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«ЗАПОРІЗЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ»
МІНІСТЕРСТВА ОСВІТИ І НАУКИ, МОЛОДІ ТА СПОРТУ УКРАЇНИ**

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ДІЛОВА АНГЛІЙСЬКА МОВА

**Навчальний посібник
для студентів напрямку підготовки «Туризм»
освітньо-кваліфікаційного рівня «бакалавр»**

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Навчальний посібник містить автентичні тексти для читання та аудіювання, вокабуляр до кожного тексту, лексичні вправи, комунікативні вправи у монологічному, діалогічному і писемному мовленні, вправи та завдання для самостійної навчальної діяльності, глосарій. Особливістю даного посібника є орієнтація всього навчального матеріалу на сучасну англійську мову ділової комунікації, взаємопов'язане та інтегроване навчання усіх видів мовленнєвої діяльності.

Навчальний посібник призначений для студентів напряму підготовки «Туризм» освітньо-кваліфікаційного рівня «бакалавр».

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ПЕРЕДМОВА

Розвиток міжнародних зв'язків України з навколишнім світом у галузях економіки, культури і туризму, зростаюча тенденція до вдосконалення вищої професійної освіти обумовили актуальність проблеми англійської підготовки кваліфікованих фахівців, здатних вирішувати виробничі питання на міжнародному рівні та успішно реалізувати процес співробітництва нашої держави з іншими країнами.

Навчальний посібник «Ділова англійська мова» має практичне спрямування та відповідає вимогам професійно орієнтованого навчання, висуваючи пропозицію щодо набуття професійної та функціональної комунікативної компетенції у користуванні англійською мовою. Посібник надає можливість розвивати професійну мовну компетенцію і стратегії, які необхідні майбутнім фахівцям для ефективної участі у ситуаціях ділового міжкультурного спілкування. Це здійснюється шляхом інтеграції мовленнєвих умінь та мовних знань в рамках тематичного і ситуативного контексту відповідно до академічної та професійної сфер студентів. Тому для забезпечення професійної спрямованості навчання англійської мови теми і ситуації, що пропонуються у посібнику, пов'язані із змістом майбутньої фахової діяльності студентів за напрямом підготовки «Туризм».

Структура та особливості упорядкування даного навчального посібника спрямовані на інтегроване навчання різних видів мовленнєвої діяльності: говоріння, читання, аудіювання, письма. Навчальний матеріал посібника дібраний з урахуванням програмним вимог, професійних потреб студентів та вимог ринку праці, на якому вони будуть функціонувати як майбутні фахівці. Посібник містить вправи та завдання для аудиторної та самостійної роботи студентів, що відповідає вимогам національної кредитно-модульної системи. Метою самостійної роботи є удосконалення знань, навичок і вмінь, набутих на практичних заняттях, забезпечення засвоєння та закріплення додаткового матеріалу.

Посібник складається з восьми розділів, у яких представлено теми: «Космічний туризм», «Екотуризм», «Пригодницький туризм», «Пам'ятки», «Ділове відрядження», «Кар'єра і професія», «Відкриття турбізнесу». Кожний розділ має однакову структуру (тексти, словник, вправи) і розпочинається з дискусії з метою створення мотиваційної основи для діяльності студентів на всіх етапах навчального процесу. Для цього пропонуються мовленнєві ситуації, які дозволяють

студентам орієнтуватися в темі й меті висловлювання, умовах спілкування. Новий лексичний матеріал подається поступово упродовж усіх розділів й використовується в усному і писемному мовленні. Для формування і розвитку лексичної навички пропонуються вправи на імітацію лексичних одиниць, на вибір лексичної одиниці із семантичного простору адекватно задуму висловлювання, на включення лексичної одиниці у просте і складне висловлювання тощо. Вправи для формування навичок і умінь письма подаються поетапно, від рівня словоформи до рівня цілого тексту. Так, наприклад, студенти повинні написати ділового листа, попередньо ознайомившись з його формою та кліше, які при цьому можуть бути використані. Усі вправи передбачають наявність ситуації і мовленнєвого завдання. Для продуктивного опрацювання фахової лексики пропонується парний та груповий режим виконання вправ.

