unnecessary repetitions and abstract words.

- Readability. The text should be easily understood by the reader.

- Elements of unification. A unified message is free from two flaws - grammatical errors and format problems.

4. The main text product of business speech is **a document** - a written business text that has legal (legal) significance. A document is a means of securing in various ways information on facts, events, phenomena of objective reality and human mental activity on special materials.

5. There are two types of letters, i.e. formal letters and informal letters. The **formal letter** is written for business or professional purposes with a specific objective in mind. It uses simple language, that can be easy to read and interpret. On the contrary, **informal letters** are written to friends and relative for personal communication and uses a casual or an emotional tone.

6. The significant points of **difference between formal and informal letters** are discussed as under:

- A formal letter is one, written in formal language, in the stipulated format, for official purpose. A letter is said to be informal when it is written in a friendly manner, to someone you are familiar with.

- Formal letters are written for official or professional communication. On the other hand, informal letters are used for casual or personal communication.

- There is a manner prescribed for writing formal letters. As opposed to informal communication, which does not follow any format.

- Formal letters are usually written in the third person, however, for business letters, first person is used. On the contrary, informal letters are written in first, second and third person.

- Formal letters are used for writing letters to business, i.e. partners, suppliers, customers, clients, etc., college or institute, employer, professionals, etc. As against this, we use informal letters for writing letters to friends, relatives, acquaintance, etc.

- While writing formal letters, we use passive voice. Conversely, an active and imperative voice is used.

- The sentences we use at the time of writing a formal letter are, long and complex. Unlike an informal letter, where we use short and simple sentences which are easy to interpret.

- The size of a formal letter should be concise; that does not include irrelevant matter. In contrast, the informal letter can be concise or large.

- Formal letters do not include contraction like (didn't, can't) and abbreviations rather it uses full forms. As compared to informal letters, which makes use of contraction, abbreviation, idioms, phrasal verbs and even slang and colloquial terms.

7. In business communication, the following types of business letters exist:

The invitation letter, as a rule, is addressed to the head or specialist with an offer to take part in any event.

Request letter - a business letter whose purpose is to obtain information, services, goods, initiating actions necessary for the organization-author

The letter of inquiry is used at the pre-contract stage of interaction between partners and contains: a preamble setting out the reasons or goals for obtaining information and justification for the need to provide materials.

The purpose of **the letter of demand** is to force the addressee to fulfill his obligations under conditions when there are serious violations of previously accepted agreements.

Consent letter - a positive response, usually begins with a justification or directly with a statement of information

A letter of rejection is a negative answer that should always be justified

The main purpose of **the letter of complaint** is to convey all the necessary information about the problem. The letter should contain information regarding a specific service or product

A letter of guarantee is sent to the business partner as an obligation to pay for a service or purchase, or as confirmation of any guarantees.

The pretence letter contains the following data, the main ones for making a claim, the claims themselves, the specific requirements of the parties making the claim.

A reminder letter is sent in cases where it is not possible through personal contact or telephone conversations to obtain the desired result.

An apology letter is sent if it is impossible to carry out any previously planned action.

A notification letter is sent as a gratitude expression or willingness to cooperate, an information message, etc. and is a manifestation of courtesy of a business partner.

A letter of gratitude has recently entered the practice of business correspondence, but is widely used in the business world, as well as courtesy, its purpose is to thank the partner for the service, invitation, etc.

A cover letter is drawn up to inform the addressee about the direction of any valuables, documents, goods, etc. This letter is the main accounting document, performs the function of controlling the passage of goods and the function of a label.

The offer letter contains a formal offer to a certain person to conclude a deal indicating all the conditions necessary for concluding it.

A sales letter should not only offer a product or service, but also stimulate the interest of the client and the desire to purchase them.

8. The **structure of a business letter** usually includes the following parts:

- Heading
- Date
- Reference
- Inside Address
- Attention Line
- Salutation
- Subject
- Body of the Letter
- Complimentary Close
- Signature
- Identification Marks
- Enclosure

Each of these elements has a definite place and position in a letter as shown below:

SAMPLE TOURISM LETTERS.

Sunshine Holidays Ltd

119 Sidney Street

London NW2 5CA

Mr Poul Nielsen

April 24th 2019

233 Sigurdsgade

Kebenhaven

Dear Mr Nielsen,

Subject: complaint about Mocosa Easter Break holiday

We were very sorry to hear that the holiday on the island of Mocosa, organised by Sunshine Holidays, did not match your expectations.

Obviously the fact that the flight from Luton was delayed by four hours was regrettable, but certainly not due to any disorganisation on behalf of Sunshine Holidays. Flight delays are often, sadly, a frustrating part of flying, and tend to happen with increasing frequency at peak times like the Easter vacation.

The delay is probably the reason why you did not find a Sunshine representative at the airport to meet you. He had probably accompanied other tourists who had arrived at the airport. However, although this is an explanation, it is not an excuse, because you absolutely should have been met, and alternative arrangements should have been made. Sunshine Holidays deeply regrets the inconvenience you suffered through not being met at the airport and accompanied to your hotel. We will certainly look into the matter to make sure that it does not happen again, and of course will reimburse you for the cost of taking a taxi.

I do not feel that we misrepresent the position of the hotel as the pictures of the 'Beach Hotel' in our brochure show that it is on the cliffs and not on the beach, and there certainly was a bus service provided which you could have used if you did not want to walk. Many of our customers enjoy a 10 minute walk to the beach and back to get some exercise, and certainly enjoy the cliff views offered by the hotel. It is regrettable that the beach had litter on it. This is something that the local authorities should attend to, and we will notify them of your complaint. The fact that the beach was crowded is a result of taking your holiday at Easter time. I suggest if you do not want to find other holiday-makers you should take your holidays off-season.

Finally, as regards the facilities at the hotel, please rest assured that we will ask the hotel for explanations. The swimming pool should have been available. While the courier does not have control over the quality of the food, he should have passed on your complaints to the hotel management. The food is supposed to be typical of that region. It does not have great variety, but should be good quality. When our staff went to check out the island before recommending it to customers, they found the food adequate.

Your satisfaction is our priority and we do appreciate your custom, so once again, please accept our apologies for the inconvenience that you suffered. Enclosed you will find reimbursement for the cost of the taxi, and also a discount voucher for your next holiday with our company. Thank you so much for bringing these things to our attention so that we can continually improve our service. We hope to see you and your wife again shortly – if possible on an off-season vacation.

Yours sincerely,
Bobby Fisher
Customer Relations Officer.

VILLAGE VILLAS
22 BAKERS LANE
BRISTOL BS10 5JJ
e: info@villvilla.com

30th September 2019

Mrs Edith Lewis,
34 Sheffield Street
Rochester.

Holiday in Corfu Complaint.

Dear Ms Lewis,

Thank you for your letter of 18th September. **I was sorry to hear that** you were disappointed by the service you received on your holiday.

I have investigated your complaint that the villa was not cleaned by the maid on the last two days of your holiday. I have spoken to our representative in Corfu and **it seems that the problems were due to the fact that** the maid was ill. **Unfortunately,** we were not able to find a replacement at such short notice.

Please accept my sincere apologies. I can assure you that we will take steps to ensure that this does not occur again. **As a sign of goodwill,** I enclose a brochure for next year and a voucher which entitles you to 10% off the advertised price of any holiday booked before 31st January.

Yours sincerely,
Petra Person.
P Person,
(Customer Services Manager)

SELF-STUDY ASSIGNMENTS

Assignment 1. 1. What is meant by business correspondence? 2. How is personal correspondences different from business correspondence? 3. Explain the importance of writing a business letter.

Assignment 2. Write a short letter of apology based on the notes below, which you have received from a colleague. Try and use the words in italics from the sample letter in your answer.

We've received a complaint from Judy Elson, passenger on flight BR 354 to Mallorca. Ordered a vegetarian meal, but didn't get one. Also expected a hotel room with view of the sea – but didn't get one. Have looked into these – First problem was that the van with the veggie meals broke down on the way to the airport. As for hotel – they don't have any singles at the front of hotel. Please draft reply, send apologies, etc.

Assignment 3. FORMAL / INFORMAL Match these parts so that they make 2 separate emails.

1.

A. Thank you very much for your email of 10 November. I was delighted to hear about your visit to this country. I am writing to invite you to attend our conference.

B. It was great to hear from you and I'm really pleased you're coming to visit us. I hope you'll stay with us – We've got loads of room.

2.

A. Why don't you give me a ring when you get here?

B. May I suggest that you phone me upon arrival?

3.

A. I look forward to meeting you.

B. I'm really looking forward to seeing you again.

4.

A. If you need further information please don't hesitate to contact me.

B. Let me know if there's anything else you'd like to know.

5.

A. Best regards.

B. Talk soon.

Assignment 3. Find the mistakes in this letter.

Ente di Turismo

Regent Street

London W1

22nd January 2019

Student Union Travel Services

Student Union

Warwick University

Coventry CV4 7AL

Dear Sirs,

Thank you for your letter from 10th January 2019 in which you have shown interest in holiday for young people. As we are specialized in organising vacations for groups, we can offer you following types of holiday.

The first option, which I would highly recommend to you, is a weekend break in Rome. It is a unique place where culture is combined with entertainment. There are hundreds of historical buildings, monuments, ancient remains etc. which really will impress you. As a special offer for groups, we provide for free a typical roman supper, in a cosy restaurant which also includes degustation of wine.

The second possibility is skiing in the Alps. During this seven-day holiday you will certainly discover the beauty of winter sports. As a ski-school is a part of our company, it is a great opportunity for non-skiing students to gain new ability and to spend unforgettable time with their friends.

At last, but not least, we can offer you a tour round the countryside of Tuscany. This part of Italy is well-known for its charming nature and, of course, for delicious wine. This holiday will perfectly suit nature-loving students who enjoy walking.

I enclose our last brochure where you can find further details (including prices, dates, accommodation, important phone numbers etc,) as well as some other options in which you might be interested.

If you have any further questions, please do not hesitate to contact us. We are looking forward to hearing from you soon.

Yours faithfully

.....

Enclosures.

Assignment 4. APOLOGIES.

Complete these typical phrases.

1. Please accept my
2. I can assure you that
3. I apologise again
4. We are sending you a small gift
5. I'll look into the matter urgently and
6. Thank you for bringing
7. Can you leave it?
8. I assure you we are doing everything we can to

Assignment 4. MODALS IN E-MAILS. *Choose the correct word.*

1. That *shall / should* be possible.
2. *Can / Shall* you give me some product information ?
3. Do you think you *could / would* send me some more details please?
4. I *will / would* appreciate your suggestions.
5. Let me know what time *would / should* suit you best.
6. I *will / would* be grateful if you *could / should* give me some information about ...
7. We *should / would* be prepared to give you a discount if ...
8. That *might / would* be possible. Let me get in touch with my boss.
9. I'm sorry we *couldn't / wouldn't* use your agency for the advertising this year.
10. How do you think we *shall / should* deal with this?

11. I think we *need to have* / *would have* second thoughts about this.

12. I *could* / *can* assure you that we have always had good feedback about our services.

Assignment 5. Complete the emails of complaint with words from the box below.

1. I am writing to express my strong with the goods which were today.

2. I am writing to about the of the dress which I bought from your catalogue.

3. I am writing in with the poor service and negative of your holiday reps.

4. Amazingly, my order has still not been, despite 3 phone calls to say that it is needed

5. I expect a full, or else I will be forced to take the matter

6. the goods arrive by Friday, I am afraid we will have to the order.

7. I would it if the damaged goods could be by return of post.

8. I think that I should be to a

complain	dissatisfaction	delivered	entitled	received	quality	refund
unless	further	appreciate	connection	replaced	attitude	cancel
urgently	replacement					

Assignment 6. Translate into English.

1. Як ви бачите з моєї біографії, я нещодавно отримав диплом з управління туризмом з Інституту туризму в Мадриді після закінчення трирічного курсу. 2. У цій роботі знадобляться міцні ділові навички. Вам потрібно буде добре спілкуватися, з чуйним та дипломатичним підходом. Вам також потрібно буде думати ментально, щоб швидко вирішити проблеми. 3. Ви володієте англійською мовою, грамотно володієте комп'ютером і вважаєте себе цілеспрямованою, працьовитою людиною. 4. Готельна індустрія - це сектор бізнесу, який обертається навколо забезпечення розміщення подорожуючих. Успіх у цій галузі покладається на задоволення потреб цільової клієнтури, створюючи бажану атмосферу та надаючи широкий спектр послуг та зручностей. 5. Управління готелями виросло зі своїх скромних початків у наданні простої необхідності для проживання у велику, багатогранну та різноманітну галузь.

USEFUL PHRASES.

	Informal	Neutral
Contact	Hi / Hello Jon	Dear Ms.....

	Jon, (or no name at all)	Dear Jon
Introduction	Thanks for your email. Re your email	Thank you for your email.
Reason for email	I'm writing about ... Just writing to say ... I got your name from ...	I am writing in connection with ... Your name was given to me by...
Attachments	I've attached ... Here's the attachment re ...	Please find attached ... I am sending you ... in xl
Asking for information	I'd like to know... Please send me... Can you tell me something about ...	I would like to know I'm interested in receiving information about ... Could you give me some information about...
Giving information	Just to say... Glad to say ... Unfortunately ...	I'm writing to let you know that... I am pleased to say that ... I regret to inform you that ...
Requests	(Please) Could you ... Can you let me have ... Thanks for your help.	I'd be grateful if you could ... I wonder if you could ... Thank you in advance for your help.
Offering	Shall I ...? Do you want me to ...? Let me know if you want me to ...	Would you like me to ...? Do get in touch if you would like me to ...
Promising action	I'll ... I'll look into it I'll get back to you on this asap	I'll find out about the situation I will contact you about this shortly
Conclusion	Thanks again for ... Let me know if you need anything else. If you have further questions just let me know	Thank you again for your help. If you require any further information / help do not hesitate to get in touch Please feel free to contact me if you need anything else.
Close	Speak to / See you soon Looking forward to ...(...ing you) Best wishes Bye for now / Talk soon	Best wishes I am looking forward to...(...ing) Regards
Arranging a meeting	When should we meet? When would suit you?	When would be convenient for

	How about ...day at (time)? Are you free sometime this week?	you? Would be convenient? Could we meet on at?
Availability	Any time in p.m. is OK for me I'm free on ... Sorry I can't make it on ...	I am available in the afternoon ...day would be fine for me I'm afraid I can't manage ...
Close	See you in (Milan) on (Thursday)	I look forward to seeing you on Thursday

Greeting	Name unknown: Dear Sir/Madam, Name known: Dear Mr.../ Dear Mrs... / Dear Ms..+ surname
Reason for writing	I am writing to ... I am writing with regard to ... I am writing on behalf of ...
Asking questions	I would be grateful if ... I wonder if you could Could you ...?
Referring to their letter /points	As you stated in your letter, Regarding .../ Concerning ... With regard to
Closing expressions	If you require any further information, please do not hesitate to contact me. I look forward to hearing from you.
Signing off	If Dear + name: Yours sincerely, If Dear Sir/ Madam: Yours faithfully (Dear + first name : Yours,)
name	Your first name + surname printed clearly under your signature

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17.

Тема 2. Professional communication in foreign (English) language in writing. Resumes and CVs. Професійне спілкування іноземною (англійською) мовою в письмовій формі. Резюме та автобіографія.

OBJECTIVES

This practice session introduces a topic of professional communication. It discusses such important concepts as ‘professional communication’, the difference and similarities between a resume and a CV, when you should use a resume, and when it is better to use a curriculum vitae. It is considered that the primary differences between a resume and a curriculum vitae (CV) are length, what is included, and what each is used for. While both are used in job applications, a resume and a CV are not always interchangeable.

IN THIS TOPIC, YOU WILL STUDY:

- professional communication

- resume
- CV
- differences between a resume and a curriculum vitae (CV)
- similarities between a resume and a CV
- some tips for a good CV

SELF-STUDY INSTRUCTIONS

Reading for this session on your own or partly alone, it is important to give attention to the following issues:

1. **Curriculum Vitae (CV)** is Latin for “course of life.” In contrast, **resume** is French for “summary.”

2. **Both CVs & Resumes:**

- are tailored for the specific job/company you are applying to
- should represent you as the best qualified candidate
- are used to get you an interview
- do not usually include personal interests

If you are applying for both academic as well as industry (private or public sector) positions, you will need to prepare both a resume and a CV.

3. **The CV** presents a full history of your academic credentials, so the length of the document is variable. In contrast, **a resume** presents a concise picture of your skills and qualifications for a specific position, so length tends to be shorter and dictated by years of experience (generally 1-2 pages).

4. CVs are used by individuals seeking fellowships, grants, postdoctoral positions, and teaching/research positions in postsecondary institutions or high-level research positions in industry. Graduate school applications typically request a CV, but in general are looking for a resume that includes any publications and descriptions of research projects.

5. In many European countries, CV is used to describe all job application documents, including a resume. In the United States and Canada, CV and resume are sometimes used interchangeably. If you are not sure which kind of document to submit, it is best to ask for clarification.

6. **What to Include in a CV:**

- Contact Information
- Research Objective, Professional Profile, or Personal Statement
- Education
- Professional Academic Appointments
- Books
- Book Chapters
- Peer-Reviewed Publications
- Other Publications
- Awards and Honors
- Grants and Fellowships
- Conferences

- Teaching Experience
- Research Experience / Lab Experience / Graduate Fieldwork
- Non-Academic Activities
- Languages and Skills
- Memberships
- References

7. A **CV** is a longer synopsis of your educational and academic background as well as teaching and research experience, publications, awards, presentations, honors, and additional details. CVs are used when applying for academic, scientific, or research positions. International employers often use CVs as well.

8. The order of topics in a CV format is **flexible**.

9. Arrange sections **to highlight strengths** for the position you are seeking.

10. Elaborate on accomplishments and skills within categories.

11. List items within each category chronologically, the most recent appearing first.

12. Present information in an easily accessible and attractive style.

13. When sending **electronic versions**, attach a file or cut and paste the CV into the text of the email message. State your objectives and career interests in the first few lines since they may be the only items seen on a screen.

14. Use language and acronyms recognized in your field.

15. Avoid using bold, italics, underlining, lines, or graphics. Use all caps for emphasis.

16. Put your name at the top followed by address and each phone number on a separate line.

17. Many employers use **websites** for applicants to apply for positions. Although each form may be different, some elements may be similar. Save parts of your CV in a format that can be cut and pasted for each individual web-based form, such as saving a bulleted list of work experience.

18. At a minimum, your **resume** should include your contact information, work experience, and education. Additional sections for career summary, skills, volunteer work, and additional qualifications can be added if they're relevant to the job for which you're applying.

19. Remember that a **resume** is meant to quickly highlight the reasons you're a great fit for the job. It's not meant to detail every job duty you've ever performed. Instead of simply writing your day-to-day responsibilities from past jobs, study the job listing and try to come up with an answer for each requirement listed. This is more likely to get the attention of a recruiter who may only look at your resume for a few seconds. It also optimizes your resume for the applicant tracking system sorting algorithms that help companies identify top candidates.

20. The **top of a resume** should include the following information:

- Name
- Location (City, State, Zip Code)
- Email Address
- LinkedIn profile URL

21. Include a **personal phone number**, never a work number. Add your city, state, and code. This is important as some applicant tracking systems allow recruiters to filter candidates based on location. Recruiters will always start with local candidates first. If you're relocating from another area, list both your current location and your future location.

22. Use a professional-sounding **email address**. An email address based around your name is ideal, such as jackieromano12@email.com. Your "fun" email address might work perfectly fine in your personal life, but "beersnob" or "biebersuperfan" might not cast you in the most professional light. Even using an email client that is considered outdated -- like AOL or Hotmail -- could hurt your chances. Consider creating a free Gmail account for your job search.

23. While a **one page resume** is sometimes seen as the ideal, a two page resume might be necessary after five or ten years in the workforce, especially if all your experience is relevant to the job you're pursuing. Executives sometimes have resumes that are three pages or more. That said, your resume shouldn't be any longer than it has to be. A short, to-the-point resume will be easily digestible and highlight your most important skills. After you write your resume, try to remove as much fluff and irrelevant content as possible to decrease your page count and draw more attention to your best qualifications. No matter how many pages your resume is, try putting your **most impressive qualifications** high up on the first page with a summary or skills section.

