

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ЗАПОРІЗЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ

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**Професійно-орієнтований практикум  
іноземною мовою**

**Навчальний посібник**

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

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Навчальний посібник з дисципліни «Професійно-орієнтований практикум іноземною мовою» містить теоретичні та практичні аспекти курсу, навчальний лексико-граматичний матеріал із сучасної англійської мови, англомовні автентичні тексти, практичні вправи та завдання для вдосконалення професійної англомовної компетентності, вправи у читанні та письмі для розвитку та вдосконалення вмінь усної і писемної ділової комунікації, тести для перевірки рівня засвоєння програмного матеріалу, глосарій фахових термінів туристичної галузі, приклади ділових листів та резюме.

Запропоноване видання спрямоване на закріплення професійної лексики у галузі туризму і гостинності, вдосконалення загальних комунікативних компетентностей, розвиток іншомовного усного й писемного мовлення в академічному та професійному середовищі.

Для здобувачів ступеня вищої освіти магістра спеціальності «Туризм», які навчаються за освітньо-професійною програмою «Туризмознавство і гостинність».

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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. Формування знань та вмінь фахівця туристичної галузі відбувається значною мірою як процес вивчення фахових дисциплін та іноземної мови, що передбачає 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. Теоретичні знання, засвоєні зобувачами освіти на заняттях з фахових дисциплін, закріплюються та поширюються на заняттях з дисципліни «Професійно-орієнтований практикум іноземною мовою», під час практичної роботи над удосконаленням комунікативних вмінь спілкування іноземною мовою.

Основними завданнями вивчення дисципліни «Професійно-орієнтований практикум іноземною мовою» є:

- набуття навичок спілкування іноземною мовою в науковій та професійній діяльності; навичок складання ділових листів, резюме, автобіографій, заяв для отримання грантів і для участі у закордонних стажуваннях, розуміння інформації з міжнародних науково-метричних баз;
- набуття вмінь написання наукових статей у міжнародних фахових виданнях, удосконалення професійно-орієнтованих мовних (лінгвістичних, соціолінгвістичних, прагматичних) компетентностей для забезпечення ефективної комунікації в академічному та професійному середовищі;
- удосконалення загальних компетентностей, здатності до самооцінки та самостійного навчання;
- оволодіння знаннями свідомого аналітичного і критичного сприйняття тезаурусу іноземної мови;
- набуття навичок розуміння та ефективного пошуку професійно-орієнтованої інформації з автентичних джерел;
- набуття вмінь анотування та реферування іншомовних джерел.

Запропоноване видання націлено на поглиблення і розширення знань професійної термінології, вдосконалення вмінь читання інформативних автентичних текстів, набуття вмінь писемного академічного мовлення.

Зміст видання відповідає вимогам робочої програми дисципліни «Професійно-орієнтований практикум іноземною мовою». Навчальний посібник рекомендується для здобувачів ступеня вищої освіти магістра спеціальності «Туризм», які навчаються за освітньо-професійною програмою «Туризмознавство і гостинність».

## **РОЗДІЛ 1. SCIENTIFIC AND PROFESSIONAL TERMINOLOGY IN A FOREIGN LANGUAGE**

### **Тема 1. Scientific and professional terminology in a foreign language in the field of tourism**

#### **OBJECTIVES**

The aim of this practice session is to introduce 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.

#### **STUDY INSTRUCTIONS**

Reading for this session, 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).

## 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. Люди, які проводять відпустку активно, відновлюють нормальний ритм життя, тому вони відчують себе після відпочинку бадьорими і енергійними. 2. Існує

кілька видів активного відпочинку, кожен з яких має свої переваги. 3. Реклама – це інформація, яка доноситься до споживача кількома способами, вона містить відомості про певний товар, послугу тощо. 4. Метою реклами є: привернути увагу, викликати інтерес, передати споживачеві інформацію про об'єкт реклами і змусити його діяти певним чином. 5. Реклама у туристичній галузі – це певний вид маркетингової діяльності, який спрямований на поширення інформації про сервісні послуги для залучення споживачів і збільшення обсягів продажів. 6. Постійний контакт між туроператором і турагентом дозволяє організувати тури будь-якої складності, в будь-якій країні, у будь-яку пору року. 7. Зважаючи на сучасні тенденції світового ринку туризму, підготовка фахівців цієї галузі є нагальною життєвою необхідністю.

## **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.

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#### **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](http://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

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

## **Tema 2. Modern Ukrainian Tourism Terminology**

### **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

### **STUDY INSTRUCTIONS**

Reading for this session, 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, corporate 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), 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), бутик-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 (bungalo) / Бунгало - (окрема будівля, що використовується для розміщення туристів, часто пропонується в тропічних і південних країнах); Kingsize Bed / Кінгсайз - (ліжко 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),  
carrousel (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 Sedgefield. - 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.

## 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'), госпиталь ('hospital'), гостинниця ('hotel'), госпіція ('hospitsiya'), 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 кар(е)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 кар(е)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 ямчі ('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 крѣчьмавляти 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 восприятелище ('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 butik-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'), караванінг ('caravaning'), 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 connection** **me 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 = Rupiah) 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. Translate into English.**

1. Бренд (товарний знак, торговельна марка) - термін у маркетингу, який символізує комплекс інформації про компанію, продукт або послугу; популярна і юридично захищена символіка будь-якого виробника або продукту. 2. Бренд - (назва, символ, гасло, слоган, девіз, стиль, термін, ідея) набір товарів і послуг, зазвичай, об'єднаних за напрямком діяльності компанії з точки зору економічної і стратегічної доцільності. 3. З іншого боку, лояльність до бренду має мало спільного з цінами, вона стосується того, як саме бренд сприймається споживачем: через рекламну діяльність, завдяки репутації чи на основі попереднього досвіду взаємодії з організацією. 3. Ділові поїздки (відрядження) передбачають участь у 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 закладами громадського харчування, які забирають товари зі складу, сплачуючи за товар готівкою.

## **Розділ 2. BASICS OF PROFESSIONAL COMMUNICATION**

### **Тема 1. Professional communication in foreign (English) language in writing. Business correspondence**

## 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.

## STUDY INSTRUCTIONS

Reading for this session, 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 24<sup>th</sup> 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](mailto:info@villvilla.com)

30<sup>th</sup> September 2019

Mrs Edith Lewis,  
34 Sheffield Street  
Rochester.

Holiday in Corfu Complaint.

Dear Ms Lewis,

Thank you for your letter of 18<sup>th</sup> 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 31<sup>st</sup> January.

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

## **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.

## II 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 5. 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 6.** 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. Розробляючи макет для вашого ділового листа, почніть із форми, яка містить всю необхідну інформацію та розділи. 2. Ділове листування – це процес ділової комунікації за допомогою пошти, якому притаманний офіційно-діловий стиль. 3. Існує чітка структура ділового листа, його основні параметри, вимоги до підготовки та оформлення тексту залишаються незмінними. 4. Цілі написання ділового листа можуть бути різноманітні: від заяви про існування організації та переліку їхньої продукції та послуг, до розв'язання конкретних проблем, пов'язаних з ціноутворенням, строками платежу, поставками продукції та іншими питаннями. 5. Рекламний лист – це різновид інформаційного листа, що містить детальний опис послуг чи товарів. 6. Лист-запрошення – це вид ділового листа, за допомогою якого можна оповістити людину або групу людей про заплановані заходи: виставки, наукові конференції, презентації, семінари, ювілеї, екскурсії тощо.

### USEFUL PHRASES

	<b>Informal</b>	<b>Neutral</b>
<b>Contact</b>	Hi / Hello Jon Jon, ... ( or no name at all)	Dear Ms..... Dear Jon
<b>Introduction</b>	Thanks for your email. Re your email	Thank you for your email.
<b>Reason for email</b>	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...
<b>Attachments</b>	I've attached ... Here's the attachment re ...	Please find attached ... I am sending you ... in xl
<b>Asking for information</b>	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...
<b>Giving information</b>	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 ...
<b>Requests</b>	(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.
<b>Offering</b>	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 ...
<b>Promising action</b>	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
<b>Conclusion</b>	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.
<b>Close</b>	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
<b>Arranging meeting</b>	When should we meet? When would suit you? How about ...day at (time)? Are you free sometime this week?	When would be convenient for you? Would ..... be convenient? Could we meet on .... at ....?
<b>Availability</b>	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 ...
<b>Close</b>	See you in (Milan) on (Thursday)	I look forward to seeing you on Thursday
<b>Greeting</b>	Name unknown: Dear Sir/Madam, Name known: Dear Mr.../ Dear Mrs... / Dear Ms..+ surname	
<b>Reason for writing</b>	I am writing to ... I am writing with regard to ... I am writing on behalf of ...	
<b>Asking questions</b>	I would be grateful if ... I wonder if you could .... Could you ...?	
<b>Referring to their letter /points</b>	<b>As you stated in your letter, .... Regarding .../ Concerning ... With regard to ....</b>	
<b>Closing expressions</b>	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

## **Tema 2. Professional communication in foreign (English) language in writing. Resumes and CVs.**

### **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

### **STUDY INSTRUCTIONS**

Reading for this session, 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. 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."

26. 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 are that 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.

27. 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.

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

## 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: \_\_\_\_\_

### 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\_rs\_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 6.** 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.

### **Assignment 7.**

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.

**Assignment 8.** Translate into English.

1. Як ви бачите з моєї біографії, нещодавно я отримав диплом з управління туризмом Інституту туризму в Мадриді після закінчення трирічного курсу. 2. Для цієї роботи знадобляться гнучкі ділові навички, вміння спілкуватися та вести ділові бесіди з клієнтами. Ви маєте також вміти швидко вирішити проблеми. 3. Якщо Ви володієте іноземними мовами, маєте здатність до організації та управління туристичним процесом на локальному та регіональному рівнях, вважаєте себе цілеспрямованою, працьовитою людиною, то наш туристичне агентство чекає на Вас. 4. Готельна індустрія – це сектор бізнесу, який передбачає забезпечення розміщення подорожуючих. Успіх у цій галузі залежить від задоволення потреб цільової клієнтури завдяки створенню бажаної атмосфери та надання широкого спектру послуг. 5. Управління готелями перетворилося зі своїх скромних початків з надання простої необхідності для проживання гостей на велику, багатогранну та різноманітну галузь. 6. Вашим гостям буде вигідно приїхати саме до Вашого готелю за рахунок програми лояльності Premier Club (що нараховує більше 30 000 учасників), за якою учасники програми отримують знижки і накопичують бонуси.