Зміст текстів для читання підібраний таким чином, що спонукає до обговорення певної проблеми та висловлювання власних думок, розвиваючи при цьому вміння усного діалогічного і монологічного мовлення. Особливе місце відводиться матеріалам для навчання аудіювання. У текстах для аудіювання пропонуються різноманітні ситуації ділового життя фахівців з туризму. Автентичні тексти для читання та аудіювання, запропоновані у посібнику, є джерелом необхідної фахової інформації для продукування висловлювання як у письмовій формі, так й в усній формі під час дискусії, рольової гри та підготовки проектної роботи.

У рольових іграх змодельовані реальні ситуації професійного спілкування фахівців у галузі туризму та сервісу. У навчально-комунікативній ситуації визначаються учасники спілкування, їх ролі, комунікативні наміри, щоб створити умови для вмотивованого висловлювання. Послідовність виконання вправ від некомунікативних, умовно-комунікативних до комунікативних з рольовим ігровим компонентом забезпечує розвиток та удосконалення умінь ділового спілкування англійською мовою.

Наприкінці кожного розділу передбачена проектна робота для самостійної діяльності студентів з метою систематизації та закріплення вивченого матеріалу. Запропоновані проектні завдання сприяють формуванню навичок логічного мислення, орієнтують студентів на самостійну творчу працю, оскільки вони вільні використовувати мовний і мовленнєвий матеріал за власним бажанням в опорі на ситуацію ділового спілкування.

TEST 1. FORMS OF TOURISM

TEXT

Vocabulary

trend - тенденція
temporary- тимчасовий
setback – перешкода, невдача
threat - загроза
destination - місце призначення
shift - зміна
perception - сприйняття
taste - смак
excessive - надмірний
environment – навколишнє середовище, довкілля
destruction - руйнування
saturation - насичення, насиченість
subsequent - наступний
decline - падіння, занепад
case - випадок, обставина
unblemished - бездоганний
belated - запізнілий
attempt - спроба, намагання
competition - конкуренція
unspoilt - незіпсований
legacy - спадщина, спадок
over-exploitation - надмірне використання
paradigm - парадигма
impact - вплив, дія
island - острів
to argue - сперечатися
unsustainable - нежиттєздатний
GDP (gross domestic product) — ВВП (валовий внутрішній продукт)
skiing - ходити на лижах
break - перерва
to cause - бути причиною
earthquake - землетрус
to border - межувати
clean-up - чищення, прибирання
vast - безмежний, просторий

to hamper - заважати
severely - суворий
forecast - прогноз
average - середній
annual - щорічний
share - частка, акція
long-haul - тривалий
slightly - злегка, трохи
to take off - злітати, здійматися
quarter - чверть
although - хоча
to compare - зрівнювати
improvement - покращення
surface - поверхня
floating - плаваючий
pod - площадка
movable - рухливий
to create - створювати
temporarily - тимчасово
to erect - споруджувати
permanent - незмінний
unacceptable – неприйнятний, небажаний

Read and translate the text.

TRENDS AND RECENT DEVELOPMENTS

Recent Developments

There have been a few temporary setbacks in tourism, the latest being related to the September 11, 2001 attacks and terrorist threats to tourist destinations such as Bali and European cities. Some of the tourist destinations, including the Costa del Sol, the Balears and Cancun have lost popularity due to shifting tastes and perceptions among tourists. In this context, the excessive building and environmental destruction often associated with traditional "sun and beach" tourism may contribute to a destination's saturation and subsequent decline. This appears to be the case with Spain's Costa Brava, a byword for this kind of tourism in the 1960s and 1970s. With only 11 % of the Costa Brava now unblemished by low-quality development (Greenpeace Spain's figure), the destination now faces a crisis in its tourist industry. Belated attempts to move towards "quality tourism" are difficult given competition from cheaper, unspoilt

holiday destinations on the one hand and the legacy of decades of over-exploitation on the other. In many respects, Tenerife provides a paradigm of the negative impact of mass tourism. Organizations like Greenpeace and ATAN are particularly critical of development on the island, arguing that Tenerife's current tourism industry is both economically and environmentally unsustainable.