24. There are three main formats of resume: **Chronological**: Classic format that lists your work experience in order, starting with the most recent; **Functional**: Emphasizes qualifications and accomplishments instead of specific jobs, but isn't recommended. **Hybrid**: Modern format where skills and highlights go at the top before a detailed work history.

25.

CV SAMPLES

Alexa McGuire

City, State Zip

(038) 555-5555 • alexamcguire@email.com

linkedin.com/in/your-name-here

WORK EXPERIENCE

Company 4, Location

Job Title

(MM/YYYY)-Present

This is where you write about your experience. Do not simply list your day-to-day job duties. Work in resume keywords that are most relevant to the job for which you're applying. Try replacing some of your duties with measurable results and accomplishments rather than duties. Remember, "duties tell, accomplishments sell." To create a strong measurable result, try this format: [Action verb] [brief explanation of accomplishment] resulting in [quantifiable outcome. Using %, \$, etc. will draw the eye and make an impact]. For example: "Responded to an average of 203 customer service emails per week, improving response time by 74% and customer satisfaction by 31% between 2016 to 2017."

Company 3, Location

Job Title

(MM/YYYY)-(MM/YYYY)

Keep your sentences short and to the point. This will make it easier for a recruiter or hiring manager to read or skim. Use your limited space to focus on things that are most relevant to the new job, rather than going into every detail about the responsibilities that took up most of your time. Tailor your resume to the job description.

Company 2, Location

Job Title

(MM/YYYY)-(MM/YYYY)

It's OK to leave positions off your resume if they aren't relevant to the job you're pursuing. Unless the experience is crucial, you can also go into fewer details on older positions.

Company 1, Location

Job Title

(MM/YYYY)-(MM/YYYY)

Don't worry about having the same amount of information for each job. Spend more words on the most transferable skills and experience.

EDUCATION

Degree, Graduation Year (YYYY)

College Name, Location

RESUME SAMPLES

Resume Worksheet

Name

Address

Telephone

Number Objective: [In one line, tell what job or position you want.]

Relevant skills/experience or highlights of qualifications: [List the skills or accomplishments that show you can do the job.]

Work Experience: [List your most recent job first, next most recent, etc. Go back ten years.]

Employer name: _____

City, State: _____

Job title: _____
Dates of employment [beginning and ending]: _____
Duties/Responsibilities: _____

Employer name: _____
City, State: _____
Job title: _____
Dates of employment (beginning and ending): _____
Duties/Responsibilities: _____

SELF-STUDY ASSIGNMENTS

Assignment 1. Name about six qualities or characteristics of other people you respect or admire.

Assignment 2. Make a list of jobs or positions that you think you would like to apply for.

Assignment 3. Choose one of the jobs from your list above and make up a CV. Now write your CV. Write information about yourself.

..... CV

I am a

I am looking for

Personal details

Address: ...

Email: ...

Phone: ...

Date of birth: ...

Education and qualifications ...

Work experience ... Skills Languages: ...

Computers:

Interests ...

References

Assignment 4. What do you know about a CV? Are these sentences true or false?

1. A CV is a document with information about you.
2. You use a CV to get a job.
3. You should put your photo on your CV.
4. Your CV should be 3 or 4 pages long.
5. It's OK to have mistakes (spelling, grammar...) on your CV.
6. All information on your CV must be in full sentences.
7. Employers usually look at a CV for about 2 minutes.

Assignment 5. What parts does a CV have? Write the missing letters. Match the parts 1-6 with their meanings A-F.

1. P_r_s_n_l det_ _ils 2. Ed_c_t_ _ n and q_ _lific_t_ _ns. 3. W_rk exp_r_ _nce . 4. Sk_lls. 5. Int_r_sts. 6. R_f_r_nc_s.

A) jobs you did before. B) things you enjoy (e.g. playing a sport) C your name, address, date of birth, email, phone number. D) the name of your school / college; exams you passed. E) things you can do (e.g. speak a language; drive a car; use a computer. F) names of people who know you (e.g. your teacher or your boss), and who can say that you're good for a job.

Assignment 5. Read the text and analyse some useful information as for resume writing.

If you go by a nickname include it with your full name. Address - Use your mailing address. Telephone - Make sure a responsible person can take a message for you and make sure your voicemail message is appropriate and professional. E-mail - Include it if you check it frequently. Make sure your e-mail address is appropriate and professional. Set up another e-mail account if you have to.

Tip - Do not include other personal information like your birthday, social security number, or driver's license number. Objective This is where you tell the employer what kind of job you want. It should be clear, to the point, and targeted to the job position. Talk with your tutor about what kind of job you want. Then talk about ways to write about it in one or two sentences.

Work Experience This is where you write about each of your previous jobs. You only have to go back 10 years, so even though you may have been the best pizza delivery person 12 years ago, you don't want to include it. Your most recent job comes first.

Dates of employment-beginning and ending, you don't put months, just the year, so if you started a job on July 5, 2008 and left it on January 8, 2009, you would put, 2008-2009. (This isn't cheating even though it makes it look like you were there longer. Your application will show the month and year.)

Accomplishments- this is where you brag about yourself and where you use action words (see below). You and your tutor can brainstorm some action words and find ones that describe you and the job you did.

Education If you did not graduate put the school or schools and the years you attended. Your most recent school comes first. o School-name, city and state o Dates of attendance-beginning and ending, again using the years only.

References Make a list of professional references with name, position title, business address, and telephone number. It is important to always get permission before you give names to prospective employers. It is a good idea to tell people you are using them for a reference GOAL: Write A

You can also tell them what kind of job you are applying for.

Action Words. On the resume worksheet under "Work Experience" you were asked to fill in your "duties and responsibilities" for each job. When you describe your work you will want to use "action words," verbs that make your job history come alive. On the table below there are many different words to describe what a person does at work, which can be used on a resume. Review these action words and

circle those that apply to you. Write sentences using those action words and insert them into your resume.

• Professional Communication Skills • Advertised • Called • Discussed • Instructed • Showed Cooperation Skills • Agreed • Consulted • Facilitated • Provided Managerial Skills • Collected • Delivered • Guided • Inspected • Trained • Worked Results Words • Changed • Earned • Marketed • Reduced Administrative Skills • Administered • Budgeted • Enforced • Hired • Signed • Supervised • Defined • Monitored • Maintained • Developed • Selected Problem-Solving Skills • Solved • Discovered • Negotiated Creative Skills • Authored • Created • Established • Formulated • Invented • Wrote • Produced • Drafted • Designed • Compiled Clerical Skills • Filed • Ordered • Sorted • Organized • Summarized Verbal Skills • Lectured • Delivered • Chaired • Counseled • Participated Manual Skills • Installed • Fitted • Coded • Fixed • Built.

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Тема 3. Professional oral communication in foreign (English) language. Професійне спілкування в усній формі.

OBJECTIVES

This practice session introduces a topic in professional oral communication in a foreign language in the field of tourism. It explains that English is a vital aspect in the tourism sector since it allows providing the best service to foreign visitors who do not know the local language. Furthermore, tourism professionals need to speak English to foreigners to make their visit more enjoyable. It also proves that people who are required to use English at work for tourism and hospitality purposes need to improve their communicative abilities, language fluency, and accuracy.

IN THIS TOPIC, YOU WILL STUDY:

- professional oral communication
- English as a vital aspect in the tourism sector
- providing the best service to foreign visitors
- being a good tour guide
- giving an excursion
- advertising as an essential tool in the tourism sector
- the processes of organizing tourism
- types of excursions.

SELF-STUDY INSTRUCTIONS

Reading for this session on your own or partly alone, it is important to give attention to the following issues:

1. English is often used in intermediary companies such as travel agencies and operators. In the case of communication, it is essential to be able to maintain a

dialogue about a service. Employees should be able to perform an internal task. For example, **creating a tourist package**, and for this, they must have good reading and writing skills since in most cases communication with companies that are in other countries are given by emails.

2. **Marketing and advertising** is an essential tool in the tourism sector because thanks to this there is the possibility of transmitting an image and information about a tourist place. In this area, the use of English is essential since it is necessary to know terminologies and advanced English to attract future tourists.

3. The use of English skills in scientific research related to tourism English in the scientific area has more scope than any other language since the most significant amount of research and updates on various tourism topics are mostly in English. That is why in the case of students or teachers, the latest publications in scientific journals help to improve the teaching process as it conveys the newest events on issues regarding tourism.

4. **A tour guide** must know the information entirely and when issuing it must know how to do it; therefore the implementation of English is necessary for the skills of a guide, and this must be of a high level to deliver a clear and error-free message avoiding problems in the coding of foreign tourists. A tour guide must be able to hold interesting conversations and explain in a leisurely manner so as not to leave gaps in information

5. Being a good guide you need to be **charismatic**. While there's only one tour guide, there can be numerous people on a tour, from 2 to 5 to 20 or more. Each and every person on your tour is looking for information and more importantly, entertainment, from their guide for the most part of a day. As a result, a tour guide needs charisma. Lots and lots of charisma. Charisma can come naturally... but it can also come with practice. Every day on tour, look for opportunities to charm your group. Also, think about opportunities before you embark on tours and experiment with them during the tour to figure out tactics to delight your crowd.

6. You can be the most charismatic tour guide in the world, but if you don't **know your stuff** then you'll lose your audience. A tour guide's job is, among other things, to know exactly what they're talking about. This means facts, figures and anything else somebody on a tour might throw at them. Make sure you're clued up on everything you need to know and, whenever you answer a question thrown at you by somebody on your tour, think about how you've answered it and if you can respond better the next time. The more you know about history, culture, food, language, geography, politics, economy, and flora and fauna before heading out on your training trip, and hopefully your first tour, the better. You will never know all the answers, but you'll learn smooth ways to own up to that, or find out and provide a helpful response shortly after (hello Google), or direct the passenger to where they might find out. If the company you've applied to work with has a training trip before you embark on your first adventure with real, paying clients, they will be doing all they can to replicate every single possible tricky scenario you could come across on tour. Given that you're applying for one of the most popular jobs in the world, it's going to be intense, but that doesn't mean you won't get maximum satisfaction out of it. Making it to the end of your training is a huge accomplishment in itself. So prepare

well, work hard, keep your wits about you and sleep now, because if you do become a tour guide, you can kiss more than six hours of shut-eye per night goodbye!

7. If you're extremely knowledgeable and equally charismatic, but you don't **interact with your group**, it's going to make them feel like they're following their history teacher around. It will also feel like it's all one-way in terms of communication. Vacations aren't about sitting and listening to other people – they're about chatting and meeting people. This could be fellow travellers or the people guiding them on tours or activities. Make sure to engage with the people you're guiding and give them one more person to remember their trip by.

8. People love hearing about the history of a city or the facts behind a glacier, but they also really, really like listening to stories. Since you're in the travel business, chances are you've got one or two to tell about a destination, artifact or something else. **Storytelling** is no mean feat – it's down to timing, the length of the story, punchlines (if there are any) and more. Know exactly when you're going to tell a story, decide how long it should be and practice it over and over again until you've completely nailed it.

9. You must have good **organization skills**: Timing is key when you're a tour guide. You need to be at certain places at certain times, then at those places you can only spend a given amount of time – spending any more or less time than you're supposed to can throw off the entire itinerary for the day. Look at your itinerary and make sure you know where you need to be and when. Then, every day when you're at those places, review your time spent there and decide if the amount of time spent there was sufficient - do you need more time or you do you need less? Additionally, you might need to hold on to a bunch of entrance tickets to get your group into a national park or you might need to take care of a heap of bus tickets. Organisation, when you're a tour guide, is key.

10. You need a good **sense of humor**: You don't need to be a standup comic to be a tour guide, but being able to liven things up with a joke here or there certainly helps. While making fun of one of the members of your group can be risky, making fun of yourself is one way you can try to wrangle a smile from your group. Other methods can include bringing humor into aforementioned stories, having lighthearted facts or taking advantage of (what could be) a funny situation on the spot. Check out our academy for more useful resources! www.treksoft.com/en/academy

11. You must be **empathetic**: When you're dealing with multiple people in a host of situations, you're bound to occasionally find yourself in uncompromising situations with some members of your group. For these instances, empathy is key. You might be dealing with somebody who has just heard bad news from back home, or somebody who has an embarrassing fear or somebody who has a disability. Just know that with a little more empathy, a lot more understanding and problem solving can be done.

12. You need to think on your feet: As a tour guide, your day can be unpredictable. The weather can quickly change, things can break, your tour group could be very different from the last. It's so important to be **flexible, prepared, and a master at improvisation**. It will take time to be able to plan for any situation, but

the key thing is to learn each time something happens. One way to be prepared is to have items available. This could be a handy first aid kit, rain ponchos, a back-up tour route if you need to change. Having a plan in place will ensure your customers still have a great experience.

13. You should have a good sense of direction: It may seem obvious, but some people don't have a natural sense of direction or can be hindered in a stressful situation. You never know when you might need to go off route, so a good sense of direction is key. Another thing that any tour guide will know is that customers tend to ask you for local information. Where to hire a car? Where is the doctor's office? Where to go for dinner? By doing your research, you can offer something extra to your customer's experience.

14. You must **be passionate about being a tour guide**: If you aren't excited about what you do or sharing an experience with new people, then being a tour guide probably isn't the right job for you. Customers are paying for a memorable experience, and whether this is trip number 1 or trip 10,000, they should never know. A real passion for what you do does shine through, so always remember to share that with your customers. You will see it reflected in reviews every time!

15.

SELF-STUDY ASSIGNMENTS

Assignment 1. Work in pairs. Imagine that one of you works for Global Tours and has advertised the following vacancy. Look at the information below and prepare to interview the candidate for the job. The other one has applied for one of the jobs advertised and been asked to attend an interview.

DO YOU WANT TO WORK FOR A MAJOR PLAYER IN THE TRAVEL INDUSTRY

GLOBAL TOURS is currently seeking to recruit a number of recently qualified and/or experienced travel professionals to work in a variety of locations. Vacancies in reservations, sales, hotel and catering and holiday villages. Candidates should speak English and possess excellent interpersonal skills. Motivating salary for the right people.

INFORMATION ON GLOBAL TOURS Following its acquisition of Worldwide destinations plc GT has become the market leader in long-haul travel. It owns the five largest travel agency chains and enjoys guaranteed racking. With a turnover of more than €75m, it employs 15,000 people worldwide and caters for an average of 500,000 holidaymakers every year.

The pieces of advice which help the applicant to prepare for his/ her interview
During the **interview**: sit comfortably; do not lean forward, or back or cross your knees; be positive; pause before you reply to show that you are carefully considering the question; distinguish questions that need short answers and longer responses; ask questions about the company and the requirements of the job; find examples from your experience to back up your answers

Possible questions:

- What kind of company is Global Tours? - How many people does it employ? - What kind of work is available? - What are the promotion prospects? - What is the starting salary? What benefits are there?

The pieces of advice which help the interviewer to prepare for the interview with the applicant:

read the candidate's CV and cover letter before the interview; welcome the candidate and put him/her at ease; start with some small talk about a subject of interest to you both; give the candidate some brief information about Global Tours; ask the candidate questions about recent experience and qualifications; find out about the candidate's strengths/weaknesses/motivations; allow opportunities for the candidate to ask you questions; thank the candidate and say when you will contact him/her

Typical interview questions: Can you tell me about yourself? What are your strong/weak points? Why do you want to work in the travel industry? Do you have any previous work experience? What languages can you speak? What do you see yourself doing five years from now? What kind of salary are you looking for? When would you be willing to start?

Assignment 2. Read the article. Decide which answer A, B, C or D best fits each space.

SIX STEPS TO SUCCESSFUL SELLING

Your job as a travel agency sales consultant is to help your customers to choose their next holiday. This is a (0) job, and in order to do it well, you need to (1) an established routine called the (2) process. Stage 1 To begin any sales process, it is important to (3) customer's (4) of the products your agency offers. Adverts in the agency (5), for example, attract people's attention, and may bring them into the shop. Stage 2

This is possibly the most important stage in sales. Many people are nervous about buying because they think that sales consultants only want to get their money. From the very first (6) with a new client, you need to (7) them that you are really interested in helping them find the right holiday. Of course, sometimes people go into a travel agency just to (8) through the brochures. In this case, do not stand next to them and ask questions. Let them know you are there, but leave them alone. Give them time. Stage 3 When a customer asks for help or information, we move on to the next stage – investigating the customer's (9) This is also an important part of the sales process; it is only when you have a clear idea about where a client wants to go, when he wants to travel, who with, and so on, that you can select the best product for him. Stage 4 When you have selected the most suitable products, you need to present them in terms of: Features – these are what a holiday has, such as the hotel (10), transfers from the airport, excursions, etc. Advantages – these are what make the holiday better than other similar holidays. The fact the price includes bar (11), for example, would be an advantage. Benefits – why a particular feature is good for the customer you are talking to at the moment. At this point in the process many customers will want time to think. The best thing to do is to get their contact details and invite them to take the brochures home and browse

through them. If you have done a good job of presenting the product, they will probably be back a few days later. Stage 5 When the customer returns to your agency ...

0 A accomplished B skilled C gifted D talented

1 A pursue B chase C obey D follow

2 A sales B trade C market D commerce

3 A rise B lift C raise D boost

4 A familiarity B knowledge C acquaintance D awareness

5 A box B window C area D space

6 A moment B glance C minute D look

7 A bring B argue C convince D satisfy

8 A review B browse C inspect D supervise

9 A complaints B interests C demands D needs

10 A opportunities B standards C facilities D features

11 A expenses B receipts C earnings D costs

Assignment 3. Answer the following questions.

1. In which stage does a tourism consultant do most of the talking? 2. In which stage does a tourism consultant have to listen most carefully? 3. What are the ways of raising customer awareness? 4. What should you do when customers are looking at brochures? 5. Features, advantages, or benefits – which is the hardest for a tourism consultant to explain to a customer? 6. What do you think happens in the last two stages which are not described in the article?

Assignment 4. Give the English equivalents to the following words and phrases. Be ready to use them in the sentences of your own.

Шість кроків до успішного продажу; слідувати встановленому шаблону; процес продажу; кваліфікована робота; підвищувати обізнаність клієнта; пропонувати (пропозиція); оголошення; вітрина агентства; привертати увагу людей; заохочувати (привести до); торгівля; нервувати; на першій хвилині знайомства з клієнтом; переконувати; відповідна відпустка; проглядати; брошура; просити про допомогу; робити запит щодо інформації; переходити до наступного етапу; вивчати потреби клієнта; мати чітке уявлення; вибирати; підходящий продукт; представляти; особливості; перевага; витрати на випивку; дізнаватися контактні дані; користь; повертатися.

Assignment 5. Read the article that describes booking terms and conditions. Match the following headings with the different conditions. 1. Cancellations 2. Booking changes 3. Compulsory insurance 4. Flight delays 5. If we change your holiday before you leave 6. If we make changes after you have booked your holiday 7. Your holiday price

BOOKING TERMS AND CONDITIONS

a. We may need to make changes to the information in this brochure as our holidays are planned many months beforehand. If we make any changes before you make your booking, your travel agent will tell you about them before you finish your booking.

b. Occasionally we have to change your accommodation. If we make a change after you have made your booking, we will put you into accommodation of the same standard or higher, and in a similar type of resort.

c. The prices in our brochure were correct at the time of printing, but we reserve the right to make changes. If we do this, your travel agent will confirm all price changes before you make your booking.

d. If you want to cancel your booking, the person who made the booking must send us written instructions. If you cancel your booking, we may ask you to pay cancellation charges. We will not refund any insurance premiums you have paid.

e. If you want to change your booking, we will try to help you, but we cannot guarantee that we will be able to do this. If you change your booking, we will charge you €15 for each person in your group.

f. If you make a booking with us, you must take out suitable insurance, either with us or with another company. If you have a known medical condition, please tell our sales agent when you make your booking.

g. We try hard to avoid flight delays, but they do sometimes happen. If there is a delay, we will try to provide extra services, food, and accommodation. If we are unable to provide these services for any reason, then we will pay compensation.