### **Тема 3. Professional oral communication in foreign (English) language**

#### **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.

## STUDY INSTRUCTIONS

Reading for this session, 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.

1. **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. Tourism as an industry, in today's modern language is a means of global communication between nations and travelers of all countries, introducing them to the various cultures and societies abroad, as well as history, ancient, historical sites, and languages. Hence, **advertising overall has become a tool of necessity** in this ever-growing global industry. Given that, tourism is a part of the infrastructure of any country's economy the growth and development of tourism is of great importance. Advertising plays a vital and is a crucial tool in developing the countries tourism by attractively presenting the nations points-of-interests, historical and cultural. Advertising has a central role in expanding this industry, generating economic growth in this area, as well as creating direct and indirect employment, but most importantly a creative innovating competition in the national and international travel industry. Importantly, to achieve a successful tourist industry, the Travel Agencies and governmental offices of the Ministry's of Tourism and Business must work hand-in-hand to attain these goals.

2. **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.

3. **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

4. A good guide needs 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 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 a group. Also, think about opportunities before embarking on tours and experimenting with them during the tour to figure out tactics to delight the crowd.

5. Even the most charismatic tour guide in the world, should **know his stuff** otherwise he'll lose his 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!

6. 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.

7. 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.

8. 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.

9. 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](http://www.treksoft.com/en/academy)

10. 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.

11. 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.

12. 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.

## 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 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 6.** 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 7.** 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](http://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.

**Assignment 8.** Read about a tour guide on a shuttle bus from the airport to the resort. After that, test your understanding with the quick check.

[Welcoming tourists]

Hello everyone. My name is Luca. On behalf of Suntan Tours I'd like to welcome you all to Los Cabos. The bus ride to your hotel will take about fifteen minutes. Right now I'd like to take a minute to familiarize you with the area and discuss some brief safety precautions. Firstly, I ask that you remain seated until we reach our destination and that you not eat or drink while on the bus. Secondly, please realize that it is against the law to get drunk in public. Enjoy your vacation, but do drink responsibly and do not drink and drive.

[Describing the location]

I promise you are going to enjoy your stay here in San Jose, Los Cabos. This is a beautiful, quiet city where you can relax, sit by the beach, enjoy great meals and feel very safe. You can walk into town and enjoy the fountains or take a moonlit walk along the water. Please do not swim here. This is not a safe place to swim because there is a strong undertow. Cabos San Lucas is the place to go if you want to enjoy swimming in the ocean. You can take a short bus ride from your hotel. There you will also enjoy entertainment and dancing.

[Introducing special events and offers]

Suntan tours offers a variety of special discounts depending on your travel plans. We have golf packages, as well as guided whale boat tours, and fishing charters. There will be a short information session at 1pm in the lobby of the hotel tomorrow where you can learn all about these offers. We recommend that you do not purchase packages from street vendors as they are not always 100 percent reliable. They also may charge

you more than what they say. Please take my advice and allow Suntan tours to book all of your day trips and activities while you are here.

[Offering advice]

If you need to exchange your dollars into pesos, please use a bank or money exchange. We don't recommend exchanging your money at the hotel because you won't get a fair rate. Some restaurants will accept American or Canadian money, but you are better off to exchange your money and pay with pesos. Or, if you prefer, you can always use your credit cards. Also, if you want to get around the city, or travel to Cabos San Lucas, we recommend that you take the local bus rather than a taxi. The bus costs about one American dollar, and the driver can give you change if you don't have the exact amount. If you do decide to take a taxi make sure that you negotiate a price before you go.

[Closing remarks]

We're going to be pulling up to the hotel in just a few minutes. Please sit back and enjoy the view of the ocean on the left hand side of the bus as we enter the city. I ask that you remain in your seats until we have come to a complete stop. Javier will be meeting us at the bus to help you with your bags. Please double check to make sure your bag has been taken off the bus. On behalf of Suntan Tours, have a wonderful vacation in San Jose and I hope to see you tomorrow at the information session.

1. What does the tour guide say is illegal in Los Cabos?

- a) drinking alcohol
- b) renting cars
- c) being drunk in public

2. What advice does the tour guide give about getting around the city?

- a) have the correct change
- b) use public transport
- c) don't travel at night

3. Where are tourists recommended to exchange their money?

- a) at a bank
- b) at the hotel
- c) on the bus

#### **Tema 4. Basics of communication and negotiation**

##### **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.
- presentation
- having a job interview
- reasons to negotiate
- barriers to effective communication

### **STUDY INSTRUCTIONS**

Reading for this session, 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.

2. 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.

1. **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.

2. 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.

3. 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.

4. **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.

5. **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.

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

7. 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.

8. 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.

9. 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.

10. 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 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.

11. A presentation is the process of communicating a topic to an audience. It is typically a demonstration, introduction, lecture, or speech meant to inform, persuade, inspire, motivate, or to build good will or to present a new idea or product.

12. Presentations can be presented for different purposes. Before presenting a presentation, it is necessary that you have a clear idea regarding the purpose of the presentation. There are some common types of presentations:

- Informative You might need to create an informative presentation to explain important details tied to a topic before an audience. This type of presentation might be brief, with essential information. Such a presentation is usually based on facts and avoids too many complicated details and assumptions. Examples: Class lectures, research findings, technical information, results from experiments, etc.

- Persuasive A persuasive presentation is geared towards convincing the audience to believe a specific point of view. Such a presentation might conclude with a call to action. Examples: Product demos, sales pitch, investor pitch, presentations on social issues, debates, etc

- Instructional Such a presentation might be to provide an audience with instructions, such as regarding a process, or the use of a product. Such presentations are usually longer, as they require demonstrations and detailed explanation of each aspect of the topic. Examples: Tutorials for using a software, device or machine, employee orientation presentations, explanation of a course syllabus, etc.

- Arousing This type of presentation is meant to make the audience think about a certain topic. This can be to appeal to the intellect and emotions of the audience to point them towards a certain point of view or to start a social debate. Example: Religious speech, presentation about a taboo, motivational presentation, etc.

- Decision Making Some presentations are conducted with the sole aim of providing facts and figures to help the audience reach a decision. This might include a business presentation about say, market share, profits, project revenue and market competition; so that the board members might be able to decide a future course of action for the company. Examples: Business meetings, presentation about legislation and laws, a SWOT analysis presentation, etc.

15. It's important for a presentation to be well-structured so it can have the most impact on your audience. An unstructured presentation can be difficult to follow and even frustrating to listen to. The heart of your speech are your main points supported by evidence and your transitions should assist the movement between points and clarify how everything is linked. This is the usual flow of a presentation, which covers all the

vital. It allows the audience to easily follow along and sets out a solid structure. Before you start delivering your talk, introduce yourself to the audience and clarify who you are and your relevant expertise. This does not need to be long or incredibly detailed, but will help build an immediate relationship between you and the audience. In the introduction you need to explain the subject and purpose of your presentation whilst gaining the audience's interest and confidence. The main body of your talk needs to meet the promises you made in the introduction. Depending on the nature of your presentation, clearly segment the different topics you will be discussing, and then work your way through them one at a time - it's important for everything to be organised logically for the audience to fully understand. There are many different ways to organise your main points, such as, by priority, theme, chronologically etc. Main points should be addressed one by one with supporting evidence and examples. Regardless of what that goal is, be sure to summarise your main points and their implications. This clarifies the overall purpose of your talk and reinforces your reason for being there. Conclude your talk by thanking the audience for their time and invite them to ask any questions they may have. Research suggests that the audience remember the first and last things you say so your introduction and conclusion are vital for reinforcing your points. Essentially, ensure you spend the time structuring your presentation and addressing all of the sections.

**16.** Negotiation is a type of discussion used to settle disputes and reach agreements between two or more parties. Generally, a negotiation results in a compromise where each party makes a concession for the benefit of everyone involved. Negotiations occur frequently within the workplace and may occur between coworkers, departments or between an employee and employer. Professionals may negotiate contract terms, project timelines, compensation and more. Negotiations are both common and important, so it's helpful to understand the types of negotiations you might encounter as well as how to improve your negotiation skills.

**17. Negotiation skills** are qualities that allow two or more parties to reach a compromise. These are often soft skills and include abilities such as communication, persuasion, planning, strategizing and cooperating. Understanding these skills is the first step to becoming a stronger negotiator.

**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.

1. Індустрію подорожей вважають людською галуззю, тому що робота в ній вимагає безпосереднього спілкування зі споживачами. 2. Ланками управління у готелях є служби, відділи й особи, які надають туристичні послуги. 3. Люди, які працюють в туризмі, мають гарні перспективи для кар'єрного росту: від початкового рівня до управлінського, наприклад: консультант з продажу може зробити кар'єру менеджера турагенції; адміністратор з прийому гостей має шанси стати менеджером готелю. 4. Туристична галузь пропонує чисельні кар'єрні можливості, але перешкодою для вибору роботи в туризмі може бути постійна зайнятість у непопулярні години. 5. Роботодавці туристичної галузі шукають персонал, який володіє технічними навичками та має певні особистісні якості. 6. Службовці у туристичній галузі повинні мати комунікативні вміння, фахові знання з обслуговування споживачів, гарні організаційні навички. 7. Приємна, охайна зовнішність, ентузіазм, бажання спілкуватися, ввічливість – якості, які необхідні для робітників у всій індустрії туризму. 8. Найбільш важливі навички роботи в туризмі – це здатність спілкуватися, зокрема іноземною мовою. 9. Навички роботи з цифрами та інформаційними технологіями необхідні для фінансової сторони роботи в туризмі. 10. 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.

**Assignment 5. At the planning stage you should provide answers to the seven basic questions: why? to whom? what? where? when? how long? how? Say what is meant by these questions matching the questions on the left with the information you need to answer them on the right.**

- why?* a) What the audience knows about the subject, their status, age, culture, specific interest – the information you present should be tailored to their need;
- to whom?* you present should be tailored to their need;
- what?* b) the aims of your report, those evident and those hidden
- where?* c) the subject matter of the report;
- when?* d) the place where the report will be delivered (a large conference-hall, a small meeting room, with the help of a microphone or without it, etc);
- how long?* e) the time ( the first report, the last one, after or before the break, in the evening, etc).
- how?* f) the length of the report is determined by many factors, but generally try to make your talk reasonably short;
- g) the format, or the form of the report including the use of demonstration materials and handouts.