Receptive tourism is now growing at a very rapid rate in many developing countries, where it is often the most important economic activity in local GDP.

In recent years, second holidays or vacations have become more popular as people's disposable income increases. Typical combinations are a package to the typical mass tourist resort, with a winter skiing holiday or weekend break to a city or national park.

On December 26, 2004 a tsunami, caused by the 2004 Indian Ocean earthquake hit Asian countries bordering the Indian Ocean, and also the Maldives. Tens of thousands of lives were lost, and many tourists died. This, together with the vast clean-up operation in place, has stopped or severely hampered tourism to the area.

Trends

The World Tourism Organization forecasts that international tourism will continue growing at the average annual rate of 4 percent. By 2020 Europe will remain the most popular destination, but its share will drop from 60 percent in 1995 to 46 percent. Long-haul will grow slightly faster than intraregional travel and by 2020 its share will increase from 18 percent in 1995 to 24 percent.

Space tourism is expected to "take off" in the first quarter of the 21st century, although compared with traditional destinations the number of tourists in orbit will remain low until technologies such as space elevator make space travel cheap.

Technological improvement is likely to make possible air-ship hotels, based either on solar-powered airplanes or large dirigibles. Underwater hotels, such as Hydropolis, slated to open in Dubai in 2006, will be built. On the surface of the ocean tourists will be welcomed by ever larger cruise ships and perhaps floating cities.

Some futurists expect that movable hotel "pods" will be created that could be temporarily erected anywhere on the planet, where building a permanent resort would be unacceptable politically, economically or environmentally.

TEXT WORK

1. Answer the questions.

1. What happened in tourism after September 11, 2001? Why?
2. Why did some popular tourist destinations such as Costa del Sol lose their popularity?
3. What is associated with traditional "sun and beach" tourism?
4. Why does Spain's Costa Brava face crisis in its tourist industry?
5. Why are attempts to move towards "quality tourism" difficult?
6. What is the situation on Tenerife Island now? Why?
7. How does receptive tourism develop? Why? Where mostly?
8. What vacation scheme has become popular in recent years? Why?
9. What happened in December 2004?
10. Which way did it influence Asian countries bordering the Indian Ocean?
11. What does the World Tourism Organization forecast for international tourism, Europe and long-halt trips?
12. What is the forecast for space tourism?
13. What new kinds of hotels will be built? Where and when?

2. Give Ukrainian equivalents to the following words and word combinations. Find and translate sentences with them in the text.

Trends, recent developments, a few temporary setbacks, tourist destinations, excessive building, environmental destruction, sun and beach tourism, contribute to a destination's saturation, a byword for, unblemished, low-quality development, competition from cheaper destinations, the legacy of decades of over-exploitation, provides a paradigm, particularly critical, both economically and environmentally unsustainable, receptive tourism, package to the typical mass tourist resort, weekend break, the vast clean-up operation in place, severely hampered, World Tourism Organization, the average annual rate of 4 per cent, remain the most popular destination, long-haul will grow, space tourism, compared with traditional destinations, space elevator, technological improvement, air-ship hotels, slated to open, cruise ships, on the surface of the ocean, tourists will be welcomed by, movable hotel "pods".

3. Give English equivalents to the following words and word combinations.

Посилаючись на; терористичні загрози; у тому числі; втратила популярність; у зв'язку зі змінами в смаках; серед туристів; у цьому контексті; часто асоціюється з...; випадок; цей тип туризму;

зіткнувшись з критикою; останні спроби; висока якість туризму; з одного боку; з іншого боку; у багатьох відношеннях (аспектах); негативний вплив масового туризму; сьогодняшня індустрія туризму; з дуже високою швидкістю; у багатьох країнах, що розвиваються; найважливіша галузь зовнішньоекономічної діяльності; у місцевому ВВП; в останні роки; зі зростанням доходів людей; типове поєднання; зимова гірськолижна відпустка; національний парк; землетрус; Азіатські країни; туризм у регіоні; прогнози; продовжує зростати; зменшення/збільшення частки; трохи швидше; міжнародний туризм; у першому кварталі 21-го століття; кількість туристів; щоб зробити космічний туризм більш доступним; зробити можливим.