Assignment 5. Look at the sentences below, and fill in the gaps with an appropriate word from the box.

self-catering • single • tour operator • bed and breakfast (B & B) • shoulder bag • passport • travel agency • tour • foreign currency • voyage • excursion • family • trip • journey • full-board • en-suite • terrace • insurance • double • aisle • half-board • boarding card (USA = boarding pass) • reservation • twin balcony • cheques • all-inclusive • suitcase

We're planning a(n) _____ to the seaside at the weekend. 2. The _____ from Southampton to New York by ship took about five days. 3. The best way to see London is by taking a guided _____. 4. Last year they went on a train _____ across China. 5. James is going on a business _____ to Singapore next week. 6. We went to the _____ on the High Street to book our holiday, but they were informed by the _____ that there were no more places left. 7. (At the airport check-in desk) Would you like a seat by the window or one by the _____? 8. Here's your ticket and _____. You're in 33B. It's a no smoking seat. 9. I've just made a list of the things I need to take on holiday with me. First of all I need my _____ so that I can enter the country. I must get _____ in case I have an accident or lose something important. I have to go to the bank to get some _____ and _____. Oh, and of course I need my _____ to carry my clothes and other things. I'll also take a _____ so that I can carry my camera, some books and other bits and pieces. 10. Quattro Vientos Holiday Club offers a variety of accommodation options. If you want a bedroom and something to eat in the morning, they have _____ accommodation. If you prefer to have breakfast and dinner, you can stay on a _____ basis. If you want breakfast, lunch and dinner, you can stay on a _____ basis. They also have rooms with cooking facilities if you want to prepare your own food and stay on a _____ basis. Alternatively, if you want all your meals and drinks included, you can stay on an _____ basis.

11. _____ rooms in the hotel have just one small bed. _____ rooms have two small beds. _____ rooms have one large bed. _____ rooms have one large bed and two small beds. Most of the rooms are _____, with their own private bath or shower. All rooms have a _____ or a _____ with a view of the sea. Telephone 01645 98109 to make a _____.

Assignment 6. Read the dialogue. Make up the similar one.

F1: Can I help you, sir?

M1: Yes. I'm staying in London for a few days, but was wondering about taking an excursion to either Oxford or Cambridge, or maybe to Stonehenge?

F1: Hmm, when were you thinking of going, sir?

M1: Well, tomorrow or the day after, if possible.

F1: Right, well. We have a day trip to Cambridge tomorrow, leaving at 9:15 from our central base in Victoria.

M1: That's a coach trip, is it?

F1: Yes, sir. All our tours are by coach. This one arrives in Cambridge around 11 o'clock, and gives you a coach tour of the city with guided commentary in the morning.

M1: Mm hm.

F1: You then stop for lunch at a restaurant of your choice and have the afternoon at leisure to explore all the wonderful historic sites on your own until 4:30, when the group reassembles for a guided visit to King's College Chapel.

M1: Mm!

F1: – and there may be a service on then, so you might be able to hear the famous King's College Choir.

M1: Oh!

F1: And then the coach returns at eighteen hundred hours, getting back to Victoria around 8 o'clock in the evening. That's for an all-in price of £126 per person.

M1: And Stonehenge?

F1: That's a longer journey, sir, so the coach leaves at 8am. There's one short comfort stop en route, and you arrive at Stonehenge at 11 to 11:30, depending on traffic. Once again, there's a guide on the coach, and there's also a complimentary audio guide to Stonehenge once you're there. Although I should point out that visitors aren't allowed to actually walk to or through the prehistoric stones themselves.

M1: Oh, I see. So there's a sort of visitors' centre, is there?

F1: Yes, from where you have full, uninterrupted view of the stones. And you can go on guided walks around the monument – www.teachingenglish.org.uk © The British Council, 2016 The United Kingdom's international organisation for educational opportunities and cultural relations. We are registered in England as a charity.

M1: Mm, I see.

F1: Let me get you a brochure about that one.

Read the dialogue.

Mike: Hello, I'm looking for a place to spend my holidays. Could you offer me something interesting?

Sam: Yes, certainly. How long are you going to travel?

Mike: For about a fortnight.

Sam: Do you like active holidays or would you prefer to stay somewhere in a quiet place just to relax?

Mike: Well, I'd like to go on a sightseeing tour to Europe. I think Great Britain is the best place for it. It's a unique country, which is worth seeing. Besides, it's the best way to practise your English.

Sam: Which cities and towns would you advise me to visit?

Mike: I think the best way to start exploration of Great Britain is to visit London, its capital. And how much is this tour?

Sam: Well, it depends on the hotel, but the average price is about \$600.

Mike: And which hotel would you advise me to stay at?

Sam: I would recommend you The New Barbican. It's a modern hotel, comfortably furnished and the prices are quite reasonable there.

Mike: Is the hotel far from the main sights of the city? Where exactly is it?

Sam: In Central Street. It's not far from the Tower of London and St. Paul's Cathedral.

Mike: Fine, that will do. Let's sign a contract.

Write *true, false, doesn't say*:

1. Sam asks Mike if he likes active holidays?

2. Mike has never been abroad.

3. Mike will go with his friends abroad.

17 Top-Rated Tourist Attractions in Washington, D.C.

The District of Columbia, on the Potomac River between Maryland and Virginia, was set aside as the nation's capital, so that the federal government would not be located in any single state. Pierre-Charles L'Enfant was commissioned by George Washington to plan the city, and you can clearly see L'Enfant's layout of a street grid intersected by broad avenues. The most important of these is **Pennsylvania Avenue**, connecting two iconic buildings: the **White House** and the impressive domed **Capitol Building**. Alongside and maintaining L'Enfant's vision of an open and spacious city stretches the wide National Mall with its museums and monuments.

National symbols such as the Capitol and the White House are accessible to visitors, along with dozens of other tourist attractions, which include world-class museums and important monuments. Many of the most important things to see and do are in the northwestern quadrant along the National Mall and are best seen on foot. Summer can be unpleasantly hot and humid, so the best times to visit Washington are spring and autumn.

Plan your trip to the nation's capital with our list of the top attractions in Washington, D.C.

Recognized around the world as a symbol of the United States, the Capitol is the seat of the House of Representatives and the Senate. The huge dome, based on the dome of St. Peter's in Rome, stands out above all other Washington buildings.

Like Washington itself, the building has grown over the years since the central portion was built between 1793 and 1812. The last addition, in 1958-62, enlarged the main façade where presidents take the oath. On the other side, a marble terrace offers beautiful views over the mall and the city.

The interior is resplendent with frescoes, reliefs, and paintings, especially the rotunda under the great cast-iron dome with a ceiling painting by Constantino Brumidi and huge paintings of scenes from American history on the walls. Beside it is the former Chamber of the House of Representatives, with statues of leading historical figures. The small Senate Rotunda leads into the beautifully restored Old Senate Chamber, where the Senate met until 1859, and the Supreme Court until 1935.

Free tours, which can be reserved online, begin at the visitor center on the lower floor, where there is an interesting exhibition on the building's history. Free tours on weekday afternoons explore the ornate paintings on the walls and ceilings of the corridors in the Senate wing, designed by Brumidi between 1857 and 1859. To visit the Senate or House in session, you need to contact your Senator or Representative for a pass; foreign visitors can arrange visits through the visitor center.

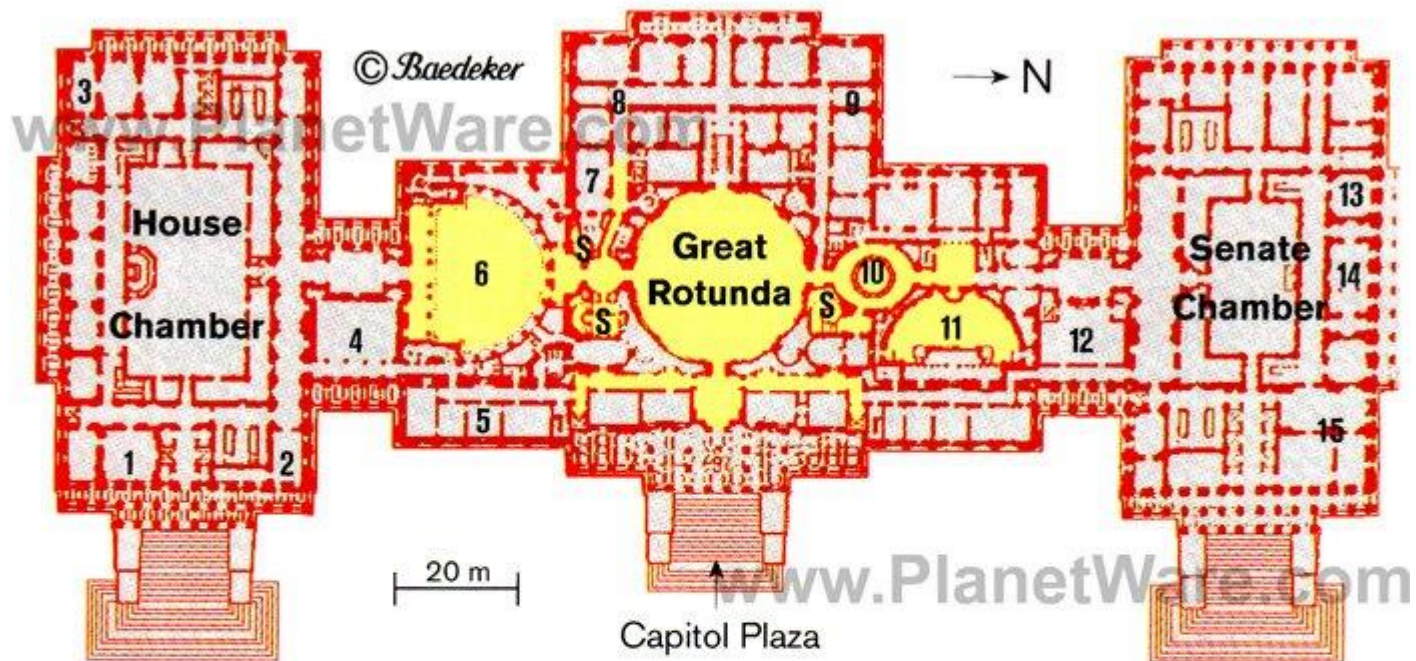
An underground passage with historical exhibits leads from the Capitol to one of Washington's little known places to visit, the **Library of Congress**. It's the world's largest library, modeled on the Opera House in Paris. You can visit portions on your own, but free tours disclose even more of its beautiful interior. Displayed here are

one of the three surviving complete Gutenberg Bibles, an earlier hand-printed Bible, Thomas Jefferson's draft of the Declaration of Independence, Jefferson's personal library, and galleries filled with exhibits focusing on topics as varied as the musical careers of the Gershwin brothers and the work of editorial cartoonists and graphic artists.

Address: Capitol Hill, Washington, D.C.

Official site: <https://www.aoc.gov/>

Principal Floor



Open to public

- 1 Speaker's Formal Office
- 2 Ways and Means Committee
- 3 Committee on Appropriations
- 4 House Reception Room
- 5 Speaker's Office
- 6 Statuary Hall
- 7 Foreign Affairs Subcommittee
- 8 Congressmen's Private Offices

- 9 Senator's Private Offices
- 10 Small Senate Rotunda
- 11 Old Senate Chamber
- 12 Senate Conference Room
- 13 President's Room
- 14 Marble Room
- 15 Vice President's Office
- S Stairs to lower floor

2. 2. The White House



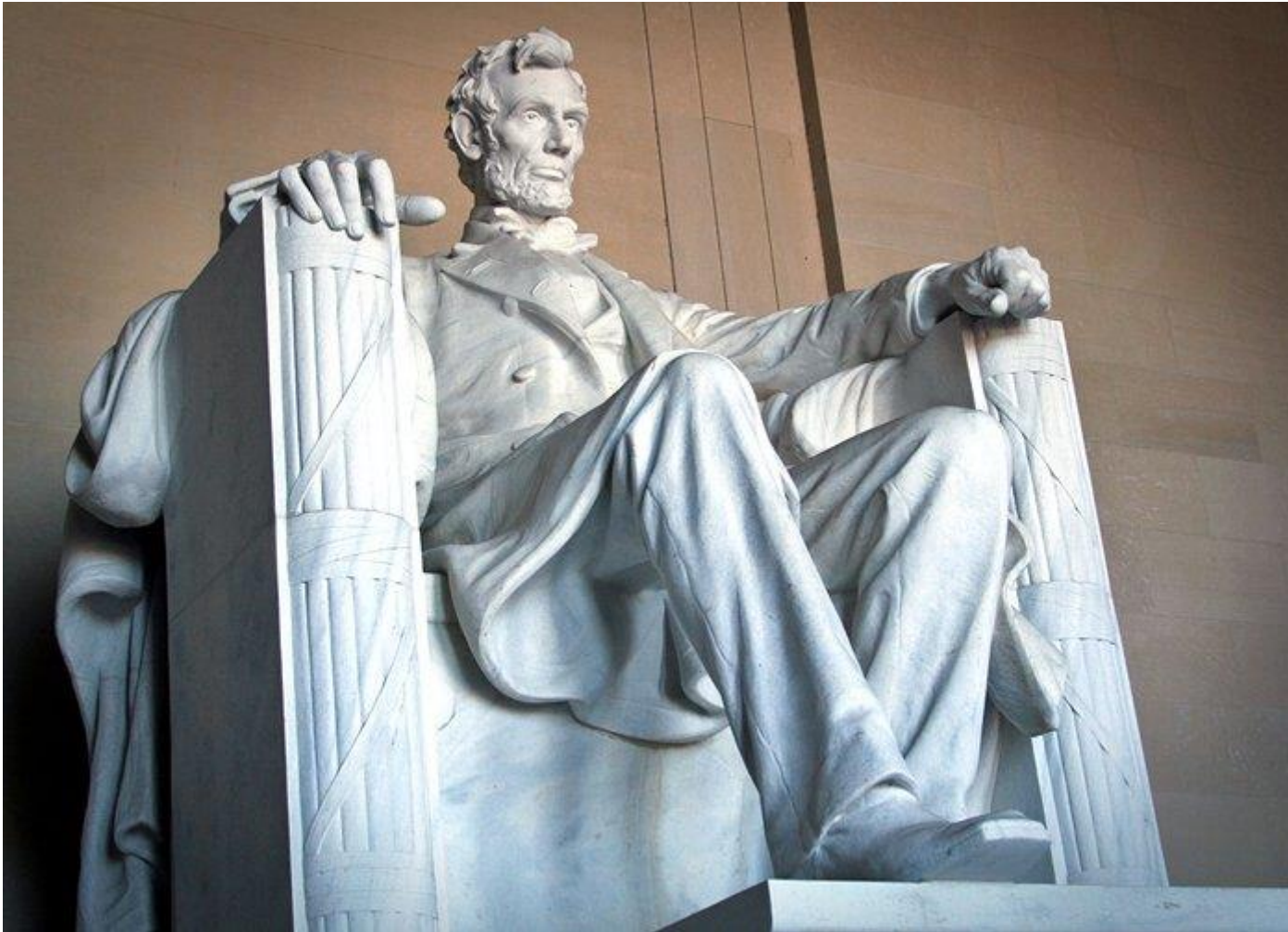
3.

4. The White House

5. The White House is the official residence of the President of the United States. The home of every president except George Washington, it was originally built by James Hoban in 1792, and after being burned down by British forces in 1814 was rebuilt in 1818. Although tours of the interior that include the East, Blue, Green, and Red Rooms; the Ballroom; and the State Dining Room must be reserved well in advance through your Congressional office or embassy, every tourist to Washington will want to see this iconic building, at least from the outside.
6. The free **White House Visitor Center**, a short distance away, has excellent interactive exhibits, which show details about the White House and the presidential families. It includes furniture of past presidents, a model of the residence, historical changes, and videos with insights from presidents about their time living there.
7. **The Ellipse**, a 54-acre stretch of lawn stretching to Constitution Avenue, hosts summer concerts by the US Army Band. Next door to the White House are the elaborate 1833 Greek Revival **Treasury Building** and the 1871 **Executive Office Building**, one of the most striking old government buildings in Washington. From **Lafayette Square**, one of the city's best-known, statues of Andrew Jackson, Lafayette, and others overlook the White House.
8. Address: 1600 Pennsylvania Avenue NW, Washington, D.C.

9. Official site: <http://www.nps.gov/whho/index.htm>

10. 3. The Lincoln Memorial



11.

12. The Lincoln Memorial

13. The best-loved of all Washington's memorials, the Lincoln Memorial stands at the far end of the mall, separated from the Washington Monument by the Reflecting Pool. At its center is a 19-foot marble statue of a seated and pensive President Abraham Lincoln surrounded by 36 columns, one for each of the states that existed at the time of Lincoln's death. This is the most famous work designed by noted sculptor Daniel Chester French. Jules Guerin painted the murals on the inside walls, showing important events in Lincoln's life.
14. Since its completion in 1922, the Lincoln Memorial has been the scene of a number of historic events. In 1939, when the all-white Daughters of the American Revolution (DAR) refused to let celebrated African American singer Marian Anderson perform at a concert in nearby Constitution Hall, President Franklin Roosevelt and First Lady Eleanor Roosevelt arranged for her to give an open-air concert on the steps of the Lincoln Memorial, attended by 75,000 people and broadcast to millions of radio listeners. Martin Luther King Jr. delivered his famous "I have a dream..." speech from the memorial steps in 1963, again making history here.

15. Visiting this and other Mall monuments is one of the favorite things to do in Washington, D.C. at night. The monuments are all lighted, and many, like the Lincoln Memorial, are open 24 hours. The statue of Lincoln is especially powerful lighted at night inside the darkened interior of the temple and framed by the floodlit white columns.

16. 4. The Washington Monument



17.
18. The Washington Monument

19. The 555-foot white shaft of the Washington Monument is a familiar icon of the National Mall, and a beautiful sight, especially when mirrored in the long Reflecting Pool at its foot. Construction of the obelisk to honor the nation's first president did not proceed smoothly. The plan was approved by Congress in 1783, but ground wasn't broken until 1848. When the tower reached 156 feet in height in 1854, political wrangling and lack of funds stopped the project for several years, and the Civil War caused further interruption so that the tower was not capped until 1885, when it was finally completed by the Army Corps of Engineers.

20. You can still see the separate stages of its building by three changes in the color of its facing stones; inside are engraved stones from various states, cities, foreign countries, individuals, and civic groups, many of them donors who helped in its private funding stages. You can take an elevator to the very top for aerial views over the mall and much of Washington. The base of the monument is surrounded by a circle of 50 American Flags.

21. Address: 15th & Constitution Avenue NW, Washington, D.C.

22. 5. National Mall and Veterans Memorials



23.

24. World War II Memorial

25. The spacious swath of lawns and pools that forms a wide greenbelt from the **Capitol Building** to the **Lincoln Memorial** is also the site of many of Washington's landmark buildings and monuments. Most prominent at its center point is the **Washington Monument**, and war memorials include those to veterans of World War II, the Korean War, and Vietnam.

26. The **Vietnam Veterans Memorial**, a poignant wall inscribed with the names of all American servicemen and women who lost their lives or are missing, is one of Washington's most visited memorials. The nearby **Vietnam Women's Memorial** has a bronze sculpture of three servicewomen helping a wounded soldier. The **Korean War Veterans Memorial** contains 19 steel sculptures of soldiers. The newest, **American Veterans Disabled for Life Memorial** was dedicated in 2014.

27. If you look at a Washington, D.C. attractions map, you'll notice that many of them line the National Mall, so you're likely to spend a lot of time here. Along with providing a park for walking, running, and picnicking, the Mall is a place for celebrations and festivals. Best known of these is the annual **Independence Day** celebration with fireworks around the Washington Monument. Also in July, the **Smithsonian American Folk Life Festival** fills the Mall with music, crafts, performances, storytelling, cultural programs, and food from various regions

around the country. The **Smithsonian Kite Festival** is held here in late March or early April.

28. On summer evenings, you can often find military bands performing at venues along the Mall. The US Navy Band has concerts at the Capitol steps overlooking the Mall on Mondays and on Tuesdays at Navy Memorial. The US Air Force Band performs on the capitol steps on Tuesdays and at the Air Force Memorial on Fridays.
29. Location: Between Constitution Avenue and Independence Avenue, Washington, D.C.
30. **6. National Air and Space Museum**



- 31.
32. National Air and Space Museum

33. The National Air and Space Museum is one of the world's most popular museums, with a collection of history-making air and spacecraft that includes the **original 1903 Wright Brothers Flyer** and Charles Lindbergh's **Spirit of St. Louis**, the first plane to fly solo across the Atlantic Ocean.
34. More recent flight history is represented here by the **Apollo 11 command module**, part of the first manned lunar landing mission. Permanent and changing exhibitions illustrate the science, history, and technology of aviation and space flight, covering topics like the use of air power in both world wars, the space race, flight pioneers, and up-to-the-minute flight and space technology. Many of the exhibits are interactive, and all contain actual historical objects, such as a moon rock you can touch. Not only do permanent exhibits illustrate

history, they show the how and why of flight and space science, explaining how things fly, how jet engines work, and what keeps the International Space Station in orbit.