**Assignment 6. Each student has to choose from a variety of topics. He has to speak for between 2 and 3 minutes.**

**Assignment 7. Each group has to give a presentation about a topic of their choosing and think of at least 5 interesting questions/surveys/activities that groups could discuss or do for about 20 minutes after their presentation. This often works best if the presentation is based on 2-3 articles that the students have to send you in advance.**

## TOURISM PHRASES AND EXPRESSIONS

**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 кишенці 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 ззовні.

**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.

**Residentail 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.

## CURRENCIES OF THE WORLD

country	Currency	subcurrency
Afghanistan	afghani	100 puls
Algeria	dinar	100 centimes
Andorra	euro	100 cents
Argentina	peso	100 centavos
Australia	dollar	100 cents
Austria	euro	100 cents
Bahamas	dollar	100 cents
Bahrain	dinar	1,000 fils
Barbados	dollar	100 cents
Belgium	euro	100 cents
Belize	dollar	100 cents
Benin	franc	100 centimes
Bolivia	boliviano	100 centavos
Brazil	real	100 centavos
Brunei	dollar	100 cents or sen
Bulgaria	lev	100 stotinki
Cameroon	franc	100 centimes
Canada	dollar	100 cents
Cayman Islands	dollar	100 cents
Central African Rep.	franc	100 centimes
Chad	franc	100 centimes
Chile	peso	100 centavos
China	yuan	10 fen
Czechoslovakia	koruna	100 halers
Denmark	krone	100 ore
Djibouti	franc	100 centimes
Dominican Rep.	peso	100 centavos
Ecuador	dollar	100 cents
Egypt	pound	100 piastres
El Salvador	colon	100 centavos
Ethiopia	birr	100 cents
Fiji	dollar	100 cents

Finland	euro	100 cents
France	euro	100 cents
Gabon	franc	100 centimes
Gambia	dalasi	100 bututs
Germany	euro	100 cents
Ghana	cedi	100 pesewas
Greece	euro	100 cents
Guatemala	quetzal	100 centavos
Guinea	franc	100 centimes
Guyana	dollar	100 cents
Haiti	gourde	100 centimes
Honduras	lempira	100 centavos
Hong Kong	dollar	100 cents
Hungary	forint	100 filler
Iceland	Krona	100 aurar
India	rupee	100 paise
Indonesia	rupiah	100 sen
Iraq	dinar	1,000 fils
Ireland	euro	100 cents
Israel	shekel	100 agorot
Italy	euro	100 cents
Ivory Coast	franc	100 centimes
Jamaica	dollar	100 cents
Japan	yen	100 cen
Jordan	dinar	1,000 fils
Kenya	shilling	100 cents
Kuwait	dinar	1,000 fils
Lebanon	pound	100 piastres
Luxembourg	euro	100 cents
Maldives	rufiyaa	100 laari
Malta	euro	100 cents
Mauritania	ouguiya	5 khoums
Mauritius	rupee	100 cents
Mexico	peso	100 centavos
Mongolia	tugrik	100 mongo
Montenegro	euro	100 cents
Morocco	dirham	100 centimes
Nepal	rupee	100 paisa
Netherlands	euro	100 cents
New Zealand	dollar	100 cents
Nicaragua	cordoba	100 centavos
Niger	franc	100 centimes
Norway	kroner	100 ore
Oman	riyal-omani	1,000 baiza
Pakistan	rupee	100 paisa
Papua New Guinea	kina	100 toea
Paraguay	guarani	100 centimos
Peru	inti	100 centimes
Philippines	peso	100 centavos
Poland	zloty	100 groszy

Portugal	euro	100 cents
Qatar	riyal	100 dirhams
Romania	leu	100 bani
Russia	ruble	100 kopeks
Rwanda	franc	100 centimes
Saudi Arabia	riyal	100 halalas
Senegal	franc	100 centimes
Serbia	dinar	100 paras
Singapore	dollar	100 cents
Slovenia	euro	100 cents
Solomon Islands	dollar	100 cents
Somalia	shilling	100 cents
South Africa	rand	100 cents
South Korea	won	100 chon
Spain	euro	100 cents
Sri Lanka	rupee	100 cents
Suriname	guilder	100 cents
Sweden	krona	100 ore
Switzerland	franc	100 centimes
Syria	pound	100 piastres
Taiwan	dollar	100 cents
Tanzania	shilling	100 cents
Thailand	baht	100 satang
Togo	franc	100 centimes
Trinidad & Tobago	dollar	100 cents
Tunisia	dinar	1,000 millimes
Turkey	lira	100 kurus
Uganda	shilling	100 cents
Ukraine	hryvnia	100 kopyyka
United Arab Emir.	dirham	1,000 fils
United Kingdom	pound	100 pence
United States	dollar	100 cents
Uruguay	peso	100 centesimos
Venezuela	bolivar	100 centimos
Vietnam	dong	100 xu
Western Samoa	tala	100 sene
Zambia	kwacha	100 ngwee
Zimbabwe	dollar	100 cents

## IMPORTANT CONCEPTS AND TERMS IN TOURISM

- **No show** - неявка пассажира на рейс (або гостя в готелі) без попереджень. Очевидно введення штрафних санкцій - наприклад, аннуляція зворотного квитка у випадку неявки на рейс до місця відпустки або аннуляція всіх подальших авіаційних агентів у разі неявки на перший сегмент перелета з пересадкою. Якщо гость не виявився в готелі в день заїзду без попереджень, дуже часто аннулюється номер бронювання та оплата не повертається.
- **Стоповер** - *stopover* - пересадка в транзитному пункті тривалістю більше 24 години.
- **Lost & Found/Lost Property** (бюро знахідок) - стійка в аеропорту, куди слід звернутися, якщо ваш багаж не прибув в місце призначення, а також якщо ви втратили щось в аеропорту. Якщо ви забули щось на борту літака, необхідно звертатися в авіакомпанію.

### Страховання

- **страхова сума** - сума покриття медичних витрат у разі настання страхового випадку для одного туриста. Страхова сума зазвичай залежить від країни і вказана на бланку страховки. Медична страховка входить в повний пакет туру, додаткова оплата не потрібно.
- **страхова премія** - внесок за укладення додаткової страховки, наприклад: страховки від невильоту, VIP-страховки. Розмір внеску залежить від величини страхової суми.
- **страховка від невильоту** - страхування витрат, пов'язаних зі скасуванням поїздки за кордон. Страхові випадки і необхідні для відшкодування витрат документи перераховані в розділі "Страховання" по кожній країні. За деяким країнам, особливо країнам Євросоюзу, страховка від невильоту є обов'язковою (при покупці повного пакету) і скасуванню не підлягає. Її вартість не включена у вартість пакету і оплачується окремо.
- **безумовна франшиза** - встановлена сума мінімальних витрат, яка вираховується з страхового відшкодування у всіх випадках.

- **умовна франшиза** - якщо розмір збитку (понесених витрат) не перевищує дану суму, страхове відшкодування не виплачується. Якщо розмір збитку більше цієї суми, то страхове відшкодування виплачується в повному обсязі, без відрахувань (як у випадку з безумовною франшизою).

## У готелі

- **чек-ин** - *check-in* - заселення в готель. У більшості готелів це 14.00-15.00. Можливо більш раннє заселення, якщо готель не повністю заповнений, і в ньому є підготовлені номери.
- **чек-аут** - **check-out** - виїзд / виписка з готелю, розрахунковий час. У готелях Туреччини та Єгипту - 12.00. До цього часу необхідно звільнити номер, оплатити додаткові послуги. Часто дію програми "Все включено" закінчується також о 12.00 в день від'їзду. Продовження перебування в готелі можливо за додаткову плату. У готелях інших країн розрахунковий час може бути і 10.00, і 11.00, і пізніше 12.00. Рекомендуємо перед поїздкою ознайомитися з Пам'яткою туриста по обраній країні, де наведено інформацію про час заселення і часу виїзду.
- **ресепшн** (ресепшен, рецепшн, рецепція) - *reception* - стійка адміністратора в готелі. Крім оформлення вселення-виселення, на ресепшн можливо також замовити екскурсію, столик в ресторані, послуги спа-центру, няні, скористатися сейфом і т.д.
- **апгрейд** - *upgrade* - надання гостю номера категорією вище, ніж заброньований спочатку (наприклад, апгрейд стандартного номера до deluxe). Також може бути апгрейд місця в літаку / поїзді, апгрейд трансферу з групового до індивідуального, апгрейд пансіону і т.д. Багато готелів надають апгрейди безкоштовно для всіх або деяких категорій гостей (наприклад, молодят), список таких готелів можна подивитися в розділі "Подарунки". Також можливий апгрейд номери або пансіону після приїзду в готель за невелику доплату - як правило, це буває вигідніше, ніж спочатку бронювати номер вищої категорії.
- **standard room** - стандартний номер в готелі, що складається із спальні і суміщеного санвузла.
- **suite** (світ) - номер, що складається з декількох кімнат.
- **вилла, бунгало, шале** - *villa, bungalow, chalet* - види котеджів.
- **патио** - *patio* - внутрішній дворик в іспано-мавританській архітектури.
- **sea view** (часто не переводиться) - вид на море.
- **twin bed** – два однакових ліжка, в номері standard чи family. Можуть бути зрушені або розділені тумбочкою.
- **french bed** - двоспальне ліжко ("французська"), згідно європейським стандартам 140-160 см в ширину.
- **king-size bed** - трьохспальне ліжко (180-200 см в ширину). Іноді ліжко 160-180 см в ширину називається queen size.
- **батлер** - *butler* - дворецький (в отелях і номерах категорії VIP).