4. Make word combinations, translate them and find them in the text.

Temporary, terrorist, tourist, lost, shifting, excessive, environmental, destination, subsequent, low-quality, faces, belated, move, quality, decades, many, provides, permanent, crisis, attempts, setbacks, resort, towards, a paradigm, tourism, threats, destinations, respects, development, popularity, decline, tastes, saturation, building, of over-exploitation, destruction.

* * *

Negative, mass, particularly, environmentally, rapid, developing, in recent, destinations, break, impact, combinations, tourism, park, income, second, critical, disposable, operation, typical, holidays, weekend, unsustainable, national, hampered, clean-up, growing, severely, annual, continue, years, unacceptable, rate, average, countries, unspoil, politically.

* * *

Most, erected, slightly, pods, intraregional, cities, space, ships, first, popular, traditional, of the ocean, remain, dirigibles, space, faster, technological, airplanes, make, possible, air-ship, hotels, solar-powered, travel, large, improvement, on the surface, elevator, cruise tourism, floating, low, hotel, quarter, temporarily destinations.

5. Match the antonyms. Translate the pairs and find them in the text.

Temporary, rise, include, high-quality, lose, timely, low-quality, argue, belated, on the other hand, difficult, permanent, negative, gain, on our hand, intraregional, agree, slower, increase, positive, drop, easy, regional, exclude, faster, decrease.

6. Fill in the blanks with prepositions where necessary. Translate the abstract.

TRAVEL & TOURISM IN IRELAND REPORT

Euromonitor's travel and tourism series ... individual country reports investigate ... the challenges the industry is facing ... the wake ... the Iraq war, fears ... terrorism and general economic downturn... all the reports following a standardised format, the studies can be used to compare developments ... other key markets. Analysis ... positive and negative growth trends; demand factors; the operating environment and tourism parameters help provide a comprehensive picture ... current trends ... Ireland.

Sector coverage includes travel accommodation; transportation; car rental; travel retail and tourist attractions ... addition ... invaluable profiles ... the major players.

Write an essay on the topic "Trends and Recent Developments of the Travel Industry in Ukraine".

PROJECT WORK

1. Write a forecast for tourism development in Ukraine. Use real facts, figures and numbers. Support your forecast with statistics. Present your forecast to your group.
2. Choose a country. Make a presentation about recent tourism developments in the chosen country. Describe the existing trends in the tourism development of the country. Make your forecast about tourism development in the chosen country. Present your project to your group.

TEST 2. SPACE TOURISM

TEXT 1

Vocabulary

phenomenon - явище
purpose - мета
pleasure - задоволення
exceptionally - виключно
wealthy - заможний
to provide - постачати, забезпечувати
instead (of) - замість
attraction - привабливість, тяжіння
uniqueness - особливість
experience - досвід
thrilling - пронизливий
astronaut - космонавт
intense – значний, сильний, напружений
weightlessness - невагомість
advantage - перевага
success - успіх
exploration - дослідження
inevitable - неминучий, невідворотній
access - доступ
aspiration - надія
science fiction - фантастика
odyssey - одісея
belief - віра
to launch - запускати
futurologist - футуролог
to speculate - мислити
race - гонка
to signify - значити
to land - приземлятися
importance - важливість
to starve - дуже хотіти їсти
cash - готівка
crew - команда
broadcast - радіомовлення
scientific - науковий