35. In addition to the exhibits, there is the **Albert Einstein Planetarium**, an IMAX theater, and the Public Observatory on the east terrace, where you can examine lunar craters and see planets and other astronomical features through telescopes. **Flight simulators** (fee charged) allow kids and adults to fly combat missions with aerial maneuvers like 360-degree barrel rolls or experience naval aviation in an F-18 Super Hornet.
36. In addition to the museum on the Mall, the **Udvar-Hazy Center** in Chantilly, Virginia, adjacent to Dulles Airport, has even more historic aircraft and space exploration artifacts, including a Concorde and the **space shuttle Discovery**. You can watch from observation walkways through the hangars where experts are restoring historic aircraft.
37. The Air and Space Museum is currently undergoing a seven-year makeover that will transform not only the arrangement of 23 galleries, but the way it interprets the history and science of flight. During renovations, a number of the exhibits will be closed, beginning with the popular *Apollo to the Moon*, *World War II Aviation*, *Jet Aviation*, and World War I exhibits, which closed in January, 2019. If particular exhibits are of special interest, you can consult the museum's website to find out if they are open.
38. Address: 600 Independence Avenue SW, Washington, D.C.
39. Official site: www.nasm.si.edu

40. 7. National Gallery of Art



41.

42. National Gallery of Art

43. Housed in two separate buildings connected by a tunnel, the National Gallery of Art is one of the world's premier art museums and one of the most popular in the U.S. Based on the sizable collection of financier and later Treasury Secretary Andrew Mellon, its large and diverse collection includes masterpieces of European and American paintings, sculpture, and decorative arts.
44. Frequent temporary exhibitions add to this outstanding permanent collection to highlight arts from cultures around the world. Among the highlights is *Ginevra de Benci*, the only Da Vinci painting in any American museum. Others include works by major French Impressionists — Monet, Degas, and Renoir -- and other masterpieces by Rembrandt, El Greco, and Vermeer. The newer East Wing features sculptures by Henry Moore, a mobile by Alexander Calder, and other modern works. Free concerts are held at the National Gallery on Sunday evenings from fall through spring.
45. Also part of the Smithsonian Institution and located on the mall are several other art museums. The **Freer Gallery of Art** houses nearly 30,000 pieces of Asian artworks, including Buddhist sculptures and Persian manuscripts, one of the most extensive collections in the world. The Freer also features 19th-century and early 20th-century American art, most notably a large collection of work by James McNeill Whistler. Connected to it, the **Arthur M. Sackler Gallery** houses

more than 1,000 pieces, principally Chinese jade and bronze, Chinese paintings and lacquerware, and ancient Near Eastern ceramics and metalware.

46. The drum-shaped **Hirshhorn Museum and Sculpture Garden** traces the history of modern art from the mid-1800s, through more than 12,000 pieces of art and sculpture. One of the highlights of the garden is Rodin's *Burghers of Calais*. The **National Museum of African Art** displays thousands of objects representing the diverse artistic styles throughout the African continent, including sculptures, masks, costumes, household objects, and ceramics. All of these Smithsonian museums are among the many free things to do in Washington, D.C.

47. Address: 600 Constitution Avenue NW, Washington, D.C.

48. Official site: www.nga.gov

49. 8. National Museum of Natural History



50.

51. National Museum of Natural History | [Karen Neoh](#) / photo modified

52. One of the most popular things to do with children in Washington, the Museum of Natural History explores the natural world with permanent and changing exhibits to interest all ages. Favorite exhibits include the renowned **Hope Diamond** and the dazzling collection of gems and minerals around it; **Ocean**

Hall with its stunning underwater photography and replica of a 45-foot North Atlantic Right Whale; and the **Hall of Human Origins**, which follows human evolution over six million years in response to a changing world. Children will especially like the dinosaur exhibits and the interactive Discovery Room where they can touch and play with various artifacts.

53. Address: Constitution Avenue NW, Washington, D.C.

54. Official site: <http://www.si.edu/Museums/natural-history-museum>

55. 9. National Zoological Park



56.

57. Red Panda at the National Zoological Park

58. The National Zoo is another part of the Smithsonian, where nearly 2,000 different animals, birds, and reptiles live in habitats replicating as closely as possible their natural environments. Of the several hundred species represented here, about a quarter are endangered. This is one of the world's best zoos, not

only for the quality of the visitor experience, but for its leadership in areas of animal care and sustainability.

59. By far the most popular animals here are the giant pandas, part of a major initiative that began in 1972 with the arrival of Hsing Hsing from the People's Republic of China. Other zoo highlights are red pandas, Sumatran tigers, western lowland gorillas, Asian elephants, cheetahs, white-naped cranes, and North Island brown kiwis. In the Amazonia exhibit, you can glimpse the colorful underwater life of the Amazon, where one of the world's largest freshwater fish swims beneath a living tropical forest.
60. Along with the cheetahs at the Cheetah Conservation Station, you can see Grevy's zebras, dama gazelles, vultures, and red river hogs, and at the highly popular Elephant Trails, you can see the multigenerational herd and learn about the elephants' life at the zoo and in the wild. Check the day's schedule for feeding times, demonstrations, educational games, and talks. As you might expect, this is one of Washington's favorite places to visit for children.
61. Address: 3001 Connecticut Avenue NW, Washington, D.C.
62. Official site: <http://nationalzoo.si.edu>
63. 10. National Museum of American History



- 64.
65. National Museum of American History | [HarshLight](#) / photo modified

66. One of the most popular of the Smithsonian's many museums that line the mall, The National Museum of American History traces the political, cultural, scientific, and technological history of the U.S. since the Revolution. It displays important pieces of Americana, including Thomas Jefferson's desk, one of Edison's light bulbs, and the original flag that inspired Francis Scott Key to write the words to *The Star Spangled Banner*.
67. But beyond these treasured national artifacts, exhibits also examine how people lived, what they ate, where they worked, how they played, what they wore, how they traveled, how they worshiped, and how they governed themselves. Illustrating these multiple themes are artifacts that include everything from gowns, work by First Ladies, and Julia Child's complete kitchen to the Muppets and the actual ruby slippers Judy Garland wore in the film *Wizard of Oz*. With all the historical things to do in Washington D.C., you might think your family has had enough history. But this engaging museum houses some fascinating exhibits and artifacts of our collective past that will appeal to all ages.
68. Address: 14th Street NW at Constitution Avenue NW, Washington, D.C.
69. Official site: <http://americanhistory.si.edu>

Zaporozhye

Zaporizhia or Zaporozhye is a city in south-central Ukraine, which rests on the banks of the Dnieper River.

Archaeological finds in the area suggest that Scythian nomads were living here about 2 to 3 thousand years ago. From the fifteenth through the seventeenth centuries this place was famous for the cossacs' fortress Zaporizka Sich. In 1770, the Russian government established a new fortress at the Dnieper River and named it Aleksandrovsk, after the commander of the first Russian Army, Prince Alexander Golitsyn, but was renamed in 1921 to Zaporizhia (literally, "after the rapids", referring to the Dnieper rapids near Khortytsia island).

It is currently the sixth largest city in Ukraine and has a current estimated population of 781,600. Zaporizhia is an important industrial center of Ukraine, particularly a home for the hydroelectric power plant known as "DnieproGES," the ZAZ, the country's main car manufacturing company, and the Motor-Sich design-bureau and production company, the world-famous aircraft engine manufacturer. The city was very much an 'engineering city' during Soviet times, with all the consequences in terms of pollution that might be expected. The move to a market economy since the independence of Ukraine has seen the demise of some of these concerns. This has improved the air quality.

The most remarkable sight, the pride and adornment of the city is Khortytsia Island. Khortytsya is one of the seven wonders of Ukraine. In 1994 Khortytsia and its nearby rocks and islands got the status of National Reserve. Khortytsia National reserve includes Khortytsia Island itself and the adjacent islands and rocks: Baida, Dubovyi, Try Stogy, Blyzniuky and others. Memorial-tourist complex "Scythian Camp" is one of the most interesting places on the Khortytsia Island in Zaporozhye. The museum complex "Scythian camp" is located at the top of the island of Khortytsya. The birthplace of Ukrainian Cossack movement is located in Zaporozhye region on Khortytsia island. The foundation of Zaporizhian Sich was laid out on Khortytsia in 1552-56 by a Hetman of the Ukrainian Cossacks Baida-Vyshnevetsky. Cossacks built a settlement on Khortytsia again in 1618-1620. Before the destruction of Zaporizhian Sich by Catherine II (June 5, 1775) Khortytsia was a Cossack stronghold. On the island of Khortytsya there are about 130 mounds and 28 cemeteries. Zaporozhye Oak, whose age reaches 700 years, is located in the village of Upper Khortytsya. Recently in May Khortytsia hosted the "Cossatskyi Ostriv" (Cossack's Island) festival with folk handicrafts, smiths and dances.

The Dnieper River cruise ships make it one of their scheduled stops in order to visit Khortytsia Island.

Zaporizhia is also a large cultural and scientific centre of Ukraine. 23 scientific-research institutes work in the city and its region. There are 4 higher educational establishments, including the University, in the city. The city also has 3 theatres, 2 museums and a lot of palaces of culture. A TV centre works in the city.

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Тема 4. Basics of communication and negotiation. Основи комунікації і ведення переговорів.

OBJECTIVES

This practice session introduces a topic of communication and negotiation. It explains that communication is a complex two-way process, involving the encoding, translation and decoding of messages. Furthermore, the process of communication comprises the sender, message, channel, receiver, and feedback. It also explains that barriers to effective communication can arise at the level of the sender, receiver, in

the channel of communication, the medium or at the stage of message comprehension. The barriers to effective communication can be overcome by a thorough knowledge of the subject, by focusing on the purpose, by knowing or understanding the audience (their background, experience, what are they here for, etc) and by organizing the content of your briefing or mission.

IN THIS TOPIC, YOU WILL STUDY:

- Communication as the process of transmitting messages
- Communication can be verbal, non-verbal or both
- Non-verbal communication involves the use of gestures and facial expressions to convey a message.
- Verbal communication involves the written and spoken forms.
 - having a job interview
 - reasons to negotiate
 - barriers to effective communication

SELF-STUDY INSTRUCTIONS

Reading for this session on your own or partly alone, it is important to give attention to the following issues:

1. Effective communication is crucial for the success of individuals as well as organizations. This is true within the individual organization itself as well as how that organization communicates with other organizations within its sphere of contact, influence and competition. Communication is a complex two-way process, involving the encoding, translation and decoding of messages. Effective communication requires the communicator to translate their messages in a way that is specifically designed for their intended audience. Creating and delivering an effective message requires a basic understanding of the communication process. Most aviation related proposals or presentations require the clear and unambiguous communication of a message in a way that can be clearly understood by the recipient. It is human nature to assume that when we communicate we are doing so effectively, and that if anything goes wrong consequently the responsibility for that must rest with the recipient. It is critically important to understand that civil and military organizations have drastically different funding streams, daily mission requirements and bottom line benchmarks for determining success. Communication is a skill and like any skill it requires practice. It is improvement through practice that differentiates a skill from other forms of knowledge. Understanding the theory of communication and effective presentation will not in itself make you a brilliant communicator or presenter but should make you aware of how to maximize the impact of your presentations. The most important thing to remember is that the message that you intend to communicate is likely to be misunderstood. Therefore, in addition to carefully preparing and presenting your message, stay alert for any signs that your audience are mis-interpreting it. It is up to you, the presenter, to continually check that your message has been received, understood, correctly interpreted and filed in the receivers mind.

2. The basic forms of communication are of two types such as **verbal and non-verbal** communication. Verbal communication can be in the form of meetings, speeches or writing, gestures or expressions.

3. **Non-verbal communication** is a primitive form of communication that does not involve the use of words. It rather uses gestures, cues, vocal qualities, spatial relationships etc. to convey a message. It is commonly used to express emotions like respect, love, dislike, unpleasantness, etc. Non-verbal communication is less structured compared to its verbal counterpart and is most often spontaneous. As it is not planned, it is sometimes considered more reliable than verbal communication, as it reflects the communicator's true feelings. Non-verbal communication

enhances the effectiveness of the message as gestures and body language are registered easier and quicker with the audience than verbal communication. Non-verbal communication, when combined with verbal communication, makes a presentation more effective and has greater impact on the audience. However, non-verbal communication has its limitations. Many complex ideas, thoughts or messages have to be communicated sequentially to be meaningful.

4. **Verbal communication** involves the arrangement of words in a structured and meaningful manner, adhering to the rules of grammar. The message is then conveyed to the audience in either spoken or written form. Effective verbal communication involves the use of both speech and writing to transmit a message. While oral communication is more effective in reaching a focused target audience, as it involves interaction and additional non-verbal cues to augment the speech, written communication is necessary for reaching a large number of scattered recipients. Depending on the situation and the requirements, organizations use both the spoken as well as written channels for communication. Organizations have not paid much attention to listening as a skill. Equal importance should be given to listening and expression. Oral communication cannot be effective unless the audience is good at listening and most of its content is forgotten after a presentation. Developing good listening skills is essential for grasping the contents of an oral presentation and retaining them.

5. Communication goes through a process, involving the following phases: • Sender • Message • Channel • Receiver • Feedback

6. The process of communication is susceptible to many barriers. These can be categorized into problems caused by the sender, problems in message transmission, problems in reception, and problems in receiver comprehension.

7. Though most communication barriers require situation specific handling, a few basic methods for dealing with them are available. These methods such as know your subject, focus on the purpose, know your audience, and be organized.

8. It is necessary to use communication skills while trying to get a job. Be prepared to make a quick introduction to the person who greets you. When you arrive at the interview site, introduce yourself to the receptionist by stating your name and the reason for your visit. For example: "*My name is Tim Jones, and I have an interview scheduled with John Smith at 2 p.m.*" or "*I'm Janine Bellows, and I have an appointment with Jack Clark at 10 a.m.*" Be courteous and respectful to this first contact at the company. Many hiring managers will ask the receptionist for his or her impression of a candidate. If you act rudely or dismissively, you could put yourself out of the running for the job before you even meet with the hiring manager.

9. Many hiring managers will start an interview with an open-ended question like "Tell me about yourself." The core of your response should focus on the key elements in your background that will enable you to excel in the job

1. for which you are interviewing. Create an elevator pitch and practice it, so you're comfortable describing yourself. Carefully analyze the job before the interview, so you can point out the interests, skills, experiences, and personal qualities that will enable you to meet or exceed the job and company requirements. Review answers to "tell me about yourself" questions. Learn the best ways to highlight your skills, experience, and personality without sharing too much information or taking up too much precious interview time.

1.

- 2.
3. Your introduction should be concise enough to hold the interest of the interviewer. Generally, a quick recap of your most compelling qualifications will suffice. You could also mention a couple of tidbits that aren't essential to the job but reflect your persona, like the fact that you are an avid skier, have performed at comedy clubs, or collect African art. Your goal is to connect personally with the interviewer, as well as to show that you're qualified for the job and would make a great new hire. This is your opportunity to sell yourself to the hiring manager, so take advantage of it. Of course, your initial comments should show your enthusiasm for the job and organization. However, don't overdo it or spend too much time talking about yourself. The interviewer has an agenda and time is limited, so keep your introduction brief so you can move on to the next question.
4. Regardless of the job you are applying for, you will be expected to act professionally throughout every phase of the interview process from greeting the interviewer to saying thank you after your interview. Review job interview etiquette tips for before, during, and after a job interview to ensure that you're minding your manners. Make sure you know what to say, what to bring with you, and how to answer and ask questions politely and professionally to make the best possible impression.

Life includes abundant opportunities and reasons to negotiate. Whether the subject is salary, who walks the dog, or the size of nuclear arsenals, negotiation usually is the process by which we make decisions and allocate resources. Despite its importance in every aspect of existence, most of us know very little about the art of negotiation. For most people, successful negotiation is splitting the difference. The soft negotiator places a higher value on the feelings and relationships of the bargainers than on the substance of the transaction. Hence, soft negotiators will give in on crucial points to promote good feelings, will retreat from their positions, will accept outcomes unfair to themselves in order to facilitate a deal, and will avoid conflict at all costs. If the soft negotiator's bargaining partner has adopted a hard posture, the soft negotiator is likely to be exploited. On the other hand, if a soft negotiator's adversary also has adopted a soft stance, the two may compete to accommodate each other in a negotiation whose sloppy outcome might be damaging to both parties. Hard negotiation places greater value on the issues or things in the transaction than on the relationships of the bargainers. Hard negotiators will require their negotiation partners to give ground as a price for maintaining the relationship, will hold tenaciously to their positions, will exact unfair outcomes in return for arriving at agreements, and will attempt to win battles of wills.

In any negotiation, the parties have an interest both in the substance of the matter and in the relationships between themselves. Positional bargaining swaps the interest in the relationship for the interest in the substance; principled negotiation attempts to preserve both interests by separating the personality questions from the substantive interests. This can be done as follows: 1. Recognize the legitimacy of differences in perception. Understanding the other side's point of view is not a hazard to be avoided in the process of

negotiation; it is the main benefit of accurate and clear communication and it makes creative agreements possible. 2. Structure proposals so that the other side can go along with them without “losing face.” 3. Accept and deal with the emotions of both sides in the negotiation. Permit the people on the other side to express their emotions, and adopt the rule “only one person can get angry at a time.” That way it is legitimate for both sides to relieve pressure, but the negotiation will not end in uproar and mutual recrimination. 4. During negotiations, use techniques of effective communication, such as active listening, speaking to be comprehended, and using I-messages rather than accusatory you-messages. 5. Work to prevent the deterioration of the relationship. Structure the negotiation so that the parties jointly confront the problem instead of each other. Rather than squaring off on opposite sides of the bargaining table, it helps to sit at the same side of the table, jointly facing the relevant documents.

Behavior is made up of actions, gestures, physical habits, and mannerisms of speech and movement. The outer self generally is considered to be the physical manifestation of the inner self. Misunderstandings and other problems in communication usually are caused by people’s tendency to base their judgments of others on observed behavior alone and to assume that observed behavior accurately represents the inner self. For example, many quiet people are perceived by others as conceited or aloof. The observed behavior (the fact that a person is quiet) is inferred by others to be indicative of conceit or aloofness (a condition of the inner self that may or may not be linked to a quiet nature). What people often fail to consider is that people behave in different ways for different reasons. In the above example, quietness may result from feelings of uncertainty in a particular situation, from a lack of self-esteem, or simply from fatigue. Some behaviors actually reflect the opposite of a person’s inner self, the object being to mask one’s true feelings. These strategies—bearing, posture, and gestures—might be interpreted incorrectly by others. For example, many people fail to realize that aggressive, “obnoxious” behavior may be a mask for insecurity. It commonly is assumed that a particular kind of behavior has a cause that is the same for all people under all circumstances. A more flexible approach would be to consider each behavior as an element of a consistent pattern with which a person expresses his or her ego or internal make-up. This approach requires a delay in drawing conclusions until more is known. If making an inference about a person’s ego is necessary as a basis for one’s own actions, the inference should be recognized as tentative. In this way, it can be tested within the context of one’s continued interactions with the other person

Giving feedback is a verbal or nonverbal process through which a person communicates his or her perceptions and feelings about another person’s behavior. Most people give and receive feedback daily without being aware that they are doing so. The process of giving and asking for feedback is one of the most important ways of learning new behaviors and of assessing our impact on others. It is through feedback that we learn to “keep on course” and to see ourselves as others see us. The giving and receiving of meaningful feedback is an interpersonal exchange that implies the presence of certain key ingredients: ■ Caring, ■ Trusting, ■ Acceptance, ■ Openness, and ■ Concern for the needs of others. Thus, the extent to which the feedback is evaluative, judgmental, and helpful may depend on the personal philosophies of the parties involved. However, giving feedback is a learned skill that can be developed through the use of the following nine guidelines. Desired change is more likely to occur if these guidelines are followed.