- **room service** (Зазвичай не перекладається) - доставка в номер. Як правило, проводиться за додаткову плату.
- **turn down service** - підготовка ліжка до сну (додаткова послуга в номерах категорії VIP).
- **baby cot, crib** (Зазвичай не перекладається) - дитяче ліжко в номер, за запитом, іноді платно.
- **extra bed** - дитяче ліжко в номер, за запитом, іноді платно.
- **індивідуальний кондиціонер** - режим і час роботи встановлюється туристом за бажанням, зазвичай за допомогою пульта дистанційного керування.
- **центральний кондиціонер** - управляється централізовано, час роботи встановлюється адміністрацією готелю в залежності від погоди, пори року і т.д. Як правило, турист може включити-вимкнути центральний кондиціонер, а також встановити потрібну температуру за допомогою пульта управління на стіні, але іноді зустрічаються конструкції без можливості індивідуальної настройки.
- **а ля карт - a la carte** - додатковий ресторан (або ресторани) в готелі зі спеціалізованою кухнею - наприклад, італійський a la carte ресторан, турецька, мексиканський, барбекю, рибний і т.д. На відміну від головного ресторану, зазвичай відкритий тільки на вечері і не кожен день. Шведського столу в таких ресторанах немає, вибір страв надається по меню (à la carte в перекладі з французької та є "по меню"). Для гостей з пансіоном АІ часто є можливість безкоштовного відвідування 1-2 ресторанів a la carte в тиждень, за попереднім записом.
- **дитяче меню в ресторані** - куточок шведського столу для дітей 2-12 років з більш дієтичними стравами: вареними, а не смаженими, без додавання гострих приправ, соусів і т.д. Часто стіл з дитячим меню робиться більш низьким, щоб діти могли самі накладати собі їжу. Асортимент дитячого меню зазвичай менше, ніж шведського столу для дорослих. Дитяче меню не призначене для грудних дітей і не передбачає наявності дитячого харчування.
- **baby corner в ресторані** - спеціально відведений стіл в головному ресторані для потреб немовлят, де можна підігріти пляшечку з молочною сумішшю або дитяче харчування, зробити пюре в блендері і т.д. У деяких готелях, орієнтованих на відпочинок з дітьми, в baby corner буває доступно банкове дитяче харчування і каші. Детальніше про можливості готелів різних країн для малюків від 8 місяців до 3 років можна дізнатися в розділі «Відпочинок з дітьми».
- **Garni** (зазвичай hotel garni або garni hotel) - готель, в якому відсутня ресторан та інші підприємства харчування. Як правило, гостям пропонується тільки нічліг, а сніданок не передбачений. Можуть бути різних категорій, аж до 4 \*; як правило, ціни в них нижче, ніж у звичайних готелях. Широко представлені в Європі, особливо на гірськолижних

курортах. Від французького слова *garni* (будинок з мебльованими кімнатами).

- **Рек-рейт - rack rate** - "ціни з полки" - офіційні ціни на розміщення в готелі, без знижок (сезонних, корпоративних і т.д.). Зазвичай вивішені на рецепції. Як правило, значно відрізняються від контрактних цін туроператора.
- **Rent-a-car** - прокат автомобілів. Зустрічається також **rent-a-bike** (прокат велосипедів) і ін.

### Ігри, розваги, спорт

- **анімація - animation** - розважальні програми в готелях, які проводяться професійними "масовиками-витівниками". Зазвичай це ігри на свіжому повітрі, спортивні заходи, жартівливі змагання, уроки танців і ін. Анімація буває денна та вечірня, доросла і дитяча. Проводиться на декількох мовах, у великих готелях є анімація російською мовою.
- **бочча (іноді бочче)** - боссія - гра, що зародилася ще в Стародавній Греції. В сучасний час в неї грають від 2 до 6 гравців, які діляться на 2 команди. У кожної - свій колір м'ячів. Білий називається метою і укладається у самого краю поля. Гравець будь-яким доступним йому способом намагається кинути важкий шкіряну кулю так, щоб він ближче ліг до мети. І так до останнього кидка. Після цього підраховуються очки. Виграє та команда, яка більше згрупує своїх металевих знарядь біля мети.
- **сквош - squash** - близький родич тенісу, тільки замість сітки - глуха стіна. Два гравці по черзі відбивають ракетками м'яч в стіну, намагаючись, щоб суперник не міг парировати удар.
- **снукер - snooker** - різновид гри на більярді (так само як пул і "піраміда").
- **квадроцикл - quad bike** - невеликий чотириколісний мотоцикл підвищеної прохідності і стійкості. Використовується для спорту і відпочинку. Інші назви: ATV (All Terrain Vehicle, транспортний засіб для їзди по бездоріжжю), мотовсюдихід, міні-всюдихід.
- **"банан" - banana** - катання на великий надувному човні у формі банана, прив'язаною до катера. Учасники катання сідають на "банан" верхом.
- **гамбургер - hamburger** - катання на великому надувному колесі, прив'язаному до катера.
- **снорклинг (сноркелінг) - snorkeling** - підводне плавання з аквалангом. Чудовим місцем для снорклинга є Мальдіви, де практично кожен острів має свій домашній риф в 10-20 метрах від берега.
- **дайвінг - diving** - занурення з аквалангом. "Меккою" дайверів вважається Єгипет: Червоне море рясніє коралами і рідкісними видами риб.
- **рафтинг - rafting** - сплав по річках, вид активного відпочинку і екстремальний вид спорту. Незважаючи на те, що термін походить від англ. raft - пліт, рафтингом часто називається сплав на байдарках, каное, катамаранах, надувних гумових човнах і ін.
- **каяк - kayak** - те саме, що і байдарка: вузька легка і маневрена спортивна човен, закрита зверху, з дволопатево (двостороннім) веслом. Спортивні каяки вміщають до 4 веслярів, а каяки для відпочинку та туризму - як

правило, одного або двох, рідко трьох. Часто каяком називається одномісна цільна човен, а байдаркою - двомісна, збірна, на каркасі з дерева і металу, обтягнута водонепроникним матеріалом.

- **каное - саное** - вузький і легкий спортивний човен; від каяка відрізняється тим, що не закриті зверху, і гребля здійснюється веслом поперемінно з лівого і правого борту.
- **аквааеробіка - aqua aerobics, aquagym** - виконання різних вправ у воді під музику з елементами плавання, гімнастики, розтяжки і силових вправ. Так як вода в 700 разів щільніше повітря, навантаження на м'язи виходить вище, ніж при звичайній аеробіці; крім того, температура води в басейні нижче, що дозволяє спалювати більше калорій. Аквааеробіка стимулює циркуляцію крові і лімфи, зміцнює дихальну систему, активізує обмін речовин.
- **тайський бокс (тай-бо)** - вид національного бойового мистецтва Таїланду, що включає енергійні удари ногами і руками. Елементи тай-бо ефективно використовуються в фітнесі, дозволяючи спалювати калорії і тренувати м'язи ніг, рук, грудей, плечового пояса, стегон.
- **пілатес - pilates** - гімнастика, розроблена д-ром Й.Пілатесом. Включає елементи йоги, східних бойових мистецтв, медитації, розтяжку, управжнення на гнучкість, рівновагу і ін. На відміну від традиційних методик аеробіки та фітнесу, вправи в пілатес виконуються повільно, зосереджено, без напруги, зі спокійним рівним диханням. Навантаження спрямована в першу чергу на глибоко розташовані, невеликі, слабкі групи м'язів. Пілатес підходить для початківців, для людей з надмірною вагою, для тих, хто переніс травми опорно-рухового апарату.

### Для здоров'я

- **бальнеотерапія (спа-терапія) - balneotherapy** - терапія за допомогою води: гарячі, холодні, грязьові або мінеральні ванни, ванни з ароматичними маслами і травами, душі, джакузі, різні види гідромасажу для релаксації, стимуляції, схуднення, лікування та ін. Термін "бальнеотерапія" все частіше застосовується не тільки для ванн, а й для інших видів терапії водою, наприклад, прийняття всередину на мінеральних джерелах.
- **таласотерапія - thalassotherapy** - підвид бальнеотерапії, терапія з використанням морської води і водоростей (від грецького thalassos - море). Це можуть бути ванни з морською водою або мулом, обгортання з морськими водоростями (algae), інгаляції парами морської води і ін.
- **СПА-центр - SPA-center** (встречається *spa, SpA, Spa*) - медико-косметологічний центр, в якому проводиться бальнеотерапія (процедури з використанням води), а також інші косметичні і лікувальні процедури (догляд за шкірою обличчя і тіла, масаж, депіляція, маски, обгортання та ін.). Від назви бельгійського міста-курорту Спа, прославленого своїми гарячими мінеральними джерелами. SPA можна розшифрувати, як скорочення від латинських фраз "Salus Per Aquam" або "Sanitas Per Aquam"

- "здоров'я через воду". У багатьох готелях є свої спа-центри, які пропонують широкий спектр послуг.
- **шиацу (шіатцу, шиатсу)** - shiatsu - японський метод масажу, натиснення пальцями або долонею на певні ділянки тіла.
- **абіанга - abhyanga** - також називається аюрведичний масаж: метод масажу, заснований на традиціях "Аюрведи" - давньоіндійської трактату про підтримку здоров'я, розробленого більше 5 тисяч років тому. Масаж "абіанга" проводиться зазвичай двома масажистами, з використанням певних масел і трав, і служить для підтримки гармонії між тілом і духом людини.
- **тайський масаж - thai massage** - традиційний масаж Таїланду. Тайською називається *nuat phaen boran*. Особливість цього методу в тому, що масажист активно використовує не тільки свої руки, але також передпліччя, лікті, ступні - наприклад, ходить по спині пацієнта.
- **ліфтинг - lifting** - косметична, масажна або хірургічна процедура підтяжки шкіри (в основному на обличчі), для позбавлення від зморшок, обвисання.
- **пілінг - peeling** - процедура відлущування відмерлих клітин з поверхні шкіри. Робить шкіру гладкою, рівною і блискучою. Для пілінгу використовуються тверді частинки (піску, солі, шкаралупи горіхів і ін.), А також препарати з фруктовими кислотами. Лімфодренаж - процедура корекції фігури і лікування целюліту, активізує обмін речовин в жирових клітинах шкіри. Лімфодренаж дозволяє зняти втому, сприяє розслабленню м'язів, підвищенню еластичності шкіри, поліпшення кольору обличчя, усунення набряків і розгладженню зморшок. Терапевт впливає на лімфатичну систему повільними і регулярними рухами по всьому тілу. Кругові рухи чергуються з глибоким тиском. Процедура викликає відтік надлишкової рідини і токсинів по лімфатичних судинах.
- **хаммам (хамам) - hamam** - турецька лазня. Типовий хаммам складається з трьох приміщень - теплою кімнати, з якої гість починає відвідування лазні, гарячої (парної) і холодної.
- **АВ** - американський сніданок.  
**АС** - проживання без харчування.  
**АІ, All Inc (All-inclusive resort)** - харчування по системі *все включено*. Система *все включено*: сніданок, обід, підвечірок, вечеря та напої протягом дня.  
**В** - холодний буфет.  
**ВВ (bed breakfast)** - сніданок по принципу шведський стіл. Склад меню відрізняється в залежності від країни, але завжди вміщує як холодні так і гарячі блюда.  
**ВF** - сніданок: шведський стіл.  
**ВG (bungalow)** - окремих невеликий одноповерховий будинок з верандою.  
**ВО (bed only)** - проживання без харчування.  
**ВТТ** - харчування: сніданок + лікування.  
**ВV (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 ліжка 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.