whilst - доки
to resume - продовжувати
venture – ризикована справа
in charge of - бути відповідальним за
to offset - компенсувати
maintenance costs - витрати на технічне обслуговування
to dismantle - демонтувати
decision - рішення
fee - винагорода, плата
band - група (музична)
entrepreneur - підприємець
to cancel - скасовувати
former - перший згаданий
latter - останній згаданий
concern - тривога
disaster - катастрофа
to put on hold - зупиняти
vehicle - транспортний засіб
available - придатний, доступний
adventure - пригода
agreement - договір
to dedicate - присвячувати
preliminary - попередній
to view - розглядати
to propose - пропонувати
proposition - пропозиція
suborbital - суборбітальний
altitude - висота
to twinkle - мерехтіти
vista - перспектива, вид
law - закон, законодавство
soil - ґрунт
license - ліцензія
safety - безпека
to expect - очікувати
best case - найкращій випадок
according to - згідно з
to announce - оголошувати
lunar - місячний

to supersede - замінити
future - майбутнє
handout - рекламна листівка
to toy - грати
to create - створювати
to discard - відкидати, відмовлятися
fuel - паливо
fuel tank - паливний бак
feasibility - здійсненність
to acquire - здобувати
design - креслення
habitat - природне середовище
to abandon - залишати, відмовлятися

Read and translate the text.

SPACE TOURISM

Space tourism is the recent phenomenon of space travel by individuals for the purpose of personal pleasure. At the moment, space tourism is only affordable to exceptionally wealthy individuals and corporations, with the Russian space program providing transport. Some are beginning to favor the term "personal spaceflight" instead, as in the case of the Personal Spaceflight Federation.

Among the primary attractions of space tourism are the uniqueness of the experience, the awesome and thrilling feelings of looking at Earth from space (described by astronauts as extremely intense and mind-boggling), status symbol, and various advantages of weightlessness.

Early Dreams

After initial successes in space, many people saw intensive space exploration as inevitable. In the minds of many people, such exploration was symbolised by wide public access to space, mostly in the form of space tourism. Those aspirations are best remembered in science fiction works, such as Arthur C Clarke's "A Space Odyssey" and Larry Niven's "Known Space Stories". However, during the 1960s and 1970s, it was common belief that space hotels would be launched by 2000. Many futurologists around the middle of the 20th century speculated that the average family of the early 21st century would be able to enjoy a holiday on the Moon.

The end of the space race, however, signified by the Moon landing, decreased the importance of space exploration and led to decreased

importance of manned space flight.

Subsidiary Government Flights

With the realities of the post-Glasnost economy in Russia, the space industry was especially starved for cash. It was decided to allow Toyohiro Akiyama, a reporter for Japanese television company TBS, to fly in 1990 to Mir with the eighth crew and return a week later with the seventh crew, for a price of \$28m. Akiyama gave a daily TV-broadcast from orbit and also performed scientific experiments for Russian and Japanese companies.

Whilst it is argued that John Glenn was essentially a tourist on his 1998 shuttle flight (STS-95), commercial space tourism did not resume for another ten years. MirCorp, a private venture by now in charge of the space station, began seeking potential space tourists to visit Mir in order to offset some of its maintenance costs. Dennis Tito, an American businessman and former JPL scientist, became their first candidate. When the decision to dismantle Mir was made, though, MirCorp opted to instead send Tito to the International Space Station.

On the 28th of April 2001 Tito became the second fee-paying space tourist when he visited the ISS for seven days. He was followed by South African computer millionaire Mark Shuttleworth. More individuals were interested in making the trip, such as boy band singer Lance Bass and scientist/entrepreneur Gregory Olsen. However, both trips were canceled - the former due to funding problems, the latter due to health concerns. After the Columbia disaster, space tourism on the Russian Soyuz program was temporarily put on hold, as Soyuz vehicles became the only available transport to the ISS.

The American company Space Adventures has an agreement with the Russian space agency Rosaviacosmos for a dedicated commercial flight to the ISS. The price for a trip on the Soyuz rocket is \$20 million, with a preliminary launch date of 2005.

Commercial Space Flights

More affordable space tourism is viewed as a money-making proposition by several companies, including Virgin Galactic, Blue Origin, Armadillo Aerospace, XCOR Aerospace, Rocket plane, and others. Most are proposing vehicles that make suborbital flights peaking at an altitude of 100 kilometres. Passengers would experience several minutes of weightlessness, a view of a twinkle-free starfield, and a vista of the curved Earth below. Projected costs are expected to be in the range of \$100,000 per passenger, with costs dropping over time to \$20,000.