SEVEN BASIC STRATEGIES The Kipnis-Schmidt Profiles of Organizational Influence Strategies (POIS) were developed through research to find out what means of influence people use in organizations and which ones work best in certain situations. These studies, which are reported in Kipnis, Schmidt, and Wilkinson (1980), identify seven basic influence strategies: ■ Reason: influencing people by relying on data and information to support one’s requests. The influencer plans, prepares, and uses expertise rather than “shooting from the hip.” Facts and logical arguments are used to convince the “target”

person. Reason is the most popular strategy used in organizations. The base of power here is the influencer's own knowledge and ability to communicate this information. Reason is used even more to influence bosses than to influence co-workers or subordinates. Whenever possible, however, reason is the first choice of influence strategy. ■

Friendliness: influencing someone by causing that person to think well of the influencer. A number of tactics can be used to accomplish this, such as "acting friendly" and "sensing" the other person's mood before making a request. This strategy seeks to create a favorable impression of the influencer so that the target person will be more inclined to do what the influencer wants. A person's use of this influence strategy is based on the person's own personality, interpersonal skills, and sensitivity to the moods and attitudes of others. Friendliness is used more with subordinates and co-workers than it is with supervisors, but, overall, is used almost as widely as reason. ■

Coalition: mobilizing other people in the organization to assist the influencer. The influencer operates on the premise that there is "power in numbers." The influencer's power in using this strategy is based on his or her alliances with co-workers and others in the organization. Coalition is a complex strategy that requires substantial skill and effort. It is, however, a widely used one, although it is used less with subordinates than with co-workers or supervisors. The Pfeiffer Library Volume 25, 2nd Edition. Copyright © 1998 Jossey-Bass/Pfeiffer ■| 27 ■

Bargaining: influencing others through negotiation and the exchange of benefits or favors. The tactics used are based on the social norms of obligation and reciprocity. The influencer reminds the target person of past favors that he or she has done and/or offers to make additional concessions in order to get what he or she wants. In short, the influencer relies on a trade. What the influencer has to trade is derived from two sources: the influencer's own time, effort, and skill or the organizational resources that the influencer controls. Bargaining is common, but is used less with supervisors than with co-workers or subordinates. ■

Assertiveness: influencing people by one's forceful manner. It involves the use of demands, the setting of deadlines, and the expression of strong emotions. Assertiveness gives the impression that the influencer is "in charge" and expects compliance with his or her wishes. At times, visible emotion and displays of temper accompany this strategy. Assertiveness is most often used with subordinates; it is used less with co-workers or supervisors. ■

Appeal to Higher Authority: relying on the chain of command to create influence. The influencer uses people higher up in the organization who have power over the target person. Other people and outside power are used to influence the target person indirectly. There are two ways in which this strategy is used: by formally appealing to the chain of command or by informally asking higher management to deal with the influencer's request or to speak to the target person on the influencer's behalf. This strategy is not widely used and is used less with supervisors than with co-workers or subordinates. Perhaps the risk of "going over the boss's head" causes people to avoid using this strategy with their managers. ■

Sanctions: using rewards or punishments to influence others. The use of sanction may involve either a desirable gain or an undesirable consequence. The use of sanctions is a classic approach to influencing people and may seem to be the most obvious influence strategy. However, its use clearly depends on the influencer's access to rewards or punishments and on his or her ability to actually deliver them. Even so, this is one of the least used strategies, and it is used only with subordinates. By understanding his or her own pattern of use of the seven strategies, a person can identify and correct problems in attempts to influence others. Examples of such problems would be using a particular tactic with inappropriate targets or overusing one or two strategies rather than selecting appropriately from the available range. Mehrabian, A. (1968). Relationship of attitude to seated posture, orientation and distance. *Journal of Personality and Social Psychology*, 10, 26-30. Mehrabian, A., & Williams M. (1969). Nonverbal concomitants of perceived and intended persuasiveness. *Journal of Personality and Social Psychology*, 13, 37-8. Rosenfeld, H.M. (1965). Effect of an approval-seeking

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An **excursion** is 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 a place, sometimes for other (typically work-related) purposes.

[Public transportation](#) companies issue reduced price **excursion tickets** to attract business of this type. Often these tickets are restricted to off-peak days or times for the destination concerned.

Short excursions for education or for observations of natural phenomena are called [field trips](#). One-day educational field studies are often made by classes as extracurricular exercises, e.g. to visit a natural or geographical feature.

1) GENERAL SIGHT-SEEING TOURS

Cruise ships generally dock at historic cities or places that have a lot to offer for tourists. For example, [cruises of the Greek Islands stop in Athens](#). You can book a walking tour, bus tour or private tour by taxi and experience the history of the ancient city and the highlights it has to offer. Explore the Acropolis and the Parthenon before returning to your ship.

[Mexican Caribbean Cruises dock at Cozumel](#) where you can explore the ancient Mayan pyramids. Alaskan cruises allow you to visit historical Skagway, the jumping off city for the 1899 Alaskan gold rush and setting to many of [Jack London's stories, including his most well-known book, "Call of the Wild."](#) These are just a few examples. Every port will have a great sightseeing shore excursion for you to participate in if you choose.

2) WATER SPORTS SHORE EXCURSIONS

When your ship docks, there are a huge number of water sports to enjoy. Whether you decide to go para-sailing off the coast of Cozumel on your Mexican Riviera Cruise, snorkel or [scuba dive in Bermuda or the Bahamas](#) on your Caribbean Cruise or off the Great Barrier Reef on your Australian Cruise, your day will be one you will never forget.

Also available will be water skiing adventures or jet-ski excursions. Go kayaking, rafting or surfing. If there is a water sport that interests you, there will be a shore excursion available to meet your adventurous needs.

3) ADVENTURE TOURS

Adventure tours for shore excursions come in all levels of difficulty. You can go zip-lining, horseback riding and kayaking for just a few examples. Take a helicopter ride and land on a glacier. View the beauty of a national park from a light plane. In [Australia, you can explore ghost towns and old copper mines](#).

Biking, hiking and taking a 4-wheel off road adventure are other options. In Hawaii, you can ride a bike up to a volcano. In Mexico, you can take a float trip through ancient Mayan caves. In other areas, you can swim with dolphins or pet stingrays. If mountain or rock climbing is your thing, whether a first-timer or experienced trekker, adventure tours for your shore excursion can accommodate you.

You can have your choice of excursions. From bird-watching to whale-watching, adventure tours are on every list of top types of shore excursions for cruise passengers.

4) CUISINE AND CULTURE TOURS

[Go wine tasting in the Barossa Valley](#) on your Australian Cruise. Learn how to make Italian pizza in Sorrento. Spend a few hours and learn Moroccan cuisine in a hands-on class and learn the secrets handed down by your chef instructor's grandmother.

For culture, you can learn how to tango in South America or explore the Mayan ruins in Mexico. Historical museums, art museums and folklore museums can be found at almost every port. There is always time for a meal at a local restaurant where you can sample the local delicacies.

5) WILDERNESS AND WILDLIFE EXCURSIONS

These excursions give you an up close and personal view of all types of wildlife from birds to bears. See moose or monkeys in their natural habitats. Explore rainforest trails or go whale-watching. View the majesty of bald eagles flying overhead or perched in trees. You can even ride a camel through sand dunes if that is what you like!. Awe-inspiring wonders of the world are just a shore excursion away when you choose a cruise ship vacation.

Hire Travel Influencers

Travel influencers are people who can promote destinations, activities, and businesses by using their social media influence. They partner with brands to review their products or share general experiences with a particular brand, in an effort to get their audience to engage with that brand. Brands essentially hire travel influencers to create awareness or drive sales for specific products.

You may want to think about doing the same: [hiring a travel influencer](#) to promote your tour package.

However, before you make the decision to partner with an influencer, you should be mindful that appearances can be deceiving. Having a large following or heavy web traffic does not make someone an influencer. Rather, look for someone who is proactive and able to inspire their followers to take action.

It's going to take some research to identify an influencer that is a good fit for your brand. One whose ideals match your message and brand. What you can do perhaps is find a few influencers to come and try out your tours for free in exchange for reviews.

If you've never ventured into this space before, it may be best to start off small and see whether it's a strategy that will deliver desired returns. (Rather than investing in a highly famed influencer who will inevitably charge high fees and have specific demands.)

With any marketing plan, you need to [know your analytics inside out](#). If you hire an influencer but are not tracking where your traffic and brand mentions are coming from, you will not be able to effectively target your marketing — you will be advertising broadly when a more targeted campaign could be more successful.

The good news is that if you are working with bloggers or influencers via social media, you will be able to see where traffic is coming from (via the analytics tools offered by some social platforms). You should keep in mind, however, that traffic should ultimately translate into returns; meaning that it should either result in more bookings or increased activity and engagement on your social media pages.

All in all, if done correctly, you can substantially boost your brand awareness and tour package bookings by partnering with an influencer.

Any marketing you do for your tour packages needs to be as clear as possible. Any user scrolling through your site, social media or anywhere you have information pertaining to your tour package, should be able to quickly understand your unique selling point.

So, quickly spell out your marketing message for potential tourists and make it easy for them to find everything they need to make a purchase decision.

Personalize Your Messaging

The customer is king and should be made to feel that way in every interaction.

If you want to give your tour business an edge, you should deliver personalized content: from [personalized emails](#) to targeted messages. Generic emails no longer do well. In fact, they can cause more harm than good as they convey the message that you are simply aiming for quantity and do not fully understand your audience.

Optimize Your Website and Accept Online Bookings

One of the first steps in promoting and selling your tour packages is to make sure your website is optimized to sell that tour product and is able to accept online bookings. Truth be told, your website may be your biggest distribution channel.

Every single thing you could possibly look for and find is online. Your customers are too. That means that you should also have a dedicated web presence — [mainly via your website](#).

In addition to having a website to begin with, it's important that you have all the key information about the tour package you're promoting at the front and center of your site. A user should be able to easily access that information and understand what your tour is about. They should also be able to book instantly online if they decide that your tour is it.

The advantage for you is that you don't need to be by your computer or phone 24/7: You can accept bookings around the clock (from all over the world, in advance and short notice), have your inventory updated in real time, and also get more bookings (since your website is your storefront).

First impressions can play a major role in how an employer perceives you as a candidate. What you say during the first phase of the interview can make a difference in the outcome – in a good way or in a bad way. You don't want to come across as awkward and lacking in social skills. Rather, you'll want to show that you have the

professionalism and communication skills to be an asset to the company if hired. Some hiring managers may even make a decision to reject a candidate based on a poor first impression. For instance, showing up late or checking the phone throughout the interview, can lead the hiring manager to perceive candidate as having an inability to make a commitment, meet deadlines, focus, and follow-through, which are not qualities that will impress an employer. Little things make a big difference at this stage of a job search. That's why it's important to pay attention to interview manners and to think through how you will introduce yourself during the job interview. Review these simple steps for introducing yourself, with examples of what to do and say to everyone you meet during the hiring process, so you can make a positive

5.

a.

Assignment 1. Think what knowledge and skills are common to all of these jobs. Record the main requirements in a table like the one below.

	Job	Knowledge / skills required
1		
2		
3		
4		
5		

Assignment 2. Translate the sentences from Ukrainian into English.

Індустрію подорожей вважають людською галуззю, тому що робота в ній вимагає безпосереднього спілкування зі споживачами. 2. У туристичній галузі є більше робіт на базовому рівні і менше на керуючому рівні. 3. Люди, які працюють у туризмі, мають гарні перспективи для кар'єрного росту: від початкового рівня до управлінського, наприклад: консультант з продаж може зробити кар'єру менеджера турагенції; адміністратор з прийому гостей має шанси стати менеджером готелю. 4. Туристична галузь пропонує чисельні можливості зміни однієї кар'єри на іншу, залишаючись працювати у сфері туризму. 5. Перешкодою для вибору роботи в туризмі може бути постійна зайнятість у непопулярні години. 6. Роботодавці туристичної галузі шукають персонал, який володіє певними технічними навичками та має певні особисті якості. 7. Службовці у туристичній галузі повинні мати гарні навички зі

спілкування, обслуговування споживачів, гарні організаційні навички. 8. Приємна, охайна зовнішність, ентузіазм, бажання спілкуватися, ввічливість – якості, які необхідні для робітників у всій індустрії туризму. 9. Найбільш важливі навички роботи в туризмі – це здатність спілкуватися, інколи іноземною мовою. Працівник туризму повинен уміти ладнати з людьми. 10. Працівник туризму повинен мати ділову хватку та здатність розвивати нові ідеї, управляти людьми як персоналом, так і клієнтами. Навички роботи з цифрами та інформаційними технологіями необхідні, щоб справитися із фінансовою стороною роботи в туризмі. 11. Багато людей вважають роботу в туризмі гламурною, але вона є дуже вимогливою, особливо через несоціальні години праці і часті ночівлі не вдома.

Assignment 3. Study the following list of comments from people working in the industry who were asked, “What are the most important personal qualities, skills and knowledge requirements for your job?”

1. “I must understand how to motivate people and this means finding exactly the right approach for each individual. The most important skills are the ability to communicate (sometimes in foreign languages), teach others and inspire confidence. I have to be physically fit as the job is very demanding.”

2. “I need business acumen and flair to develop new ideas and increase use of the facility. It is important to be able to handle people, both employees and customers. Good communication skills are important with staff and customers. Numeracy and information technology skills are needed in order to cope with the financial and management information aspects of the job. Finally, there is a high level of responsibility as I am accountable for the day-to-day running of the facility and for the health and safety of visitors and staff.”

3. “I have to be confident and outgoing whilst at work. It is important to get on well with people and deal tactfully and diplomatically with dissatisfied customers. I am very much in the public eye, so smart appearance and good social skills are vital. Also important are organizational ability, business skills, competence in financial matters and knowledge of a range of related practical skills such as cookery, food and beverage service and housekeeping. At peak times the work is hectic and the ability to work under pressure is vital.” 4. “Good customer service, communication and IT skills are essential for my job. I deal with customers face to face and I need to suggest the most appropriate products to meet their needs. It is very useful if I have specific knowledge about a destination or resort. Attention to detail is very important when making a booking.”

5. “Good customer service and communication skills are essential, combined with bags of enthusiasm. Many people regard the job as glamorous, but in reality its very demanding because of the unsocial hours and frequent stopovers away from home.”

6. "Many people think the work is glamorous, but it is frequently very demanding with long unsocial hours. The main requirement is the ability to communicate well with all types of people and deal effectively with customer complaints. It is very important to have a confident, outgoing personality and to get on with customers. Languages are also very useful."

The comments on knowledge and skills came from:

- a hotel manager
- a holiday resort representative
- a travel sales consultant
- a tour guide
- a skiing instructor
- an air cabin crew member.

Assignment 4. Read and analyse the text.

The travel and tourism industry is regarded as a people industry and there are a vast number of jobs that involve dealing with customers in person, such as waiters, resort representatives and air cabin crew to name but a few. There are many more jobs at a basic or operative level than there are in management. The travel and tourism industry offers good promotion prospects and many people progress from basic jobs to supervisory and higher management positions.

Operative Level: Travel agency sales consultant Waiter / waitress Hotel receptionist
Holiday resort representative (rep)

Supervisory Level: Senior sales consultant Head waiter / waitress Front of house manager Senior resort representative

Management Level: Travel agency manager Restaurant manager Hotel manager
Resort manager

For some people, promotion from operative to supervisory and management levels can be relatively quick, although competition for jobs at all levels is often intense. For example, thousands of people apply to airline companies every year for cabin crew positions, but only a small proportion is accepted. Another feature of work in the travel and tourism industry is the potential for changing career paths. For example, if you work for an employer who owns a range of

facilities, such as hotels, pubs, restaurants and leisure facilities, it may be possible to move from one to another. Even if this is not the case, there are numerous opportunities to diversify into different areas. Finally, many jobs in the industry involve working unsocial hours, such as holiday periods, evenings and weekends. This may be a significant barrier for some people entering the industry as they may not be available to work unsocial hours on a regular basis. Personal and technical skills. The personal and technical skills and qualities required by employers vary from job to job. However, many of the personal skills required by employers are common right across the industry.

The list below gives an indication of the personal skills most commonly sought after by travel and tourism employers:

- good communication skills
- good customer service skills
- common sense
- good listener
- literacy and numeracy skills
- outgoing personality
- sense of humour
- enthusiasm
- flexibility
- stamina and good health
- organizational skills
- ability to work well in a team
- smart appearance
- ability to think quickly
- willingness to work unsocial hours
- politeness.

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<http://www.sciencemag.org/magazine>
8. American Institute of Biological Science [Электронный ресурс]
<http://www.aibs.org/media-library/>
9. American Society for Photobiology [Электронный ресурс]. – Режим доступа : <http://www.photobiology.org/>
10. Bates College [Электронный ресурс]
<http://abacus.bates.edu/~ganderso/biology/resources/writing/HTWtoc.html>
11. Blackwell [Электронный ресурс] <http://onlinelibrary.wiley.com/>
12. British National Corpus [Электронный ресурс] :
<http://www.natcorp.ox.ac.uk/>
13. Cambridge University Press [Электронный ресурс]
<http://www.journals.cambridge.org/archives/>
14. Canberra. Notes on the structure of a scientific paper [Электронный ресурс]
<http://aerg.canberra.edu.au/pub/aerg/edupaper.htm>
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<http://writing.colostate.edu/guides/processes/science/pop2a.cfm>

16. Common European Framework of References: Learning, Teaching, Assessment. [Электронный ресурс] : http://www.coe.int/t/dg4/linguistic/CADR_EN.asp
17. D.J. Bem Writing the Empirical Journal Article Cornell University [Электронный ресурс] <http://dbem.ws/WritingArticle.pdf>
18. Designing Effective Oral Presentations [Электронный ресурс] http://www.ruf.rice.edu/~riceowl/oral_presentations.htm
19. EBSCO Publishing [Электронный ресурс] <http://search.ebscohost.com/>
20. Elements of scientific papers and proposals [Электронный ресурс] <http://www.iit.edu/~tc/paper-elements.htm#Essay%20or%20Review%20paper>
21. ELSEVIER (SCOPUS) [Электронный ресурс] <http://www.scopus.com/home.url>
22. Elsevier (журналы открытого доступа) [Электронный ресурс] <http://www.sciencedirect.com/>
23. English for professional communication. Oral presentation. [Электронный ресурс] <http://ec.hku.hk/epc/presentation>
24. FREE Public Speaking Tips [Электронный ресурс] <http://www.ljlseminars.com/monthtip.htm>
25. Guidelines for writing scientific papers [Электронный ресурс] <http://www.bms.bc.ca/library/Guidelines%20for%20writing%20Scientific%20papers.pdf>
26. How to read a scientific research paper-a four-step guide for students and for _____ faculty [Электронный ресурс] http://helios.hampshire.edu/~apmNS/design/RESOURCES/HOW_READ.html
27. Institute of Physics [Электронный ресурс] <http://iopscience.iop.org/journals?type=archive>
28. JSTOR [Электронный ресурс] <http://www.jstor.org/action/showJournals?browseType=collectionInfoPage&selectCollection=as&>
29. Language and learning Online [Электронный ресурс] <http://www.monash.edu.au/lis/lionline/speaking/presentations>
30. Making Effective Oral Presentations [Электронный ресурс] <http://web.cba.neu.edu/~ewertheim/skills/oral.htm>
31. Mason University. A Guide to Writing in the Biological Sciences [Электронный ресурс]

- <http://classweb.gmu.edu/biologyresources/writingguide/ScientificPaper.htm>
32. [Nature Publishing Group](http://www.nature.com/) [Электронный ресурс]
 33. [Oxford University Press \(Oxford Journals\)](http://www.oxfordjournals.org/) [Электронный ресурс]
 34. [Proquest Dissertations and Theses](https://www.proquest.com/trials/trialsummary.action?View=subject&trialbean.token=OGI11NSEO4LOUZ20K3ZO) [Электронный ресурс]
 35. QPAT - патентная база компании Questel [Электронный ресурс] <http://www.qpat.com/index.htm>
 36. Royal Society of Chemistry (RSC) - Королевское химическое общество (Журналы открытого доступа) [Электронный ресурс] <http://pubs.rsc.org/en/Journals?key=Title&value=Current>
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 38. Springer, Kluwer [Электронный ресурс] <http://link.springer.com/>
 39. [Taylor&Francis](http://www.tandfonline.com/) [Электронный ресурс]
 40. The ACS Style Guide: A Manual for Authors and Editors, Second Edition Edited by Janet S. Dodd [Электронный ресурс] <http://www.oup.com/us/samplechapters/0841234620/?view=usa>
 41. University of Washington. Style Points for Scientific Writing [Электронный ресурс] <http://web.psych.washington.edu/writingcenter/writingguides/pdf/style.pdf>
 42. Virtual Labs. The Control of Patterning in Plant Root Development [Электронный ресурс] http://www.mhhe.com/biosci/genbio/tlw3/virtual_labs/lab10/labs/lab10/home.htm
 43. [Web of Science](http://apps.webofknowledge.com/UA_GeneralSearch_input.do?product=UA&search_mode=GeneralSearch&SID=W2aheM4EFbHgbODcMFB&preferencesSaved=) [Электронный ресурс]
 44. WGBH forum network live and archived webcasts of free public lectures in partnership with Boston's leading cultural and educational

- organizations. Presented by WGBH in association with the Lowell Institute. [Электронный ресурс] <http://forum.wgbh.org/wgbh/>
45. Writing a scientific paper [Электронный ресурс] <http://biology.luther.edu/paper.htm>
46. Writing a scientific research article [Электронный ресурс] <http://www.columbia.edu/cu/biology/ug/research/paper.html>
47. Архив научных публикаций arXiv.org [Электронный ресурс] <http://arxiv.org/>
48. Аудио материалы. [Электронный ресурс] www.ello.org
49. Видео материалы . [Электронный ресурс] ted.com
50. Журналы издательства Annual Reviews [Электронный ресурс] <http://www.annualreviews.org/action/showJournals>
51. Ист Вью (eastview) [Электронный ресурс] <http://www.ebiblioteka.ru/search/simple>
52. Электронные журналы издательства Sage Publications [Электронный ресурс] <http://online.sagepub.com/>

Словари и переводчики

53. Профессиональный переводчик PROMPT Professional 8.0 Гигант.
54. Сетевой грамматический справочник Cambridge Grammar of English CDROM.
55. Сетевой словарь произношения Pronouncing Dictionary Net CDROM 17 Ed.
56. Электронный словарь ABBY LINGVO 11, многоязычная версия.
57. Электронный словарь Multilex Delux 6.
58. Электронный словарь Multitran
59. Электронный словарь Контекст 7.0 + Русская коллекция.