**OBТ** - 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.

## TOURISM GLOSSARY

- Accommodation capacity:** The measure of accommodation stock at a defined destination. May be given by various different measures: e.g. number of establishments; number of main units within an establishment (e.g. rooms, caravan stances); capacity in terms of residents (e.g. bedspaces).
- **Accounting period:** Normally one year, the period for which accounts are drawn up
  - **Accreditation:** A procedure to establish if a tourism business meets certain standards of management and operation.
  - **add-on:** any component of a package tour that is not included in the package price
  - **Advanced ecotourism:** A level of accreditation consisting of all core criteria as well as some of the advanced certification criteria.
  - **adventure tour:** a tour designed around an adventurous activity such as rafting or hiking
  - **Adventure tourism:** A form of tourism in natural areas that incorporates an element of risk, higher levels of physical exertion, and the need for specialised skills.
  - **affinity group:** a group sharing a common interest, usually from an organization. See also pre-formed group.
  - **after-departure charge:** expenses such as telephone charges that do not appear on a guest's account at check out.
  - **agent:** one who acts or has the power to act as the representative of another. Most frequently in travel anyone other than a principal, such as a retail travel agent, receiving agent, ticket agent, local operator or wholesaler (usage uncommon in No. America)
  - **air sea:** a cruise/travel program which includes both air/sea arrangements. Often combined with local hotel arrangements for pre/post stays
  - **airline classes of service:** variety of terms used to express a particular type of aircraft cabin service. Classes vary with types of compartments, seating comfort, and amenities, with variation between domestic and international flights, and denoted by a fare code on the ticket.
  - **airline fare:** price charged for an airline ticket. Some of the categories are as follows: advance purchase excursion (APEX): heavily discounted excursion fare available on many international routes. Reservations and payment will be required well in advance of departure, with varying penalizes for cancellation; excursion: individual fares that require a round-trip within time limits,

discounted from coach fare, limited availability; group: discounts from regular fares for groups; and regular or normal: any unrestricted fare.

- **airline reporting conference (ARC):** a consortium of airline companies, who by agreement, provide a method of approving authorized agency locations for the sale of transportation and cost-effective procedures for processing records and funds to carriers. Not all airlines are ARC companies.
- **All-inclusive:** A form of package holiday where the majority of services offered at the destination are included in the price paid prior to departure (e.g. refreshments, excursions, amenities, gratuities, etc).
- **Alternative tourism:** In essence, tourism activities or development that are viewed as non-traditional. It is often defined in opposition to large-scale mass tourism to represent small-scale sustainable tourism developments. AT is also presented as an 'ideal type', that is, an improved model of tourism development that redresses the ills of traditional, mass tourism
- **American plan:** type of rate that includes the price of the hotel room, breakfast, lunch and dinner. AP is the common abbreviation. See also room rates.
- **association executive:** A full-time professional administrator who is employed by an association and is responsible for planning and promoting annual conventions and association meetings.
- **attraction:** a place, event, building or area which tourists want to visit
- **attraction:** a natural or man-made facility, location, or activity which offers items of specific interest to tourists.
- **Auditing:** A process to measure and verify the practices of a business.
- **average room rate:** the total guest room revenue for a given period divided by the number of rooms occupied for the same period. Since it can be related to investment, this statistic is frequently used as a measure of economic feasibility.
- **Backpacker:** A visitor, for the purpose of a holiday or special event, who stays in a backpackers lodge/hostel.
- **bed and breakfast:** (B & B) overnight accommodations usually in a private home or boarding house, with a full American-style or continental breakfast included in the rate, often without private bath facilities
- **booking form:** a document which tour purchasers must complete which gives the operator full particulars about who is buying the tour. It states exactly what is being purchased, ( including options) and must be signed as acknowledgment that the liability clause has been read and understood.
- **bulk fare:** fare available only to tour organizers or operators who purchase a specified block of seats from a carrier at a low, non-commissionable price and then have the responsibility of selling the seats, including a commission in their marked-up price.
- **business plan:** an action plan that entrepreneurs draw up for the purpose of starting a business; a guide to running one's business
- **Business Travel or Business Events:** Travel for commercial rather than leisure purposes. Business travel is sometimes used as a cover-all to include what are

sometimes referred to as the “MICE” markets – meetings, incentives, conferences and exhibitions

- **Business travel:** Travel for a purpose and to a destination determined by a business, and where all costs are met by that business.
- **Capacity management:** A process that seeks to ensure that their organisations operate at optimum capacity whilst maintaining customer satisfaction levels.
- **carrier:** transportation company such as an airline, motorcoach, cruise line, or railroad which carries passengers and/or cargo carrying capacity: the amount of tourism a destination can handle.
- **Carrying capacity:** The amount of visitor activity that a site or destination can sustain.
- **Carrying-capacity analysis:** Originally a term applied in ecology referring to the maximum number of animals of a given species that a particular habitat could support. In the context of tourism, it refers to the maximum number of tourists a destination can support.
- **cash flow:** money available to meet the company’s daily operating expenses, as opposed to equity, accounts receivable, or other credits not immediately accessible
- **Certified Tour Professional: CTP:** a designation conferred upon tour professionals who have completed a prescribed course of academic study, professional service, tour employment and evaluation requirements. It is administered by the National Tour Association.
- **Certified Travel Counselor: CTC:** a designation attesting to professional competence as a travel agent. It is conferred upon travel professional with five or more years of industry experience who complete a two year, graduate-level travel management program administered by the Institute of Certified Travel Agents.
- **Chain of distribution:** The means by which products (package holidays in this instance) are distributed from producers (principals) to consumers (tourists), often via wholesalers and retailers (tour operators and travel agents).
- **charter operations:** (1) term referring the transportation of pre-formed groups which have the exclusive use of the vehicle. (2) An operator authorized to arrange transportation, however, is not limited to dealing with pre-formed groups, but can itself form the tour group.
- **Charter:** A legal contract between an owner and an organisation for the hire of a means of transport for a particular purpose. An individual traveller will use an intermediary to arrange to be carried on the transport. Often applied to a flight which is the result of a charter.
- **charter:** to hire the exclusive use of any aircraft, motorcoach, or other vehicle
- **circle trip:** a journey with stopovers that returns to the point of departure
- **city guide:** a person who has a speciality of guiding in the city only
- **closeout:** finalization of a tour, cruise, or similar group travel project after which time no further clients are accepted. Any unsold air or hotel space is released, and final payments are sent to all suppliers.

- **Coach Tour:** A guided bus tour for a group of holiday makers that follows a scheduled itinerary. Visitors purchase all arrangements from the Inbound Tour Operator prior to arrival in NZ.
- **Code of conduct:** Guidelines advising a tourism stakeholder, including tourists, on how to behave in an environmentally responsible manner.
- **Code of Ethics / Conduct / Practice:** Recommended practices based on a system of self regulation intended to promote environmentally and/or socio-culturally sustainable behaviour.
- **commercial rate:** a special rate agreed upon by a company and a hotel. Usually the hotel agrees to supply rooms of a specified quality or better at a flat rate to corporate clients.
- **commercial recreation system:** recreational products, services, and facilities created and operated by privately owned businesses or corporations as opposed to public facilities
- **commission:** the percentage of a selling price paid to a retailer by a supplier. In the travel industry, travel agents receive commissions for selling tour packages or other services.
- **common carrier:** a privately owned carrier which offers transportation for a fee
- **complimentary room:** a guest room for which no charge is made. Complimentary rooms with a tour group are usually occupied by the tour manager or driver.
- **Computer reservation systems (CRS):** Computerised Reservation Systems used for inventory management by airlines, hotels and other facilities. CRSs can allow direct access through terminals for intermediaries to check availability, make reservations and print tickets.
- **concessionaire :** a firm which, under contract rights, operates for another party (in many cases, a government agency) food and beverage services, lodging facilities, and other services on-site at an attraction
- **concierge:** a hotel employee who handles restaurant and tour reservations, travel arrangements, and other details for hotel guests
- **conditions:** the section or clause of a transportation/tour contract which specifies what is not included and which may spell out the circumstances under which the contract may be invalidated
- **conductor, and (in Europe) courier:** Tour manager/guide - both terms have roughly the same meaning and are used interchangeably. A person with this title is usually at a professional, well trained level.
- **confidential tariff:** a schedule of wholesale rates distributed in confidence to travel wholesalers and agents. Better known as a net rate.
- **configuration:** the interior arrangement of a vehicle, particularly an airplane. The same airplane, for example, may be configured for 190 coach-class passengers, or it may hold 12 first-class passengers and 170 coach passengers, Configuration is also used in conjunction with how the plane is arranged such as three seats on each side or in larger planes two seats on each side with four middle seats.

- **confirmed reservation:** an oral or written agreement by a supplier that he has received and will honor a reservation. Oral confirmations have no legal weight. Even written or telegraphed confirmations have specified or implied limitations. e.g.: a hotel not honoring a reservation after 6 pm., unless late arrival has been guaranteed in some manner.
- **Conservation:** Can be broadly interpreted as action taken to protect and preserve the natural world from harmful features of tourism, including pollution and overexploitation of resources.
- **Conservation:** The protection and maintenance of nature while allowing for its ecologically sustainable use.
- **booking form:** a document which tour purchasers must complete which gives the operator full particulars about who is buying the tour. It states exactly what is being purchased, ( including options) and must be signed as acknowledgment that the liability clause has been read and understood.
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- **Bureaucracy:** An organisation typified by formal processes, standardisation, hierarchic procedures, and written communication
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- **Business Travel: Travel of 1:** 365 days duration for the purpose of attending a convention or training, conducting official/government or private business.
- **cafeteria:** a food-service operation of a limited menu, in which customers carry their own trays to seating
- **Capacity management:** A process that seeks to ensure that their organisations operate at optimum capacity whilst maintaining customer satisfaction levels.
- **Capital expenditure:** The cost of long-term assets; such as computer equipment, vehicles and premises. Importantly these are bought to use over several years and not to resell.
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- **Conservation:** Can be broadly interpreted as action taken to protect and preserve the natural world from harmful features of tourism, including pollution and overexploitation of resources.
- **Conservation:** The protection and maintenance of nature while allowing for its ecologically sustainable use.