Under current US law, any company proposing to launch paying passengers from American soil on a suborbital rocket must receive a license from the Federal Aviation Administration's Office of Commercial Space Transportation (FAA/AST). The licensing process focuses on public safety and safety of property, and the details can be found in the Code of Federal Regulations, Title 14, Chapter III.

Constellation Services International (CSI) is working on a project to send manned spacecraft on commercial circumlunar missions. Their offer would include a week-long stay at the ISS, as well as a week-long trip around the Moon. They expect to be operational by 2008, according to their best case scenario. Space Adventures Ltd. has also announced that they are working on lunar missions, also possibly in 2008 or 2009.

In the long term, orbital tourism may be superseded by planetary (and, later still, interstellar) tourism. Such possibilities have been explored in detail in many science fiction works.

More information about the future of Space Tourism can be found at Space Tourism Lecture, which is a free online handout collection. Since 2003 Dr. Robert A. Goehlich teaches the world's first and only Space Tourism class at Keio University, Yokohama, Japan.

Space Hotels

In the late 1990s, some companies toyed with the idea of creating orbital hotels using discarded Shuttle fuel tanks or inflatable structures, but not much was done beyond feasibility studies.

More recently, American motel tycoon Robert Bigelow has acquired the designs of inflatable space habitats from the TransHab program abandoned by NASA. His company, Bigelow Aerospace is currently planning to launch a first orbital hotel by early 2006. Other companies have also expressed interest in constructing "space hotels". For example, Virgin executive and billionaire Richard Branson has expressed his hope for the construction of a space hotel within his lifetime.

TEXT WORK

1. Answer the questions.

1. What is space tourism?
2. Who can afford space travelling?
3. Who provides transport for space travels?
4. What are the attractions of space travels?
5. What did intensive space exploration symbolize for many people?
6. Where are these aspirations remembered best? Why?

7. What did people think of space hotels and holidays on the Moon in 1960s?
8. What happened with the importance of space exploration after the Moon landing?
9. What was the situation in Russian space industry in post-Glasnost economy?
10. Who was the first person to fly into space for money?
11. What did he do while in space?
12. How long was his trip?
13. Who was the next space tourist?
14. When did the commercial flights resume?
15. Why did MirCorp seek for potential space tourists?
16. Who is Dennis Tito?
17. Why wasn't he sent to the Mir station?
18. When and how long did Mr. Tito go to the ISS?
19. Who was the next tourist to visit ISS?
20. Why were two other trips cancelled?
21. Why was Russian Soyuz program put on hold for some time?
22. What is the price for a space trip?
23. What is the agreement between American Space Adventures and Russian Rosaviacosmos?
24. How is space tourism viewed by several American companies?
25. What are the suborbital flights?
26. What can a passenger experience on a suborbital flight?
27. What does current US law say to a company proposing to launch paying passengers?
28. What is the licensing process aimed at?
29. What project is CSI working on?
30. What will the trip include?
31. When will they start operating?
32. What will orbital tourism be superseded by?
33. What ideas do companies have about space hotels?
34. What did American tycoon Robert Bigelow acquire? What for?
35. What are the plans of his, company and other companies about space hotels?

2. Give Ukrainian equivalents to the following words and word combinations. Find and translate sentences with them in the text.

The recent phenomenon, providing transport, to favor the term, Personal Spaceflight Federation, among the primary attractions of space

tourism, awesome and thrilling feelings, extremely intense, mind-boggling, status symbol, wide public access to space, mostly, in the form of, aspirations, science fiction, it was common belief that, launched by 2000, space race, signified by the Moon landing, decreased the importance, subsidiary government flights, with the realities of, post-Glasnost economy in Russia, crew, daily TV-broadcast from orbit, whilst, it is argued that..., commercial space tourism, to resume, in charge of the space station, in order to, to offset costs, former scientist, to dismantle Mir, to opt, the second fee-paying space tourist, computer millionaire, boy band singer, due to funding problems, due to health concerns, Columbia disaster, temporarily put on hold, Soyuz vehicles, dedicated commercial flight, the price for a trip on the Soyuz rocket, money-making proposition, at an altitude of 100 kilometres, twinkle-free starfield, vista of the curved Earth below, in the range of \$100,000 per passenger, costs dropping over time to \$20,000, to focus on, public safety, safety of property, commercial circumlunar mission, a week-long trip around the Moon, according to their best case scenario, lunar mission, in the long term, orbital tourism, handout collection, to toy with the idea, discarded Shuttle fuel tanks, inflatable structures, motel tycoon, space habitats.