Материалы по проверки грамматики

60. [Электронный ресурс] www.flo-joe.co.uk (for Cambridge FCE and CAE exams)
61. [Электронный ресурс] www.ielts-test.com
62. [Электронный ресурс] www.cambridge-efl.org
63. [Электронный ресурс] www.ieltspractice.com

A-la carte - меню, в якому вказана ціна кожного блюда. Найпоширеніший тип меню у ресторані готелю, де турист самостійно вибирає блюда із даного меню.

Back of the House - служба сервісу готелю, розташована так, щоб не бути на виду.

Bed Occupancy - раціональне відношення кількості спальних місць готелю до кількості заявлених

до продажу (середнє завантаження).

Blanket Reservation - планування певного числа кімнат (блоку) для туристичних груп.

Brunch - прийом їжі після сніданку, але до обіду, і замінює обидва. Термін утворився шляхом злиття слів breakfast і lunch. Повноцінний обід для туристів, які люблять довго поспати.

Cabana - споруда на пляжі або біля басейну, типу бунгало, що стоїть окремо від основного будівлі та іноді обладнана як спальня.

Complimentary Ticket - безкоштовний проїзд.

Commercially Important Persons (*важлива комерційна персона*) - покупець спеціального документа, що дає право йому займати привілейоване становище стосовно інших пасажирів.

Continental breakfast - легкий сніданок: чай, кава, сік, булочка, масло, джем. Часто називають французьким сніданком (кава+круасан).

De luxe - розкішний тип готелю з номерами покращеного планування та підвищеної комфортності (приватна ванна і повний сервіс).

Duty-free Goods - товари, що не обкладаються митним податком.

Double-up - організація системи подвійного заселення (коли незнайомих людей, туристів заселяють один номер, в адміністрації на спеціальному стенді зберігаються 2 картки (чека) в кишеньці під номером цієї кімнати).

Endorsement - повноваження, які полягають у можливості замінити або перереєструвати квиток для подорожуючого на інший літак.

English breakfast - повний сніданок, який містить омлет (або яєчню) з шинкою (інколи сосиски) та тости.

Executive floor - один або декілька поверхів в готелі з підвищеним рівнем обслуговування і додатковими послугами для туристів.

Family Room - сімейний номер. Розміри номера більші від стандартного.

Full House (*повний будинок*) - туристичний термін означає повне завантаження готелю на 100% (всі номери продані).

Free Port - порт, де туристи можуть придбати товари та речі без сплати митних зборів.

Front Desk - стійка адміністратора готелю, де гості реєструються. Тут менеджери вирішують всі питання туристів щодо поселення у готелі.

Grandmaster - один ключ, який відкриває всі гостьові кімнати у готелі, які закриті з зовні.

Guest History (*card*) - запис повної програми перебування туриста, що включає заняття кімнати, оплату, особливі потреби, кредит. (Такий запис здійснюється на картках, у великих готелях дані про подорожуючого заносяться в комп'ютер).

Housekeeper's Report - лист із записами, що знаходиться під фронтофісом, в якому відображені реальні відомості про стан кімнат готелю (прибирання, заміна білизни, ремонт...).

Hotel Garni - готель з обмеженим спектром послуг, часто без ресторану (і навіть без сніданку для туриста).

Inclusive Terms - тариф на розміщення і харчування (триразове).

Junior Suite - номер з підвищеним комфортом для відпочинку. Часто велика кімната покращеного планування з відгородженим спальним місцем, яке у день можна перетворити у вітальню.

Luggage Pass - карта, що дає право туристу на виніс багажу з готелю.

Master Key - один ключ, який замінює всі ключі від усіх кімнат готелю на поверсі. Так само називається поверховий ключ.

Mystery Tour - притулок в горах для туристів (використовується в гірському туризмі).

Most Important Person - особливо важлива персона.

No-Show Employees - персонал готелю, який працює за розпорядком, який передбачає проведення робіт у номері строго у час відсутності подорожуючого у ньому.

Out Of Order - кімната готелю не готова до заселення туристами з причини поломки, несправності обладнання цієї кімнати.

Party Ticket - груповий квиток для подорожуючих.

Prix Fixe - туристу пропонується меню з комплексним набором за певною ціною, часто без можливості вибору.

Rack Rate - повний тариф вартості номера у готелі (без знижок).

Referral - система бронювання у готельній практиці, коли в номері готелю залишається щось з особистого майна туриста до його наступного приїзду.

Residential Hotel - готель, який довгий час винаймався гостями, туристами, які можуть цей готель зробити своєю власністю.

Rest House - невеликий готель, типу приватного сектору.

Revalidation Sticker - офіційна напис на льотному купоні означає нове бронювання, яке повинне бути зроблене.

Room Board - інформація про готель у номері (умови, сервіс, можливості).

Safe - Deposit Boxes - індивідуальна секція в сховищі, де турист може зберігати цінності, готівкові гроші на час проживання у готелі.

Service Charge (ціна за послуги) - зазвичай від 10 до 20 відсотків додається до рахунку для оплати праці служби сервісу готелю.

Skipper - гість готелю, турист, який виїхав тайком, залишивши неоплачений чек.

Stand by (очікування) - турист, у якого немає підтвердженої броні, але який чекає в аеропорту можливості вильоту, якщо посадочні місця в літаку з'являться у продажі в останню хвилину. Багато авіакомпанії пропонують дуже низькі ціни для таких пасажирів, подорожуючих.

Tourist Class - також називають економічний клас. У номері такого класу турист не має особистої ванни.

Transient Hotel - готель для транзитних подорожуючих, які зупиняються в готелі на короткий термін по дорозі в інший готель (постійне місце відпочинку).

Very Important Passenger, VIP (дуже важливий пасажир) - людина, турист, якому надають особливу увагу та сервіс.

Іноземні аббревіатури, тлумачення скорочень.

(Translated from Ukrainian by Ye. I. SKVORTSOVA) 1. Белан Э. Т. Особенности формирования новых терминосистем (на материале английской и русской терминологии международного туризма): Дис. ... канд. филол. наук: 10.02.20 / Институт лингвистики и межкультурной коммуникации Московского гос. обл. ун-та. – М., 2009. – 194 с. 2. Дурович А. П. Организация туризма. – СПб: Питер, 2009. – 320 с. 3. Клименко Н. Ф., Карпіловська Є. А., Кислюк Л. П. Динамічні процеси в сучасному українському лексиконі: Монографія. – К.: Видавн. Дім Дмитра Бураго, 2008. – 336 с. 4. Малевич Л. Д. Термінологічне запозичання: причини, джерела, функції // Українська термінологія і сучасність: Зб. наук. пр. / Відп. ред. Л. О. Симоненко. – К.: КНЕУ, 2005. – Вип. VI. – С. 56–61. 5. Огиенко И. Иноземные элементы в русском языке: История проникновения заимствованных слов в русский язык. – К.: Тип. Бондаренко и Гнездовского, 1915. – 136 с. 6. Писаревский І. М., Рябев А. А. Матеріально-технічна база готелів: Підручник. – Х.: ХНАМГ, 2010. – 286 с. 7. Симоненко Л. О. Українська наукова термінологія: стан та перспективи розвитку / Л. О. Симоненко // Українська термінологія і сучасність: Зб. наук. пр. – К.: КНЕУ, 2001. – Вип. IV. – С. 3–8. 8. Стишов О. А. Українська лексика кінця ХХ століття (на матеріалі мови засобів масової інформації). – 2-ге вид., переобл. – К.: Пугач, 2005. – 388 с. 9. Мунін Г. Б. та ін. Управління сучасним готельним комплексом: Навч. пос. / За ред. С. І. Дорогунцова. – К.: Ліра_К, 2005. – 520 с. 10. Холлоуей Дж. К., Тейлор Н. Туристический бизнес / Пер. с 7-го англ. изд. – К.: Знання, 2007. – 798 с.

Аббревіатури

На авиабилетах:

- **MR/MRS** - *mister/mistress* - взрослый/ая пассажир/ка с оплаченным отдельным местом в самолете, питанием и багажом;
- **CHD** - *child* - ребенок до 12 лет с оплаченным отдельным местом в самолете, питанием и багажом;
- **INF** - *infant* - ребенок до 2-х лет БЕЗ места в самолете, БЕЗ питания и БЕЗ багажа;
- **OW** - *one way* - билет в одну сторону;
- **Y** или **N** - перелет экономическим классом;
- **C** или **B** - перелет бизнес-классом;
- **F** - перелет первым классом;
- **SVO** - аэропорт Шереметьево (Москва); **VKO** - аэропорт Внуково (Москва), **DME** - Домодедово (Москва), **ZIA** - Жуковский (Москва). Аббревиатуры других аэропортов можно узнать на сайте [World Airport Codes](#).

В отеле:

- **HV, HV-1, HV-2** (в названии отеля) - *holiday village* - отель, состоящий из коттеджей или вилл, разбросанных по территории. HV-1 соответствует звездности отеля 4-5*, HV-2 - звездности 3-4*;
- **Apts, Ap. Htl.** (в названии отеля) - апарт-отель, отель с апартаментами: в номерах есть кухня и кухонные принадлежности, иногда стиральная машина.
- **WiFi** - *Wireless Fidelity* - беспроводной доступ в Интернет;
- **LAN** - *Local Area Network* - доступ в Интернет через локальную сеть;
- **AOH** (на телефонном аппарате) - автоматический определитель номера;
- **IDE**-телефон (преимущественно в отелях Таиланда), тж. **IDB**-телефон - телефонный аппарат с АОНОм и цифровым автоответчиком;
- **IDD**-телефон - *International Direct Dialling* - телефон с возможностью прямого набора международного номера (а не через оператора на ресепшен отеля);
- **LCD** (обычно о телевизоре) - *Liquid Crystal Display* - плоский жидкокристаллический экран, также плазменная панель.

Размещение:

- **DBL** (2 ВЗР) - *double* - стандартный двухместный номер для размещения двух взрослых;
- **SGL** (1 ВЗР) - *single* - стандартный одноместный номер для размещения одного взрослого;
- **EXB** - *extra bed* - дополнительное спальное место. В стандартном номере предоставляется только ОДНА доп. кровать;
- **DBL+EXB** (3 ВЗР) - *double plus extra bed* - стоимость стандартного двухместного номера для размещения трех взрослых (один взрослый размещается на доп. кровати);
- **SGL+CHD** (1 ВЗР + 1 РЕБ) - *single plus child* - стандартный двухместный номер для размещения 1 взрослого и 1 ребенка;
- **SGL+2CHD** (1 ВЗР + 2 РЕБ) - стандартный двухместный номер для размещения одного взрослого и двух детей (один из детей размещается на доп. кровати);
- **DBL+CHD** (2 ВЗР + 1 РЕБ) - стандартный двухместный номер для размещения 2 взрослых и 1 ребенка (ребенок размещается на доп. кровати);
- **DBL+2CHD** (2 ВЗР + 2 РЕБ) - стандартный двухместный номер для размещения 2 взрослых и 2 детей (дети размещаются на дополнительной кровати).
- **DUS** - *double use single* - двухместный номер для одноместного использования.
- **ROH** - *run of the house* - номер без конкретизации его типа и (или) расположения (вида из окна и т.п.), т.е. по выбору отеля.

Пансион:

- **RO** - *room only* - размещение без питания;
- **BB** - *bed & breakfast* - только завтрак;
- **HB** - *half board* - полупансион: завтрак и ужин (шведский стол), бесплатно чай, кофе, вода на завтрак;
- **HB+** - *half board plus* - полупансион: завтрак и ужин (шведский стол), плюс алкогольные и безалкогольные напитки местного производства во время приёма пищи;
- **FB** - *full board* - полный пансион: завтрак, обед и ужин (шведский стол);
- **FB+ (EFB)** - *full board plus (extra full board)* - полный пансион: завтрак, обед и ужин (шведский стол), плюс напитки (в ряде отелей пиво и вино) во время приема пищи;
- **AI** - *all inclusive* - "все включено": полный пансион, алкогольные и безалкогольные напитки местного производства;
- **UAI** (*Ultra All inclusive*) = **SAI** (*Superior All inclusive*) = **SAIVIPS** (*Superior All Inclusive VIP Service*) = **NWI** (*New Wave Inclusive*) = **MAI** (*Mega All Inclusive*) = **AEAI** (*All exclusive All inclusive*) = **DLAI** (*Deluxe All Inclusive*) = **MSAI** (*Maximum System All Inclusive*) = **VIPAI** (*VIP CLASS All inclusive*) - All inclusive плюс импортные спиртные напитки и дополнительные услуги на усмотрение администрации;
- **HCAI** - *High class all Inclusive* - все бесплатно, кроме магазинов, телефона, врача, парикмахерской, некоторых водных видов спорта и подводного плавания;

Валюта:

RUB - российский рубль	DOP – доминиканский песо	MXN – мексиканский песо
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USD (\$) - доллар США	EGP – египетский фунт	AED – дирхам
EUR (€) - евро	ILS – израильский новый шекель	SCR – сейшельская рупия
BYN – белорусский рубль	IDR – индонезийская рупия	THB – тайский бат
BGN – болгарский лев	CNY – китайский юань	TRY – турецкая лира
BRL – бразильский реал	CUP – кубинский песо	CZK – чешская крона
HUF – венгерский форинт	MUR – маврикийская рупия	LKR – шри-ланкийская рупия
GEL – грузинский лари	MVR – мальдивская рупия	

Перелет

- **No show** - неявка пассажира на рейс (или гостя в отель) без предупреждения. Обычно влечет штрафные санкции - например, аннуляцию обратного билета в случае неявки на рейс к месту отдыха или аннуляцию всех последующих авиабилетов в случае неявки на первый сегмент перелета с пересадкой. Если гость не явился в отель в день заезда без предупреждения, очень часто аннулируется бронь номера и оплата не возвращается.
- **Стопвер** - *stopover* - пересадка в транзитном пункте продолжительностью более 24 часов.
- **Lost & Found/Lost Property** (бюро находок) - стойка в аэропорту, куда следует обратиться, если ваш багаж не прибыл в место назначения, а также если вы потеряли что-то в аэропорту. Если вы забыли что-то на борту самолета, необходимо обращаться в авиакомпанию.

Страхование

- **страховая сумма** - сумма покрытия медицинских расходов в случае наступления страхового случая для одного туриста. Страховая сумма обычно зависит от страны и указана на бланке страховки. Медицинская страховка входит в полный пакет тура, дополнительная оплата не требуется.
- **страховая премия** - взнос за заключение дополнительной страховки, например: страховки от невылета, VIP-страховки. Размер взноса зависит от величины страховой суммы.
- **страховка от невылета** - страхование расходов, связанных с отменой поездки за границу. Страховые случаи и необходимые для возмещения расходов документы перечислены в разделе "Страхование" по каждой стране. По некоторым странам, особенно странам Евросоюза, страховка от невылета является обязательной (при покупке полного пакета) и отмене не подлежит. Ее стоимость не включена в стоимость пакета и оплачивается отдельно.
- **безусловная франшиза** - установленная сумма минимальных расходов, которая вычитается из страхового возмещения во всех случаях.
- **условная франшиза** - если размер ущерба (понесенных расходов) не превышает данную сумму, страховое возмещение не выплачивается. Если размер ущерба больше данной суммы, то страховое возмещение выплачивается в полном объеме, без вычетов (как в случае с безусловной франшизой).

В отеле

- **чек-ин** - *check-in* - заселение в отель. В большинстве отелей это 14.00-15.00. Возможно более раннее заселение, если отель не полностью заполнен, и в нем есть подготовленные номера.
- **чек-аут** - *check-out* - выезд/выписка из отеля, расчетный час. В отелях Турции и Египта - 12.00. К этому времени необходимо освободить номер, оплатить дополнительные услуги. Часто действие программы "Все включено" заканчивается также в 12.00 в день отъезда. Продление пребывания в отеле возможно за дополнительную плату. В отелях других стран расчетный час может быть и 10.00, и 11.00, и позже 12.00. Рекомендуем перед поездкой ознакомиться с [Памяткой туриста](#) по выбранной стране, где приведена информация о времени заселения и времени выезда.
- **ресепшн** (ресепшен, рецепшн, рецепция) - *reception* - стойка администратора в отеле. Кроме оформления вселения-выселения, на ресепшн возможно также заказать экскурсию, столик в ресторане, услуги спа-центра, няни, воспользоваться сейфом и т.д.
- **апгрейд** - *upgrade* - предоставление гостю номера категорией выше, чем забронированный изначально (например, апгрейд стандартного номера до deluxe). Также может быть апгрейд места в самолете/поезде, апгрейд трансфера с группового до индивидуального, апгрейд пансиона и т.д. Многие отели предоставляют

апгрейды бесплатно для всех или некоторых категорий гостей (например, молодоженов), список таких отелей можно посмотреть в разделе "[Подарки](#)". Также возможен апгрейд номера или пансиона по приезду в отель за небольшую доплату - как правило, это бывает выгоднее, чем изначально бронировать номер более высокой категории.