- **roup tour:** a pre-arranged, pre-paid travel program for a group usually including all components. Also see packaged tour.
- **guaranteed tour:** a tour guaranteed to operate
- **guest account:** an itemized record of a guest's charges and credits
- **guide:** (1) a person qualified to conduct tours of specific localities or attractions (many reliable guides are licensed), (2) an airline, bus, railroad, or ship manual of schedules and fares, usually printed seasonally
- guided tour: a local sightseeing trip conducted by a guide
- **head tax:** fee charged for arriving and departing passengers in some foreign countries
- **heritage:** a very broad expression that describes anything that has a link with some past event or person (e.g. cultural heritage refers to past customs and traditions with the unspoken implication that these are worthwhile or creditable)
- **heritage site:** a place that capitalises on its connection with heritage
- **Heritage:** Things of value that are inherited which people want to keep. Heritage can be natural, cultural, tangible, intangible, personal or collective. Natural heritage is often conserved in places such as reserves and national parks. Cultural heritage practices are often conserved through ongoing traditions and practices.
- **Heritage:** Today's perception of a pattern of events in the past.
- **High conservation value:** Recognition of the great significance of a natural or cultural site.
- **high season:** the period of the year when occupancy/usage of a hotel or attraction is normally the highest. High usage invariably means higher prices for rooms or admission. Also referred to as on-season or peak season.
- **History:** A pattern of events in the past.
- **host:** (1) a representative of the group (organizer) that may arrange optional excursions and answer questions but does not have escort authority (2) liaison to the tour operator or tour manager, or (3) a representative who provides only information or greeting services or who assists at the destination with ground arrangements without actually accompanying the tour.
- **HRM:** Human Resource Management, concerned with the strategic management of human resources to achieve a competitive advantage.
- **hub and spoke tours:** tours which utilize a central destination with side trips of varying length to nearby destinations
- **human-made attraction:** an attraction created by people
- **immigration:** the process by which a government official verifies a person's passport, visa or origin of citizenship
- **Impacts:** Effects, which may be either positive or negative, felt as a result of tourism-associated activity. Tourists have at least three kinds of impacts on a destination: economic, sociocultural and environmental. Tourism also has effects on tourists, in terms of possible attitude and behaviour changes.
- **Impromptu Travel:** No arrangements booked in country of destination prior to travel. (Another name for FIT travel).

- **inbound tour operator:** company specializing in domestic tours for foreign visitors in the strictest sense. Can also be used interchangeably with receptive operator.
- **inbound tour:** group of travelers whose trip originated in another city or country
- **incentive or incentive commission:** See override.
- **incentive tour:** (1) a trip offered as a prize, particularly to stimulate the productivity of employees or sales agents, or (2) the business of operating such travel programs
- **incidentals:** charges incurred by participants of a tour, but are not included in the tour price
- **inclusive tour:** tour in which all specific elements – transportation, airfare, hotels, transfers, and other costs – are offered for a flat rate. An inclusive tour does not necessarily cover all costs such as personal items and telephone.
- **independent contractor:** a person contractually retained by another to perform certain specific tasks The other person has no control over the independent contractor other than as provided in the contract. In the context of group travel, a tour manager is often retained by the tour operator, or tour brochure designer/writer might be hired in this capacity.
- **independent tour:** an unescorted tour sold through agents to individuals. For one price, the client guaranteed air travel, hotel room, attraction admissions and (typically) a car rental.
- **Indigenous species:** A species that occurs at a place within its historically known natural range, and forms part of the natural biological diversity of a place.
- **indirect air carrier:** generally synonymous with charter tour operator. A tour operator, travel agent, or other promoter who (under federal regulations) contracts for charter space from a carrier for resale to the public. In theory, indirect air carriers act as independent, risk-taking entrepreneurs, promoting their own product
- **info-mediaries:** Organisations which provide websites/electronic guides as an information resource, sharing other resources such as web links to organisations that sell tourism/travel. The infomediary may be an organisation or company in its own right, or may form part of an individual company's or organisation's customer service
- **Information systems:** Systems that use information technology to capture, transmit, store, retrieve, manipulate, or display information.
- **Infrastructure:** Construction needed to support economic development.
- **Innovative best practice:** A practice that is considered to be of the highest quality, excellence, or standing – a leader in the field.
- **Intangibility:** The characteristic of not being touchable: a good is tangible whereas a service is intangible
- **Intermediary:** An organisation within the chain of distribution whose function is to facilitate the supply of a given product from producers to consumers. In the travel industry examples are travel agencies and tourism information offices.

- **intermediate carrier:** a carrier that transports a passenger or piece of baggage as part of an inter-line movement, but on which neither the point of origin or destination is located
- **intermodal tour:** tour using several forms of transportation such as airplanes, motorcoaches, cruise ships, and trains to create a diversified and efficient tour package
- **Interpretation:** An educational process that is intended to stimulate and facilitate people's understanding of place, so that empathy towards, conservation, heritage, culture and landscape is developed.
- **Interpretation:** Revealing the significance and meanings of natural and cultural phenomena to visitors, usually with the intent of providing a satisfying learning experience and encouraging more sustainable behaviour.
- **Introduced species:** A translocated or alien species found at a place outside its historically known natural range, as a result of the intentional or accidental dispersal by human activities. Includes genetically modified organisms.
- **IT Number:** a registration number that is assigned to a tour package
- **itinerary:** the travel schedule provided by a travel agent or tour operator for the client. A proposed or preliminary itinerary may be rather vague or very specific. A final itinerary spells out all details, including flight numbers, departure times, and similar data, as well as describing planned activities.
- **land operator:** a company that provides local services, see also ground/receptive operator
- **lead time:** advance time between initiating a tour and its departure date
- **Leadership:** Influencing and directing the performance of group members towards the achievement of organisational goals
- **leg:** portion on a journey between two scheduled stops
- **Leisure travel:** Travel undertaken for pleasure and unrelated to paid work time.
- **Length of stay:** No of nights spent in one destination. Most tourist boards seek to find ways of increasing visitors' length of stay
- **letter of agreement:** a letter from the buyer to the supplier accepting the terms of the proposal. This may also be the supplier's initial proposal that has been initialed by the buyer
- **Lifecycle:** The particular pattern through which a destination evolves.
- **Limits of acceptable change:** Environmental indicators that can monitor changes over time as a consequence of tourism.
- **load factor:** average number of seats occupied, e.g. motorcoach or air
- **local:** belonging to a particular place or region
- **low season:** that time of the year at any given destination when tourist traffic, and often rates, are at their lowest. Also referred to as off-peak or off-season.
- **macro business:** a large, formal business that employs many people
- **manifest:** final official listing of all passengers and/or cargo aboard a transportation vehicle or vessel
- **Market orientated pricing:** A method of pricing that benchmarks prices against competitors when deciding on price.

- **market segment:** the concept of dividing a market in parts
- **Market segmentation:** Market segmentation is a marketing approach that encompasses the identification of different groups of customers with different needs or responses to marketing activity. The market segmentation process also considers which of these segments to target.
- **markup:** (1) difference between the cost and the selling price of a given product; (2) difference between the net rate charged by a tour operator, hotel, or other supplier and the retail selling price of the service.
- **Mass tourism:** Traditional, large scale tourism commonly, but loosely used to refer to popular forms of leisure tourism pioneered in southern Europe, the Caribbean, and North America in the 1960s and 1970s.
- **master account:** the guest account for a particular group or function that will be paid by the sponsoring organization
- **master bill:** all items contracted by the operator and supplier that will be paid by the operator
- **MAVERICS:** Characterisation of tourists of the future as multi-holidaying, autonomous, variegated, energised, restless, irresponsible, constrained and segmented.
- **Mediation:** An attempt to settle a dispute using a neutral third party
- **meet and greet:** pre-purchased service for meeting and greeting a client/group upon arrival in a city, usually at the airport, pier, or rail station. Service may include assisting the client/group with entrance formalities, collecting baggage, and obtaining transportation to the hotel
- **micro business:** a small, often informal, business that employs very few people
- **Minimal impact practices:** Deliberate human behaviour that reduces the negative impact of people or objects on the environment to a minimum.
- **minimum charge:** the amount that each customer must pay no matter what is consumed. For example: a two-drink minimum in a club
- **minimum land package:** the minimum tour expressed in terms of cost and ingredients that must be purchased to qualify for an airline inclusive tour, or contract bulk inclusive tour fare. Such packages usually include a certain number of nights lodging, other specified ingredients such as sightseeing tours and/or entertainment and/or car rental.
- **Mode of travel:** The type of transport used to make a journey between an origin and a destination, and can include walking and cycling as well as all forms of mechanical transport.
- **Monitoring:** The ongoing review and assessment of the natural or cultural integrity of a place in order to detect changes in its condition with reference to a baseline condition.
- **Motivation:** Internal and external forces and influences that drive an individual to achieving certain goals.
- **motorcoach tour operator:** a company that creates tours in which group members are transported via motorcoach on a planned itinerary of stops

- **motorcoach:** a large, comfortable, well-powered bus that can transport groups and their luggage over long distances
- **mystery tour:** a tour to an unpublished destination -- passengers get a surprise!
- **Natural area:** Areas that exist in or are formed by nature which are not artificial, and can include cultural aspects.
- **natural attraction:** a tourist attraction that has not been made or created by people
- **natural disaster:** a destructive force (e.g. earthquake, flood, volcanic eruption)
- **Nature Tourism** (Nature-based tourism): Ecologically sustainable tourism with a primary focus on experiencing natural areas.
- **Negligence:** Failing to exercise what is legally considered to be reasonable care.
- **net wholesale rate:** a rate usually slightly lower than the wholesale rate, applicable to groups when components are specifically mentioned in a tour brochure. The rate is marked up by wholesale sellers to cover tour costs.
- **no show:** guest with confirmed reservations who does not arrive and has not canceled
- **No-frills:** A low-cost scheduled travel package based on minimising operator service and costs, which are passed to the consumer as a low price.
- **Non-profit:** Non-profit organisations are those which are driven by non-financial organisational objectives, i.e. other than for profit or shareholder return.
- **occupancy:** the percentage of available rooms occupied for a given period. It is computed by dividing the number of rooms occupied for a period by the number of rooms available for the same period.
- **off-peak:** a period in which a hotel or attraction is not in its busiest season
- **Off-site management:** Provision of pre-visit (or otherwise off-site) educational and interpretive materials to raise awareness of management issues and encourage minimal impact behaviour.
- **on-demand public transportation:** transportation services, such as taxicabs that do not have regular schedules
- **On-site assessment:** A site-visit by a quality systems member to verify material submitted during the accreditation application.
- **On-site management:** Management of visitor impacts and behaviour on-site through the use of signs, formed tracks or board-walks, barriers and the physical presence of management staff.
- **open jaw:** an arrangement, route, or fare, authorized in a tariff, granting the traveling public the privilege of purchasing round-trip transportation from the point of origin to one destination, at which another form of transportation is used to reach a second destination, where a passenger resumes the initial form of transportation to return to the point of origin. Used for airline travel mainly
- **Operations management:** "The ongoing activities of designing, reviewing and using the operating system, to achieve service outputs as determined by the organization for customers" (Wright, 1999).