- **standard room** - стандартный номер в отеле, состоящий из спальни и совмещенного санузла.
- **suite** (свит) - номер, состоящий из нескольких комнат.
- **вилла, бунгало, шале** - *villa, bungalow, chalet* - виды коттеджей.
- **патио** - *patio* - внутренний дворик в испано-мавританской архитектуре.
- **sea view** (часто не переводится) - вид на море.
- **twin bed** - две одинаковые кровати, обычно в номере standard или family. Могут быть сдвинуты или разделены тумбочкой.
- **french bed** - двуспальная кровать ("французская"), по европейским стандартам 140-160 см в ширину.
- **king-size bed** - трехспальная кровать (180-200 см в ширину). Иногда кровать 160-180 см в ширину называется **queen size**.
- **батлер** - *butler* - дворецкий (в отелях и номерах категории VIP).
- **room service** (обычно не переводится) - доставка в номер. Как правило, производится за дополнительную плату.
- **turn down service** - подготовка кровати ко сну (дополнительная услуга в номерах категории VIP).
- **baby cot, crib** (часто не переводится) - детская кроватка в номер, по запросу, иногда платно.
- **extra bed** - дополнительная кровать в номер, например, третья при наличии twin bed. Как правило, не полноценная кровать, а раскладушка или кушетка.
- **индивидуальный кондиционер** - режим и время работы устанавливается туристом по желанию, обычно с помощью пульта дистанционного управления.
- **центральный кондиционер** - управляется централизованно, время работы устанавливается администрацией отеля в зависимости от погоды, времени года и т.д. Как правило, турист может включить-выключить центральный кондиционер, а также установить нужную температуру с помощью пульта управления на стене, но иногда встречаются конструкции без возможности индивидуальной настройки.
- **а ля карт** - *a la carte* - дополнительный ресторан (или рестораны) в отеле со специализированной кухней - например, итальянский *a la carte* ресторан, турецкий, мексиканский, барбекю, рыбный и т.д. В отличие от главного ресторана, обычно открыт только на ужины и не каждый день. Шведского стола в таких ресторанах нет, выбор блюд предоставляется по меню (*à la carte* в переводе с французского и есть "по меню"). Для гостей с пансионом AI часто есть возможность бесплатного посещения 1-2 ресторанов *a la carte* в неделю, по предварительной записи.
- **детское меню** в ресторане - уголок шведского стола для детей 2-12 лет с более диетическими блюдами: отварными, а не жареными, без добавления острых приправ, соусов и т.д. Часто стол с детским меню делается более низким, чтобы дети могли сами накладывать себе еду. Ассортимент детского меню обычно меньше, чем шведского стола для взрослых. Детское меню не предназначено для грудных детей и не предполагает наличия детского питания.
- **baby corner** в ресторане - специально отведенный стол в главном ресторане для нужд грудных детей, где можно подогреть бутылочку с молочной смесью или детское питание, сделать пюре в блендере и т.д. В некоторых отелях, ориентированных на отдых с детьми, в *baby corner* бывает доступно баночное детское питание и каши. Подробнее о возможностях отелей разных стран для малышей от 8 месяцев до 3 лет можно узнать в разделе "[Отдых с детьми](#)".
- **Garni** (обычно **hotel garni** или **garni hotel**) - отель, в котором отсутствует ресторан и другие предприятия питания. Как правило, гостям предлагается только ночлег, а завтрак не предусмотрен. Могут быть различных категорий, вплоть до 4*; как правило, цены в них ниже, чем в обычных отелях. Широко представлены в Европе, особенно на горнолыжных курортах. От французского слова *garni* (дом с меблированными комнатами).
- **Рэк-рейт** - *rack rate* - "цены с полки" - официальные цены на размещение в отеле, без скидок (сезонных, корпоративных и т.д.). Обычно вывешены на рецепции. Как правило, значительно отличаются от контрактных цен туроператора.
- **Rent-a-car** - прокат автомобилей. Встречается также **rent-a-bike** (прокат велосипедов) и др.

Игры, развлечения, спорт

- **анимация** - *animation* - развлекательные программы в отелях, которые проводятся профессиональными "массовиками-затейниками". Обычно это игры на свежем воздухе, спортивные мероприятия, шуточные соревнования, уроки танцев и др. Анимация бывает дневная и вечерняя, взрослая и детская. Проводится на нескольких языках, в крупных отелях есть анимация на русском языке.
- **бочча** (иногда бочче) - *boccia* - игра, зародившаяся еще в Древней Греции. В современное время в нее играют от 2 до 6 игроков, которые делятся на 2 команды. У каждой — свой цвет мячей. Белый называется целью и укладывается у самого края поля. Игрок любым доступным ему способом старается кинуть тяжелый кожаный шар так, чтобы он ближе лег к цели. И так до последнего броска. После этого подсчитываются очки. Выигрывает та команда, которая больше сгруппирует своих метательных орудий возле цели. Подробнее можно почитать [здесь](#).
На боччу похожи также французский петанк и английский лаун-боулинг.

- **дартс, дротики** - *darts* - игра на меткость, в которой требуется метать короткие оперенные дротики в мишень на стене.
- **сквош** - *squash* - близкий родственник тенниса, только вместо сетки - глухая стена. Два игрока поочередно отбивают ракетками мяч в стену, стараясь, чтобы соперник не мог парировать удар.
- **снукер** - *snooker* - разновидность игры на бильярде (так же как пул и "пирамида").
- **квадроцикл** - *quad bike* - небольшой четырехколесный мотоцикл повышенной проходимости и устойчивости. Используется для спорта и отдыха. Другие названия: ATV (*All Terrain Vehicle*, транспортное средство для езды по бездорожью), мотовездеход, мини-вездеход.
- **"банан"** - *banana* - катание на большой надувной лодке в форме банана, привязанной к катеру. Участники катания садятся на "банан" верхом.
- **гамбургер** - *hamburger* - катание на большом надувном колесе, привязанном к катеру.
- **сноркинг (сноркеллинг)** - *snorkeling* - подводное плавание с маской и трубкой. Великолепным местом для сноркинга являются Мальдивы, где практически каждый остров имеет свой домашний риф в 10-20 метрах от берега.
- **дайвинг** - *diving* - погружение с аквалангом. "Меккой" дайверов считается Египет: Красное море изобилует кораллами и редкими видами рыб.
- **рафтинг** - *rafting* - сплав по рекам, вид активного отдыха и экстремальный вид спорта. Несмотря на то, что термин происходит от англ. *raft* - плот, рафтингом часто называется сплав на байдарках, каноэ, катамаранах, надувных резиновых лодках и др.
- **каyak** - *kayak* - то же, что и **байдарка**: узкая легкая и маневренная спортивная лодка, закрытая сверху, с двухлопастным (двусторонним) веслом. Спортивные каяки вмещают до 4 гребцов, а каяки для отдыха и туризма - как правило, одного или двух, редко трех. Часто каяком называется одноместная цельная лодка, а байдаркой - двухместная, сборная, на каркасе из дерева и металла, обтянутая водонепроницаемым материалом.
- **каноэ** - *canoe* - узкая и легкая спортивная лодка; от каяка отличается тем, что не закрыта сверху, и гребля осуществляется веслом с одной лопастью попеременно с левого и правого борта.
- **аквааэробика** - *aqua aerobics, aquagym* - выполнение различных упражнений в воде под музыку с элементами плавания, гимнастики, растяжки и силовых упражнений. Так как вода в 700 раз плотнее воздуха, нагрузка на мышцы получается выше, чем при обычной аэробике; кроме того, температура воды в бассейне ниже, что позволяет сжигать больше калорий. Аквааэробика стимулирует циркуляцию кров и лимфы, укрепляет дыхательную систему, активизирует обмен веществ.
- **тайский бокс (тай-бо)** - вид национального боевого искусства Таиланда, включающий энергичные удары ногами и руками. Элементы тай-бо эффективно используются в фитнесе, позволяя сжигать калории и тренировать мышцы ног, рук, груди, плечевого пояса, бедер.
- **пилатес** - *pilates* - гимнастика, разработанная д-ром Й.Пилатесом. Включает элементы йоги, восточных боевых искусств, медитации, растяжку, упражнения на гибкость, равновесие и др. В отличие от традиционных методик аэробики и фитнеса, упражнения в пилатесе выполняются медленно, сосредоточенно, без напряжения, со спокойным ровным дыханием. Нагрузка направлена в первую очередь на глубоко расположенные, некрупные, слабые группы мышц. Пилатес подходит для начинающих, для людей с избыточным весом, для тех, кто перенес травмы опорно-двигательного аппарата.

Для здоровья

- **бальнеотерапия** (спа-терапия) - *balneotherapy* - терапия с помощью воды: горячие, холодные, грязевые или минеральные ванны, ванны с ароматическими маслами и травами, души, джакузи, различные виды гидромассажа для релаксации, стимуляции, похудения, лечения и др. Термин "бальнеотерапия" все чаще применяется не только для ванн, но и для прочих видов терапии водой, например, принятия внутрь на минеральных источниках.
- **талассотерапия** - *thalassotherapy* - подвид бальнеотерапии, терапия с использованием морской воды и водорослей (от греческого *thalassos* - море). Это могут быть ванны с морской водой или илом, обертывание с морскими водорослями (*algae*), ингаляции парами морской воды и др.
- **СПА-центр** - *SPA-center* (встречается *spa, SpA, Spa*) - медико-косметологический центр, в котором проводится бальнеотерапия (процедуры с использованием воды), а также прочие косметические и лечебные процедуры (уход за кожей лица и тела, массаж, депиляция, маски, обертывание и пр.). От названия бельгийского города-курорта Спа, прославленного своими горячими минеральными источниками. SPA можно расшифровать, как сокращение от латинских фраз "*Salus Per Aquam*" или "*Sanitas Per Aquam*" - "здоровье через воду". Во многих отелях есть свои спа-центры, предлагающие обширный спектр услуг. С полным списком услуг спа-центров различных отелей TEZ TOUR по странам можно ознакомиться [здесь](#).
- **шиацу** (шиатцу, шиатсу) - *shiatsu* - японский метод массажа, надавливание пальцами или ладонью на определенные участки тела.
- **абьянга** - *abhyanga* - также называется **аюрведический массаж**: метод массажа, основанный на традициях "Аюрведы" - древнеиндийского трактата о поддержании здоровья, разработанного более 5 тысяч лет назад. Массаж "абьянга" проводится обычно двумя массажистами, с использованием определенных масел и трав, и служит для поддержания гармонии между телом и духом человека.

- **тайский массаж** - *thai massage* - традиционный массаж Таиланда. По-тайски называется *nuat phaen boran*. Особенность этого метода в том, что массажист активно использует не только свои руки, но также предплечья, локти, ступни - например, ходит по спине пациента.
- **лифтинг** - *lifting* - косметическая, массажная или хирургическая процедура подтяжки кожи (в основном на лице), для избавления от морщин, обвисания.
- **пилинг** - *peeling* - процедура отшелушивания отмерших клеток с поверхности кожи. Делает кожу гладкой, ровной и блестящей. Для пилинга используются твердые частицы (песка, соли, скорлупы орехов и др.), а также препараты с фруктовыми кислотами.
- **лимфодренаж** - процедура коррекции фигуры и лечения целлюлита, активизирующая обмен веществ в жировых клетках кожи. Лимфодренаж позволяет снять усталость, способствует расслаблению мышц, повышению эластичности кожи, улучшению цвета лица, устранению отеков и разглаживанию морщин. Терапевт воздействует на лимфатическую систему медленными и регулярными движениями по всему телу. Круговые движения чередуются с глубоким давлением. Процедура вызывает отток избыточной жидкости и токсинов по лимфатическим сосудам.
- **хаммам** (хаммам) - *hamam* - турецкая баня. Типичный хаммам состоит из трех помещений - теплой комнаты, с которой гость начинает посещение бани, горячей (парной) и холодной.

▪ **IMPORTANT CONCEPTS AND TERMS IN THIS TOPIC**

▪ **AB** - американський сніданок.

AC - проживання без харчування.

AI, All Inc (*All-inclusive resort*) - харчування по системі *все включено*.

Система *все включено*: сніданок, обід, підвечірок, вечеря та напої протягом дня.

B - холодний буфет.

BB (*bed breakfast*) - сніданок по принципу шведський стіл. Склад меню відрізняється в залежності від країни, але завжди вміщує як холодні так і гарячі блюда.

BF - сніданок: шведський стіл.

BG (*bungalo*) - окремий невеликий одноповерховий будинок з верандою.

BO (*bed only*) - проживання без харчування.

BT - харчування: сніданок + лікування.

BV (*beach view*) - номер з видом на пляж.

CH - додаткове місце для дитини у номері готелю.

CHD (*child*) - дитина, малюк до 12 років.

CHD1+1 - 1 доросла людина + 1 дитина

CHD1+2 - 1 доросла людина + 2 дитини

CHD2+1 - 2 дорослих людини + 1 дитина

CHD2+2 - 2 дорослих людини + 2 дитини

CHD3+1 - 3 дорослих людини + 1 дитина

CHD4+1 - 4 дорослих людини + 1 дитина

CV (*city view*) - стандартний номер з видом на місто або панорамою на околицю готелю.

CVB - стандартний номер з видом на місто або панорамою на околиці готелю з балконом.

DBL (*double*) - стандартний двомісний номер у готелі з одним великим ліжком.

DBL + EXB - двомісний номер + додаткова ліжка.

DBL + CHD - двомісний номер у готелі з однією дитиною.

DBL + 2 CHD - двомісний номер у готелі з двома дітьми.

DLX - номер покращеної комфортності.

DLXGV - номер покращеної комфортності з видом на сад, паркову зону.

DLXLV - номер покращеної комфортності з видом на лагуну.

DLXSV - номер покращеної комфортності з видом на море.

DUPLEX - двоповерховий номер в головному корпусі з вітальнею на першому поверсі та спальнею на другому поверсі.

DV (*dune view*) - номер готелю з видом на піщані дюни.

EB - англійський сніданок.

EXB (*extra bed*) - додаткове ліжко у двомісному номері.

FB (*full board*) - повний пансіон: сніданок, обід, підвечірок, вечеря.

FBT - харчування у санаторії: повний пансіон. Оздоровча програма, лікувальний курс.

GOLFV - номер з підвищеним комфортом з видом на поле для гольфу.

GV (*garden view*) - стандартний номер у готелі з видом на сад, парк.

GVB - стандартний номер у готелі з видом на сад чи парк та балконом.

HB (*half board*) - неповний пансіон: сніданок, вечеря. Обід завжди за додаткову плату.

HB+ - розширений неповний пансіон (включені напої на вечерю або в обід).

HBV - гарячий буфет.

HBT - харчування + лікування. Поширений комплекс послуг у лікувальних готелях, санаторіях, пансіонатах.

HV (*holiday village*) - комплексний готель з великою територією зі спортивними та різноманітними розважальними майданчиками. Готель має вигляд мережі невеликих будиночків типу бунгало.

INF (*infant*) - малюк до 2 років.

JS - номер з підвищеним комфортом та невеликою вітальнею.

LUX (*luxe*) - апартаменти люкс класу.

LV (*land view*) - номер з панорамним видом на місцевість.

MB (*main building*) - номер в головному корпусі, будівлі.

MV (*mountain view*) - номер готелю з видом на гори.

OBT - харчування згідно програми та курс лікування у санаторії, пансіоні та готелі з відповідною лікувальною базою.

OV (*ocean view*) - номер у готелі з видом на океан.

PA - стандартний номер готелю з виходом до басейну.

PP - харчування за програмою.

PV (*pool view*) - стандартний номер готелю з видом на басейн.

PVB - номер готелю з видом на басейн з балконом.

RO - проживання без харчування.

R.O.H. (*run of the house*) - розміщення туриста в готелі без попереднього уточнення типу номера та виду із вікна.

RV (*river view*) - стандартний номер готелю з видом на річку.

RVB - стандартний номер готелю з видом на річку з балконом.

SGL (*single*) - стандартний одноместний номер з одним ліжком.

SGL + CHD (2-6) (*single + children*) - 1 дорослий + малюк від 2-6 років.

SNGL (*single*) - стандартний одномісний номер.

SNL + CHL - одномісний номер у готелі з однією дитиною.

SNL + 2 CHL - одномісний номер у готелі з двома дітьми.

SSV - номер готелю з бічним видом на море.

STD (*standard*) - стандартний номер у готелі.

STDB - стандартний номер з балконом.

SUPPV - номер готелю з покращеним видом на басейн.

SUPSV - номер готелю з покращеним видом на море.

SUT (*suite*) - номер у готелі з підвищеним комфортом, найчастіше велика кімната, яка має зону для відпочинку.

SV (*sea view*) - номер готелю з видом на море.

TWIN (*twin*) - двомісний номер з двома окремими ліжками.

TRIPL, TRPL (*triple*) - тримісний номер у готелі.

TPL - стандартний тримісний номер у готелі трьома окремими ліжками.

VGL - номер в окремій віллі, яка має один або декілька номерів.

VILLA - вілла, окремий будинок VIP рівня, як правило має ексклюзивне розміщення, більшу площу, свій сад, басейн.

VV (*valley view*) - номер готелю з видом на долину.

QDR, QDPL (*quadriple*) - стандартний чотиримісний номер у готелі 4 окремими ліжками або 2 двоспальними ліжками.

5 PAX, 6 PAX - багатомісні номери: п'яти, шестимісні номери (і т.д.)

1 BDRM - апартаменти з одною спальнею.

2 BDRM - апартаменти з двома спальнями.

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GLOSSARY TOURIST MOTIVATIONS

1. Accessible – adj easy for anyone to obtain and use; easy to visit 2. Acquire – v to get something, for example by buying it or being given it; to get new knowledge or a new skill by learning it 3. Adventure – n [C/U] an exciting, unusual, and sometimes dangerous experience 4. Affordable – adj cheap enough for ordinary people to afford 5. Aid – n [C/U] help with doing something; money, food, or other help that an organization or government gives to a country or area where people need it, for example because of a war or flood; money that a government gives to a person, group, or organization that it wishes to help 6. Alongside – adv, prep along the side of something, or close to the side of it; important enough to be considered as being in the same class as someone or something else that is well known; if different systems, processes, or ideas exist alongside each other, they exist at the same time 7. Anticipate – v to think that something will probably happen; to be excited about something enjoyable that is going to happen soon; to guess that something will happen, and be ready to deal with it 8. Arch – n [C] a structure, consisting of a curved top on two supports, that sometimes holds

the weight of something above it 9. Arouse – v evoke or awaken (a feeling, emotion, or response); excite or provoke (someone) to anger or strong emotions; awaken (someone) from sleep 10. Associated with – v to form a connection in your mind between different people or things 11. Attempt – n [C] an effort to do something 12. Available – adj able to be obtained, taken, or used; not too busy to do something 13. Awesome – adj very impressive and sometimes a little frightening; extremely good 14. Battle – n [C] a situation in which different people or groups compete with each other in order to achieve something or get an advantage 15. Best man – n a male friend or relation of the bridegroom who stands with him and helps him during a marriage ceremony 16. Beverage – n [C] a drink of any type 17. Big Ben – a large bell in the tower next to the Houses of Parliament in London, on which there is a clock. This name is often used for referring to the tower or its clock. 18. Blitz – n [C] a sudden military attack 19. Bowler hat – n [C] a hard round black hat, worn especially by businessmen in the past

20. Bronze – n [U] a hard brown metal used for making statues and objects for decoration. It is made by mixing copper and tin. 21. Bucket-list – n [C] a list of the things you want to do before you reach a certain age, or before you die 22. Business trip – n [C] a journey taken for business purposes 23. Buzz – v when an insect such as a fly or bee buzzes, it makes a rough continuous sound; if your ears or your head are buzzing, you can hear a continuous sound inside your head 24. Canary Wharf – n [C] a major business district located in Tower Hamlets, East London. It is one of the United Kingdom's two main financial centres – along with the traditional City of London – and contains many of Europe's tallest buildings, including the second tallest in the UK 25. Cease – v to stop happening or continuing 26. Celebration – n [C/U] a party or special event at which you celebrate something such as a birthday or a religious holiday; the activity of celebrating something 27. Changing of the guard – the ceremony where the Old Guard hands over responsibility for protecting Buckingham Palace and St. James's Palace to the New Guard 28. Charitable – adj intended to help people who are poor or ill, or who need advice and support 29. Chinatown – an area in a large city that has many Chinese restaurants and shops and where the population is mainly Chinese 30. Clamber – v to climb something with difficulty, using your hands and feet 31. Commercialized – adj changed from something enjoyable or important into something that exists to make a profit 32. Concrete – n [C] a very hard building material made by mixing together cement, sand, small stones, and water, then letting it dry 33. Contribute – v to give money, goods, or your time and effort in order to achieve something, especially when other people are also helping 34. Courage – n [U] the ability to do something that you know is right or good, even though it is dangerous, frightening, or very difficult 35. Creature – n [C] anything that lives except plants 36. Cricket – n [U] a game played by two teams of 11 players who get points by hitting a ball with a bat and running between two sets of sticks called stumps. Someone who plays this sport is called a cricketer 37. Demand – n [C/U] a strong request; the amount of a product or service that people want, or the fact that they want it 38. Dimension – n [C] a measurement of something in a particular direction, especially its height, length, or width; a part or feature, or way of considering something 39. Direct flight – n [C] any flight between two points by an airline

with no change in flight numbers, which may include a stop at an intermediate point 40. Dirigible – n [C] an aircraft like a large balloon (a bag filled with gas) with an engine 41. Discover – v to find out something that you did not know before; to find a place, fact, or substance that no one knew about before 42. Disrupt – v to interrupt something and prevent it from continuing by creating a problem 43. Diverge – v to follow a different direction, or to be or become different 44. Docklands – n [U] an area of east London, near the River Thames, where old warehouses (large buildings for storing goods) have been changed into fashionable flats and the offices of many banks and other businesses 45. Double-decker – n [C] a bus that has both an upper and a lower level where people can sit 46. Drab – adj boring, especially in appearance; having little colour and excitement; lacking brightness or interest; drearily dull; of a dull light brown colour 47. Escape – v to get away from a place where you are in danger; to get away from a very unpleasant situation; to get away from an embarrassing or annoying situation; to avoid a difficult or unpleasant situation; to avoid thinking about or dealing with an unpleasant situation that you are in 48. Exhibition – n [C/U] an

event at which objects such as paintings are shown to the public, a situation in which someone shows a particular skill or quality to the public, or the act of showing these things 49. Facilities – n [pl] the buildings, equipment, and services provided for a particular purpose 50. Flotation – n [C] the ability to

float, or the process of floating 51. Gamut – n the complete range of things of a particular type 52. Gear – n [U] the special clothes and equipment that you use for a particular activity 53. Generate – v to cause something to exist; to produce energy in a particular form; to create jobs or work 54. Golf – n [U] a game played outside on grass in which each player tries to hit a small ball into a series of nine or 18 small holes, using a long, thin stick with a club end 55. Gothic – adj of or like a style of building that was common in Europe between the 12th and 16th centuries; the characteristics are pointed arches and windows, high ceilings, and tall, thin columns 56. Gourmet – n [C] someone who knows a lot about good food of very high quality and wine 57. Gradually – adv slowly in small stages or amounts 58. Graceful – adj having or showing grace or elegance 59. Greenwich – n an early-established district of today's London, England, centred 5.5 miles