- **operations:** performing the practical work of operating a tour or travel program. Operations usually involves the in-house control and handling of all phases of the tour, with both suppliers and clients.
- **option date:** the date agreed upon when a tentative agreement is to become a definite commitment by the buyer
- **option:** tour feature extension or side trip offered at extra cost
- **Organisation:** A deliberate arrangement of people to achieve a particular purpose
- **outbound operator:** a company which takes groups from a given city or country to another city or county
- **outbound tour:** any tour that takes groups outside a given city or country, opposite of inbound
- **outfitter:** a business that provides services or equipment at a recreational facility
- **overbook:** accepting reservations for more space than is available
- **override:** a commission over and above the normal base commission percentage
- **pacing:** The scheduling of activities within an itinerary to make for a realistic operation and give a certain balance of travel time, sightseeing, events and free time
- **package tour:** a combination of several travel components provided by different suppliers, which are sold to the consumer as a single product at a single price
- **package:** (1) pre-arranged combination of elements such as air, hotel, sightseeing, and social events put together and sold at an all-inclusive package price; (2) to package, meaning to combine elements as above into an all-inclusive package product
- **packager:** an individual or organization that coordinates and promotes the package tours and establishes operating guidelines for the tour
- **passport:** government document permitting a citizen to leave and re-enter the country
- **pax:** industry abbreviation for passengers
- **peak fare, rate, or season:** highest level of charges assessed during a year
- **Perishability:** The characteristic of being perishable. In tourism the term is used to describe, for example, a particular hotel room on a specific night or a particular seat on a specific flight: they cannot be 'stored' and sold later, so they are perishable.
- **Personal disposable income:** The amount an individual has left over for personal expenditure on goods and services, after payment of personal direct taxes, national insurance and pension contributions.
- **Person-trip:** A Person-trip for non-residents begins each time a non-resident traveller enters Canada. The person-trip concludes when the traveller leaves Canada. For residents, each time a person departs from Canada a person-trip begins. It ends when the traveller returns to Canada.
- **Physical evidence:** The tangible evidence of a service, including everything which can be seen, touched, smelt and heard.

- **Pollution:** Harmful effects on the environment as a by-product of tourism activity. Types include: air; noise; water; and aesthetic.
- **port of entry:** point at which persons enter a country where customs and immigration services exist
- **Positioning:** The process of ensuring potential customers have a desired perception of a product or service, relative to the competition.
- **pre- and post-trip tours:** optional extension packages before or after a meeting, tour or convention
- **pre-formed group:** a tour group in existence prior to the tour, the members of which share a common destination and purpose
- **Price elasticity of demand:** A measure of the variability that can be expected in sales when prices are changed. Unity elasticity would see equal increase in sales to in reaction to a decrease in price. Inelastic demand would not change when prices went down or up.
- **Price elasticity of demand:** A relationship between the changes in prices charged for a good or service (here taken as hotel rooms) and the change in the amount demanded.
- **pricing:** decision-making process of ascertaining what price to charge for a given tour, once total costs are known. Pricing involves determining the markup, studying the competition, and evaluating the tour value for the price to be charged; function performed by the operations manager.
- **primary market:** a country in which the US Travel & Tourism Admin (USTTA) maintains an office
- **Process control:** A systematic use of tools to identify significant variations in operational performance and output quality, determine root causes, make corrections and verify results (Evans and Lindsay, 1999:345).
- **Process design:** Involves specifying all practices needed, flowcharting, rationalisation and error prevention (Rao et. al., 1996:540-541).
- **Process improvement:** A proactive task of management aimed at continual monitoring of a process and its outcome and developing ways to enhance its future performance (James, 1996:359).
- **Process management:** Planning and administering the activities necessary to achieve a high level of performance in a process and identifying opportunities for improving quality, operational performance and ultimately customer satisfaction.
- **Profit:** The excess of revenue over expenses, if expenses exceed revenues in a given period the organisation will make a loss.
- **proof of citizenship:** a document, necessary for obtaining a passport, that establishes one's nationality
- **Protected area:** Any area of land and/or sea dedicated to the conservation, protection and maintenance of biodiversity and natural and cultural resources, which is managed through legal or other means.

- **protected:** guarantee by a supplier or wholesaler to pay commissions, plus all refunds to clients, on pre-paid, confirmed bookings regardless of subsequent cancellation of a tour or cruise.
- **rack rate:** regular published rate of a hotel or other travel service
- **Rack Rate:** Retail price of accommodation, airfares, activities/attractions.
- **Regulation:** Control through formalised processes.
- **release:** (1) signed form giving the tour operator permission to use a person's name, picture or statement in an advertisement; (2) to give up space, as in returning unsold airline reservations
- **Renewable energy:** Energy sources that are practically inexhaustible. For example solar, hydro and wind energy.
- **Requirements:** Stated, generally implied (as a custom or common practice for the organisation, its customers and other interested parties) or obligatory needs
- **resort:** a hotel, motel or condominium complex located in an area associated with recreation and leisure, such as the mountains or the seashore. Normally offer facilities for sports and recreational activities.
- **responsibility clause:** that section of a brochure that spells out the conditions under which a tour is sold. The clause should name the party responsible for the tour financially.
- **Responsible tourism:** Type of tourism which is practised by tourists who make responsible choices when choosing their holidays. These choices reflect responsible attitudes to the limiting of the extent of the sociological and environmental impacts their holiday may cause.
- **Restoration:** Returning existing habitats to a known past state, or to an approximation of the natural condition, through repairing degradation, removing introduced species, and revegetating using native locally occurring species.
- **retailer:** (1) travel agents or (2) one who sells directly to the consumer
- **Revenue expenditure:** The cost of resources consumed or used up in the process of generating revenue, generally referred to as expenses.
- **Revenue management:** Revenue management is a management approach to optimising revenue, often based on managing revenues around capacity and timing (yield management), for different market segments or from different sources of funding.
- **room rates:** day rate: usually one-half the regular rate for a room during the day up to 5 pm; flat rate: a specific room rate for a group agreed upon by the hotel/group in advance; group rate: rate based on an agreed upon minimum number of rooms used, also called flat rate; net group rate: a wholesale rate for group business (usually a minimum of 10 and 15 people) to which an operator may add a markup if desired; net wholesale rate: a rate usually lower than the group rate, applicable to groups or individuals when a hotel is specifically mentioned in a tour folder; published rate: a full rate available to or advertised to the public, The rate can change, depending upon the season. Also known as rack rate.
- **room service:** food or beverages served in a guest's room

- **rooming list:** the list of names or passengers on a tour or other group travel program, submitted to a hotel/motel. The names are not alphabetized as on a flight manifest, but rather room by room indicating who is rooming with whom. Twin-bedded rooms, singles and triples are usually listed in separate categories.
- **run-of-the-house rate:** flat rate for which a hotel or motel agrees to offer any of its available rooms to a group. Final assignment of the rooms is the discretion of the hotel.
- **Sales:** Revenue from ordinary activities: not necessarily cash.
- **Seasonality:** A phenomenon created by either tourism supply or demand (or both) changing according to the time of the year.
- **sector:** a part or branch of the whole industry that provides particular goods and/or services
- **series operator:** a travel agent, wholesaler, tour operator, or broker who blocks space in advance for a series of movements over a given period of time, not necessarily on a back-to-back basis
- **service:** work done for the benefit of another
- **service charge:** (1) a specified percentage of a hotel's daily rate (usually 10% or 15 %) charged to the guest, who in return is relieved of the responsibility for tipping; (2) a fee charged to a client by a travel agent in addition to the commissions paid to him or her by the principals
- **service delivery:** the manner in which customer needs are met
- **Service encounter:** The moments of interface between customer and supplier
- **Service marketing mix:** The addition of People, Physical Evidence and Process to the four areas of activity more usually associated with marketing products,,: Price, Place, Promotion and Product.
- **service provider:** a person or company that supplies a particular service
- **service:** non-physical, intangible attributes that management controls, including friendliness, efficiency, attitude, professionalism, and responsiveness.
- **Servicescape:** The location in which the service encounter takes place
- **shore excursion:** a land tour, usually available at ports of call and sold by cruise lines or tour operators to cruise passengers
- **short haul:** 1-3 hour flight
- **shoulder season:** period when there is neither a high nor low demand for a destination, usually falling in the spring or fall months for most areas
- **single supplement:** an extra charge assessed to a tour purchased for single accommodations
- **site destination selection company:** company that investigates and suggests potential meeting sites to suit corporate or association needs
- **Skills gaps:** Employers perceive existing employees have lower skill levels than needed to achieve business objectives, or where new, apparently trained and qualified for specific occupations, entrants still lack requisite skills.
- **Skills shortages:** Lack of adequately skilled individuals in the labour market due to low unemployment, sufficiently skilled people in the labour market but

not easily geographically accessible or insufficient appropriately-skilled individuals.