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(8.9 km) east south-east of Charing Cross. The town lends its name to the Royal Borough of Greenwich 60. Greenwich meridian – n [C] the prime meridian, which passes through the former Royal Observatory at Greenwich. It was adopted internationally as the zero of longitude in 1884 61. Harbor – n [C] an area of water near the land where it is safe for boats to stay. A port is a harbour where passengers and goods can be taken on and off 62. Heritage – n [C/U] the art, buildings, traditions, and beliefs that a society considers important to its history and culture 63. High-rise – adj a high-rise building is very tall with many floors or levels 64. Hillwalking – n the movement through and over hills and mountains without the planned use of a climbing rope or other climbing aids. It can take place within the UK or in any part of the world which has mountainous terrain. Outside the UK it is usually referred to as trekking, but the principles are the same and the necessary skills are similar. 65. Holy – adj important in a religion, or used in worship; respected for living a very religious life 66. Impact – n [C] an effect, or an influence 67. Impart – v to give something such as information, knowledge, or beliefs to someone; to give something a particular quality 68. In a nutshell – used for

saying that you are going to express something in a simple, direct way 69. In pursuit of – chasing after something in order to achieve it 70. Incentive – n [C/U] something that makes you want to do something or to work harder, because you know that you will benefit by doing this 71. Inclined – adj feeling that you want to do something; tending to behave in a particular way or to be interested in a particular thing 72. Income – n [C/U] money that is derived from working or from investing money 73. Incredible – adj surprising, or difficult to believe 74. Infrastructure – n [C/U] the set of systems within a place or organization that affect how well it operates, for example the telephone and transport systems in a country 75. Landmark – n [C] a famous building or object that you can see and recognize easily 76. Layout – n [C] the way in which the different parts of something are arranged; the way in which something such as a room, building, or city is arranged 77. Leisure tourism – n [U] also called pleasure tourism or holiday tourism. It is a type of tourism when a person goes on holiday and does not travel on business. Thus, the purpose of tourism in this case is recreation. Leisure travellers look for sun, sea and sand. They want to go sunbathing, swimming and diving. So this kind of travellers go

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to sea resorts or holiday camps and stay at resort hotels. Leisure travellers enjoy organized entertainment and sport. In a resort hotel there are always swimmingpools, fitting-centres, tennis courts, discos. A resort hotel offers its customers contests, concerts, shows, animation programmes for children. Usually it offers tours and visits to different attractions: local sights or amusement or theme parks. 78. Life span – n [C] the length of time that a person or animal lives or is expected to live 79. Long-haul – adj travelling a long distance, especially by air 80. Lose sight of – v to forget an important fact, or to forget what your main

aim is, because you are thinking too much about other things 81. Magnify – v to make something appear bigger than it really is; to make something appear more important, severe, or dangerous than it really is; to praise 82. Marine toilet – n [C] designed to maintain sanitation on the open sea. The reasons a normal toilet will not work should be reasonably apparent. A bowl that always has water would be subject to spilling out over the sides in rough weather. As such, a marine toilet bowl is typically kept dry. Water is then pumped into the bowl after use, much like an airline toilet. 83. Monitor – v to regularly check something or watch someone in order to find out what is happening 84. Open returns – are flexible

tickets as you do not need to specify the exact time and date you want to return on. If you've purchased an Off-Peak or Super Off-Peak ticket, you can change the time of your outbound date, but must travel on the date specified on the ticket. An Anytime ticket can be used on the outbound journey for the date specified on the ticket and any day up to 4 days later. All you need to do is make your return journey within the time specified, typically 28 days after the outward journey. Tickets with the name 'Day' (such as Anytime Day Return) only allow you to return on the same day as your outward journey. There are 3 types of Open Return tickets available, each with varying flexibility and cost: Anytime Return – no restriction on return travel. Off-Peak Return – return travel permitted Off-Peak trains only. Super Off Peak Return – return travel restricted to only Super OffPeak trains. 85. Overseas – adj happening or existing in a country across the sea from your country; coming from a country across the sea 86. Pageantry – n [U] the traditional features of formal ceremonies, for example special clothes, music, and decoration 87. Parasailing – also known as parascending or parakiting, is a recreational kiting activity where a person is towed behind a vehicle (usually a boat) while attached to a specially designed canopy wing that reminds one of a parachute, known

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as a parasail wing. The manned kite's moving anchor may be a car, truck, or boat. The harness attaches the pilot to the parasail, which is connected to the boat, or land vehicle, by the tow rope. The vehicle then drives off, carrying the parascender (or wing) and person into the air. If the boat is powerful enough, two or three people can parasail behind it at the same time. The parascender has little or no control over the parachute. The activity is primarily a fun ride, not to be confused with the sport of paragliding 88. Piccadilly Circus – a place in London where several large roads join each other and where there is always a lot of traffic. People sometimes say a place is like Piccadilly Circus' when they mean it is busy or crowded. In this context, a circus, from the Latin word meaning circle, is a round open space at a street junction 89. Pilgrimage – n [C/U] a journey that a religious person makes to a holy place 90. Pour in – v to arrive or go somewhere quickly in a large group or in large amounts; to (cause to) flow quickly and in large amounts 91. Psychologist – n [C] someone who studies how people's minds work and how this affects their behaviour 92. Reasonable – adj someone who is reasonable behaves in a sensible and fair way; used about people's decisions, actions etc; if

something is reasonable, there are good reasons for thinking that it is true or correct; fairly good, although not extremely good 93. Reject – v to not agree to an offer, proposal, or request; to disagree with an idea, argument, or suggestion; refuse to agree to (a request) 94. Relief – n [U] a relaxed happy feeling that you get because something bad has not happened or a bad situation has ended; the reduction of pain or the effects of an illness 95. Remain – v to continue to be in a particular situation or condition; to continue to be something, even after a long period of time; to continue to exist, especially after other things have gone or been dealt with 96. Residence – n [C/U] a house or other place where someone lives, especially a large house used by an important person; the fact that someone lives somewhere, or the period of time that they spend living there 97. Reunion – n [C] a social event for

people who have not seen each other for a long time, for example members of the same family or people who studied or worked together 98. Revenue – n [C/U] income from business activities or taxes 99. Reward – n [C/U] something good that happens or that you receive because of something that you have done; money that you receive for working

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100. Royal – adj relating to a king or queen or the members of their family 101. Rung – n [C] one of the narrow bars across a ladder, that you put your feet on when you climb up; a level of achievement 102. Sailing – n [U] the sport or activity of travelling across water in a sailing boat 103. Search engine – n [C] a computer program used for searching for information on the Internet 104. Seeker – n [C] someone who is looking for something or trying to get something 105. Sensation – n [C/U] a feeling, especially a strange one, caused by a particular experience; an event that causes a lot of excitement and interest 106. Shore – n [C] the land that is on the edge of a lake, river, or sea 107. Shrine – n [C] a holy or sacred place, which is dedicated to a specific deity, ancestor, hero, martyr, saint, daemon, or similar figure of awe and respect, at which they are venerated or worshipped. Shrines often contain idols, relics, or other such objects associated with the figure being venerated. 108. Sights – n [pl] places of interest, especially to visitors 109. Significant – adj very large or noticeable; very important 110. Skydiving – also known as parachuting is a method of transiting from a high point to Earth with the aid of gravity, involving the control of speed during the descent with the

use of a parachute. It may involve more or less free-fall, a time during which the parachute has not been deployed and the body gradually accelerates to terminal velocity 111. Snorkel – n [C] a piece of equipment with a tube and mouthpiece that fits into your mouth so that you can breathe while swimming just below the surface of the water 112. Software – n [U] programs used by computers for doing particular jobs; part of a computer system that consists of encoded information or computer instructions, in contrast to the physical hardware from which the system is built 113. Soho – n an area of the City of Westminster and is part of the West End of London, England. Soho is a small, multicultural area of central London; a home to industry, commerce, culture and entertainment, as well as a residential area for both rich and poor. It has clubs, including the former Chinawhite nightclub; public houses; bars; restaurants, etc 114. Solar power – n [U] energy that uses the power of the Sun's light and heat to produce electricity 115. Span – v to last for a particular period of time, especially a long period; to include the whole of an area; if a bridge spans an area of water, it crosses it; to include a number of different things 116. Speechless – adj so surprised, upset, or angry that you cannot think of anything to say

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117. Storyteller – n [C] a person who writes, tells, or reads stories 118. Stumble – v to fall or almost fall while you are walking or running; to move with difficulty and nearly fall because you are tired or ill; to make a mistake when you are trying to achieve something 119. Subtropical – adj belonging to or relating to parts of the world that are immediately south or north of the tropics (the hottest areas) and have very hot weather at some times of the year 120. Summit – v the top of a mountain; the highest level of achievement in something; a meeting or series of meetings between leaders of two or more countries 121. Supply – v to provide someone or something with something that they need or want 122. Surface – n [C] the top of a layer or outside part of something 123. Swift – adj moving or capable of moving with great speed; happening quickly or immediately 124. Take for granted – to expect someone to always be there and do things for you even when you do not show that you are grateful; assume that something is true without questioning it; to get used to something 125. Take off – v if an aircraft takes off, it leaves

the ground and starts flying 126. Tend to – v regularly or frequently behave in a particular way or have a certain characteristic; to deal with the problems or needs

of a person or thing 127. The City (London) – n the business centre of London where the large financial organizations are, such as the Bank of England 128. Thrill – v to make someone feel very excited and pleased; n [C] a feeling of extreme excitement, usually caused by something pleasant 129. Trade fair – n [C] an event at which companies show their new products 130. The Tube – n [C] the system of underground trains in London 131. Unspoilt – adj an unspoiled place is beautiful because it has not been changed or damaged by people 132. Vegetate – adj to start producing leaves or flowers; to be lazy or not active 133. Vegetation – n [U] plants in general, or plants that are found in a particular area 134. Vessel – n [C] a large boat or ship 135. View – n [C] a personal opinion, belief, or attitude about a particular situation or subject; the area or place that can be seen; a sight or prospect, typically of attractive natural scenery, that can be taken in by the eye from a particular place 136. Vigor – n [U] bodily or mental energy, enthusiasm, and determination 137. Walkway – n [C] a path that has been built for people to walk along, sometimes referring to one that is above ground level and connects two buildings

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138. Wander – v to travel from place to place, especially on foot, without a particular direction or purpose; to stroll 139. Wedding – n [C] a ceremony in which two people get married 140. Westminster Abbey – formally titled the Collegiate Church of St Peter at Westminster, is a large, mainly Gothic abbey church in the City of Westminster, London, just to the west of the Palace of Westminster. It is one of the United Kingdom's most notable religious buildings and the traditional place of coronation and burial site for English and, later, British monarchs. Between 1540 and 1556, the abbey had the status of a cathedral. 141. Whole – adj complete or not divided; all of; entire 142. Wholesome – adj conducive to or suggestive of good health and physical well-being; conducive to or characterized by moral well-being; likely to have a positive influence on people's behaviour or mental state 143. Wild – adj (of an animal or plant) living or growing in the natural environment; not domesticated or cultivated; (of a place or region) uninhabited, uncultivated, or inhospitable; (of sea or the weather) rough and stormy; (of people) not civilized; primitive; lacking discipline or restraint 144. Worthwhile – adj worth the time, money, or effort spent; of value or importance 145. Xhosa – n a member of a South African people traditionally living in the province of Eastern

Cape. They form the second-largest ethnic group in South Africa after the Zulus. 146. Zip-line – consists of a pulley suspended on a cable, usually made of stainless steel, mounted on a slope. It is designed to enable a user propelled by gravity to travel from the top to the bottom of the inclined cable by holding on to, or attaching to, the freely moving pulley. Zip-lines come in many forms, most often used as a means of entertainment. They may be short and low, intended for child's play and found on some playgrounds. Longer and higher rides are often used as a means of accessing remote areas, such as a rainforest canopy. Zip line tours are becoming popular vacation activities, found at outdoor adventure camps or upscale resorts, where they may be an element on a larger challenge or ropes course. The jungles of Costa Rica, Florida, Puerto Vallarta, and Nicaragua are popular destinations for zip line enthusiasts.

1. Accommodation n a place for someone to stay in; accommodate v 2. Advertise v to tell the public about a product or service in order to persuade them to buy it 3. Advertisement n a picture or picture+set of words or text only, which is intended to persuade people to buy a product or use a service, or that gives information about a job that is available or an event that is going to happen 4. Agency window a similar frame in a travel agency, used especially for showing goods to the public 5. Arrangement n practical plans for managing the details of an event involving many people; arrange v 6. Arrival the time when someone or something arrives at a place from somewhere else; arrive v 7. Assess v to carefully consider a situation, person, or problem in order to make a judgment; assessment n 8. Awareness the fact of knowing that something, for example, a particular company or product, exists; to be aware of something 9. B&B (Bed and Breakfast) a private house or small hotel where you can sleep and have breakfast 10. Bargain n, v to discuss the conditions of a sale, agreement, for example to try and get a lower price; a great deal 11. Beforehand before a particular event; used especially for talking

about something done in preparation for the event 12. Benefit n (for) an advantage you get from a situation; benefit v considerably / enormously good for something/someone 13. Body clock the natural system in your body that controls your behaviour at particular times of the day or year, for example: what time you wake up or feel hungry 14. Book v to make arrangements to stay in a place, or travel at a particular time in the future SYN reserve 15. Booking an arrangement to buy a travel ticket, stay in a hotel room at a later date; to make a booking 16. Booking reference number a number that shows someone where they can find information that they need 17. Brochure a small magazine containing details and pictures of goods or services that you can buy 18. Browse v to look at different parts of a magazine, the Internet, hoping to find something that interests you 19. Cancellation n a decision to stop something that has been arranged from taking place; cancel v 20. Cancellation charge an amount of money that you have to pay, especially when you had planned to visit a place or when someone does something for you 21. Capture v to feel the atmosphere of something 22. Commerce n the buying and

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selling of goods and services 23. Compensation money that someone receives because something bad has happened to them 24. Compulsory must be done because of a rule or law 25. Confirm v to say that something is definitely true because you know about it; confirmation n 26. Congress hotel a hotel which provides everything necessary for large meetings, with a lecture theatre and exhibition facilities 27. Contact details your email address and phone number, possibly your home address, fax number, etc. 28. Convince to persuade someone to do something 29. Country house hotel a hotel which is situated in pleasant scenery, and provides comfortable but informal accommodation for people who want to relax in a quiet place 30. Delay n a situation in which a plane, train leaves or arrives late; delay v 31. Departure an act of leaving a place, especially at the start of a journey; depart v 32. Deposit details a record of the amount of money that a customer has paid as the first part of a large payment 33. Direct selling the practice of selling products and services directly to the public, without using shops, agents 34. Double room a room that is large enough for two people to sleep in,

especially one in a hotel or a rented property 35. Economy class the cheapest type of seats in a plane 36. Engaged if you call someone on the telephone and their line is engaged, they are already speaking to someone else 37. Establish to form or create something for the first time 38. Estimate a calculation of the value, size, amount, etc of something made using the information that you have, which may not be complete 39. Exile n a situation in which you are forced to live in a foreign country because you cannot live in your own country, usually for political reasons 40. Feature n one of the details that describes a particular product or service 41. Full-board a hotel which provides guests with all their meals 42. Genuine adj real,

rather than pretended or false 43. Guest house a small hotel, usually run by the person or family that owns it 44. Half-board the price of a room in a hotel that includes breakfast and dinner 45. Heyday n the time when someone or something was most popular, successful, or powerful 46. Homeward flight one in which you are going in the direction of home 47. In bulk in large quantities, and usually at a reduced price 48. In time early enough

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49. Insurance premium a regular payment made to an insurance company so that you are protected by insurance 50. Investigate to find out information, for example: by asking somebody a number of questions 51. Itinerary a list of things that will happen, for example: on a tour, and their times 52. Light budget not very much money 53. Like clockwork happening or working correctly, with no problems or delays 54. Luxury hotel a hotel which provides every facility (service and convenience) a wealthy guest might need 55. Market v to show and advertise a product to the public 56. Meal basis an agreement of how many meals will be provided as part of a holiday package, for example: bed and breakfast or full board 57. Melting pot a situation in which there are many different types of people, ideas, religions, etc existing together 58. Memorandum (memo) a short legal document that contains the important details of an agreement 59. Notorious (for) famous or well known for something bad 60. On time arriving at the correct time and not late 61. Option an extra feature on a new product that you can choose to add when you buy it; something that you can choose in a particular

situation 62. Outward flight one in which you are going away from home 63. Overlook v to have a view of something from above 64. Party a group of people who go somewhere together 65. Porterage n when someone helps you carry bags that you are travelling with 66. Premier class best, largest, or most important 67. Product n something that a company sells 68. Raise v to increase something 69. Rapport n friendly agreement and understanding between people 70. Reasonable price an affordable and convenient price 71. Refund n money that was yours that you get again, especially because you have paid too much for something or have decided you do not want it 72. Refund v to give someone their money back, especially because they are not satisfied with the goods or services they have paid for 73. Requirement n something that someone needs or demands; require v 74. Reservations data key information about one's booking 75. Resort hotel a hotel in a resort, for people who are on holiday rather than on business 76. Return flight an air journey that departs from and arrives back at the same airport 77. Run out of time to have no more time available to finish something

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78. Rush n a situation in which you need to hurry 79. Sales consultant a person whose job is to give customers information and advice in order to help them buy the product that is right for them 80. Sales process all the activities that happen between a customer first knowing that a product exists, and buying the product 81. Select v to choose something or someone by thinking carefully about which is the best, most suitable 82. Service n help and advice given to customers in a shop, hotel, or business; service v 83. Single room a room that is meant to be used by one person only 84. Site n a place where something important or interesting happened 85. Sky-high price extremely high 86. Suitability the degree to which something or someone has the right qualities for a particular purpose 87. Time zone one of the 24 areas that the world is divided into, each of which has its own time 88. Travel agency a business that helps people plan holidays and make travel arrangements 89. Travel agent a person or company whose business is to make travel arrangements for people, for example: buying tickets, arranging hotel rooms, or selling package holidays 90. Travel insurance an arrangement with the company where you pay

them a small amount of money before you travel, and they agree to pay the costs if you are ill or die, or lose or damage something 91. Twin room a room that contains two single beds 92. Variety a number of things, ideas that are all different from one another 93. Venue the place where an activity or event happens 94. Visa an official mark put on your passport that gives you permission to temporarily enter or leave a foreign country