- **Small business:** A small business is one which has a small number of employees, profit and/or revenue. Often these are owner-managed, with few specialist managers. Some definitions of small businesses distinguish between businesses with under 10 employees, which are micro-businesses, and those with 10-49 employees, which are classified as small businesses.
- **SME(s):** Small and Medium Enterprises
- **Social:** Relating to human society and interaction between its members.
- **souvenir:** a product purchased by a tourist as a reminder of a holiday
- **special event tour:** a tour designed around a particular event, e.g.: Mardi Gras
- **special interest tour:** a tour designed to appeal to clients with a curiosity or concern about a specific subject. Most special interest tours provide an expert tour leader and usually visit places and/or events only relevant to that interest.
- **special market:** a foreign country with high potential for US inbound travel which does not have an office of the US Travel and Tourism Administration (USTTA).
- **Stakeholder:** Any person, group or organisation with an interest in, or who may be affected by, the activities of another organisation.
- **state travel office:** an official government agency or privately run, non-profit organization responsible for travel development and promotion of a state or province
- **step-on guide:** an independent guide who comes aboard a motorcoach to give an informed overview of the city or attraction to be toured
- **Strategic information systems:** Systems designed to support the strategic management decision processes and implementation.
- **Strategy pyramid:** A visual way of representing the different levels of the strategy conceptualisation and implementation process. The most general assumptions are shown at the apex and the practical, implementation actions are at the base.
- **subcontractor:** a local operator who provides services for a wholesaler
- **supplier:** the actual producer of a unit of travel merchandise or service such as a hotel or restaurant
- **Suppliers:** Individuals, companies or other organisations which provide goods or services to a recognisable customer or consumer.
- **surety bond:** insurance to guarantee that an insure will carry out the specific work he or she was hired to do
- **sustainable:** something which can be kept in the same or a better condition for the future
- **Sustainable development:** Development carried out in such a way as to meet the needs of the present without compromising the ability of future generations to meet their needs.

- **Sustainable tourism:** Tourism that can be sustained over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place.
- **Sustainable tourism:** Tourism that is economically, socioculturally and environmentally sustainable. With sustainable tourism, sociocultural and environmental impacts are neither permanent nor irreversible.
- **tariff:** (1) fare or rate from a supplier; (2) class or type of a fare or rate; (3) published list of fares or rates from a supplier; (4) official publication compiling rates or fares and conditions of service
- **themed tour:** a tour designed around a specific theme such as fall foliage, also a special interest tour
- **tour basing fare:** a reduced-rate excursion fare available only to those who buy pre-paid tours or packages. Tour basing fares include inclusive tours, group inclusive tours, incentive tours, contract bulk inclusive tours, and group round-trip inclusive tours.
- **tour broker:** a person or company which organizes and markets tours
- **tour catalog:** a publication by tour wholesalers listing their tour offerings
- **tour conductor:** see tour manager/director
- **tour consultant:** individual within an agency selling and advising clients regarding a tour. The consultant is sometimes a salesperson with particular expertise in escorted tour sales.
- **tour departure:** the date of the start by any individual or group of a tour program, also used in referral to the entire operation of that single tour
- **tour escort:** the tour company staff member or independent contractor who conducts the tour. Often called the tour manager or tour director. It is technically a person that only escorts the group and does not have charge of the commentary portion.
- **tour leader:** usually a group leader, also see escort
- **tour manager:** a person employed as the escort for a group of tourists, usually for the duration of the entire trip, perhaps supplemented by local guides. The terms tour director, leader, escort,
- **tour manual:** (1) a summary of facts about a company's rules, regulations, and official procedures; (2) a compendium of facts about a destination, including its attractions, accommodations, geography, and special events, used by destination marketing organizations to attract tour operators and visitors and their area
- **tour menu:** a menu that limits group clients to two or three choices at a special price
- **tour operator:** a person or company which creates and/or markets inclusive tours and subcontracts with suppliers to create a package. Most tour operators sell through travel agents and/or directly to clients.
- **tour option:** any component of a package tour that is not included in the package price, but may be purchased as an added feature to extend the length of the package or enhance the trip.

- **tour order:** a coupon given to the purchaser of a tour package, identifying the tour, the seller, and the fact that the tour is pre-paid. It is used as a form of proof of payment and receives vouchers for meals, portorage, transfers, entrance fees, and other expenses. Also see tour vouchers.
- **tour organizer:** person who locates and creates groups for preformed tours. The tour organizer is often compensated only with a free trip
- **tour vouchers:** documents issued by tour operators to be exchanged for tour components, also called coupons
- **tour:** any pre-arranged journey to one or more destinations
- **tourism:** the all-embracing term for the movement of people to destinations away from their place of residence for any reason other than following an occupation, remunerated from within the country visited, for a period of 24 hours or more
- **Tourism Commodity:** Tourism Commodity is one for which a significant part of its total demand in Canada comes from visitors.
- **Tourism Demand:** Tourism Demand is defined as the spending of Canadian and non-resident visitors on domestically produced commodities. It is the sum of tourism domestic demand and tourism exports.
- **Tourism Domestic Demand:** Tourism Domestic Demand is the spending in Canada by Canadian visitors on domestically produced commodities.
- **Tourism Employment:** Tourism Employment is a measure of employment in tourism and non-tourism industries. It is based on an estimate of jobs rather than “hours of work”. Thus, someone who works 10 hours a week counts for as much, by this measure, as someone who works 50 hours a week.
- **Tourism Exports:** Tourism Exports is spending by foreign visitors on Canadian-produced goods and services. It includes spending that may take place outside of Canada, for instance, the purchase of an airline ticket from a Canadian international carrier, to travel to Canada.
- **Tourism flows:** The major movements of tourists from specific home areas to destinations.
- **tourism geography:** the knowledge of countries, regions, major cities, gateways, famous icons, monuments, building structures, and geographical features such as rivers, seas, mountains, deserts and time zones
- **Tourism income multiplier (TIM):** Exaggerated effect of a change in tourism expenditure on an area's income.
- **tourism industry:** a group of businesses that provide services and facilities for consumption by tourists
- **Tourism Industry:** Tourism Industry is an industry that would cease to exist or would continue to exist only at significantly reduced levels of activity in the absence of tourism.
- **tourism infrastructure:** roads, railway lines, harbours, airport runways, water, electricity, other power supplies, sewerage disposal systems and other utilities to serve not only the local residents but also the tourist influx (suitable

accommodation, restaurants and passenger transport terminals form the superstructure of the region)

- **tourism product:** different things to the various members of the tourism industry. To the hotel it is 'guest-nights'. To the airline it is the 'seats flown' and the 'passenger miles'. To the museum, art gallery or archaeological site, the product is measured in terms of the number of visitors. For the tourist the product is the complete experience resulting from the package tour or travel facility purchased, from the time they leave home until their return.
- **Tourism satellite account:** System of accounting at national or regional level which reveals the total direct impact of tourism on the economy.
- **Tourism System:** A framework that identifies tourism as being made up of a number of components, often taken to include the tourist, the tourist generating region, the transit route region, the tourist destination and the tourism industry (Leiper, 1990)
- **tourism:** the business of providing and marketing services and facilities for leisure travelers. Thus, the concept of tourism is of direct concern to governments, carriers, and the lodging, restaurant, and entertainment industries, and of indirect concern to virtually every industry and business in the world.
- **Tourism:** The definition of tourism used in the national tourism indicators (NTI) is that adopted by the World Tourism Organization and the United Nations Statistical Commission: "the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."
- **tourist:** one who travels for a period of 24 hours or more in a place other than that in which he or she usually resides, whose purpose could be classified as leisure (whether for recreation, health, sport, holiday, study or religion), business, family, mission or meeting
- **Tourist attractions:** Tourist attractions are defined as being destinations for visitors' excursions which are routinely accessible to visitors during opening hours. Visitors can include local residents, day-trippers or people who are travelling for business or leisure purposes. Formal definitions exclude shops, sports stadia, theatres and cinemas, as these meet a wider purpose, although in practice tourists may consider the excluded categories to be tourist attractions.
- **tourist card:** a kind of visa issued to tourists prior to entering a country (required in addition to a passport or other proof of citizenship).
- **tourist facility:** a feature created for utilisation by tourists
- **tourist route:** a route developed to attract tourists to an area to view or experience something unique to that area (e.g. wine route, whale route, heritage route, battlefield route)
- **tourist trend:** a general tendency to visit a country, region or destination or to pursue a specific tourist activity
- **Tourist:** Anyone who spends at least one night away from home, no matter what the purpose.

- **tracking:** a cause of action or method of monitoring, such as tracking the number of tours that come into a specific destination
- **transfer:** local transportation, sometimes including portage, as from one carrier terminal to another, from terminal to a hotel, or from a hotel to an attraction
- **transit visa:** visa allowing the holder to stop over in a country to make a travel connection or brief visit
- **transit:** process of changing planes without going through security and/or customs
- **travel agent/agency:** a person or firm qualified to arrange for all travel components
- **trip director:** an escort for an incentive company. Larger companies reserve this title for the person who directs all personnel and activities for a trip.
- **upgrade:** to move to a better accommodation or class of service
- **value season:** a time of year when prices are lower than peak, also called low or off-season
- **Variability:** Because the production and the consumption of a tourism experience are inseparable and because differing circumstances and people will affect each experience, those experiences are prone to variance and create a challenge for tourism managers to achieve consistency of standards.
- **variable cost:** a cost that changes according to how many people take a tour, such as motorcoach expenses
- **Virtual organisation:** Organisation in which major processes are outsourced to partners.
- **visa waiver:** a program to eliminate the visa requirement for selected countries
- **visa:** stamp of approval recorded in a passport to enter a country for a specific purpose
- **Visitors:** A broader category than 'tourist', includes tourists and same-day visitors.
- **Visitors:** Visitors are persons who undertake tourism as defined above. They are referred to as either tourists (those who stay overnight or longer in the place visited), or same-day visitors.
- volume incentive: see override
- **waitlist:** list of clients awaiting transportation or accommodations at times when they are not available, confirmed as a result of subsequent cancellations
- **wholesaler:** a company that usually creates and markets inclusive tours and FITs for sale through travel agents. Although the term is used often as a synonym for tour operator there are several distinctions: (1) presumably sells nothing at retail while a tour operator often does both; (2) does not always create his/her own products, while a tour operator always does; (3) is less inclined than a tour operator to perform local services.
- **Working Capital:** Operational assets and liabilities needed for everyday operation, e.g. cash or bank overdraft, stock and trade creditors, known as net current assets/liabilities.

- **World Heritage Area:** Land of cultural and/or natural significance inscribed on the World Heritage List.
- **world heritage site:** a site designated by UNESCO as being of special historical, cultural or natural importance
- **Zoning:** Different eco-systems may be zoned in terms of their robustness to pressures from tourism in an attempt to mitigate environmental damage.

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Навчальне видання  
(англійською мовою)

Шмелькова Ганна Миколаївна

Убейволк Оксана Олександрівна

**Професійно-орієнтований практикум  
іноземною мовою**

Навчальний посібник  
для здобувачів ступеня вищої освіти магістра  
спеціальності «Туризм»  
освітньо-професійної програми «Туризмознавство і гостинність»

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