3. Give English equivalents to the following words and word combinations.

Космічний корабель(2), МКС, міжнародна космічна станція; космічний туризм; з метою особистого задоволення; нині; доступний тільки виключно багатим людям; особистий космічний політ; унікальність досвіду; описаний космонавтами (астронавтами); переваги невагомості; первинний успіх; інтенсивне освоєння космосу; неминучий; у умах багатьох людей; космічна одіссея; в середині двадцятого століття; середньостатистична сім'я; почало двадцять першого століття; насолоджуватися відпусткою на місяці; зменшило значущість; пілотований космічний політ; космічна промисловість; було вирішено дозволити; гостро потребувала грошей; японська телевізійна компанія; через тиждень; наукові експерименти; приватне підприємство; до справжнього моменту; вартість обслуговування; були зацікавлені; вчений/підприємець; обидва польоти були скасовані; перший (із згаданих); останній (із згаданих); єдиний транспорт, що мається в наявності; мати угоду (домовленість); російське космічне агентство; передбачувана дата запуску; доступніший; пропоновані транспортні засоби; суборбітальні польоти; на висоті сто кілометрів; пасажир

випробують; декілька хвилин невагомості; отримати ліцензію; процес ліцензування; за існуючим законодавством; пілотований космічний корабель; пропозиція включає; тижневе перебування на МКС; йому на зміну придуть планетарний і міжзоряний туризм; вивчити в деталях; безкоштовна лекція з космічного туризму в Інтернеті; перший і єдиний; космічні (орбітальні) готелі; зовсім нещодавно; отримувати проект; створити і запустити перший космічний готель; генеральний директор; мільярдер; виразив надію на...; будівництво; за життя.

4. Make word combinations, translate them and find them in the text.

Space, tourism, recent, phenomenon, space, travel, personal, intense, wealthy, studies, primary, pleasure, thrilling, advantages, described by, individuals, extremely, attraction, mind, tanks, status, successes, various, experience, initial, boggling, public, feeling, science, fuel, feasibility, express, personal, common, space, average, enjoy, moon, decreased, starve, decide, television, a week, seventh, TV-broadcast, scientific, shuttle, private, explored, inflatable, first, Japanese, Express, suborbital, circumlunar, space, maintenance, American, former, band, dismantle, computer, making, funding, health, put on, symbol, interest, astronauts, access.

* * *

Spaceflight, landing, company, importance, crew, experiments, structure, belief, later, venture, to allow, in detail, race, flight, a holiday, candidate, for cash, from orbit, family.

* * *

Commercial, more, money-making, several, minutes of, projected, current, paying, American, public, receive, licensing, safety, of a week-long, best case, lunar, orbital, manned, motel, weightlessness, flight, property, missions, stay, companies, proposition, scenario, passengers, process, affordable, soil, spacecraft, costs, a license, tycoon, law, safety, rip.

5. Match the synonyms. Translate the pairs and them in the text.

Cosmonaut, spacecraft, private, different, space, travel, common, company, security, entrepreneur, director, build, habitat, purpose, transport, space tourism, executive, aim, personal, businessman, corporation, agreement, safety, abandon, astronaut, various, average, vehicle, rocket, hotel, contract, construct, reject.

6. Make a summary of the text.

□ **Write an essay on the topic "My Dream".**

PROJECT WORK

Advertise on space tourism. Work out itineraries and describe all options for space travels and travellers. Work out terms, conditions and requirements for the trip. Make presentation to your group.

TEST 3. ADVENTURE TOURISM

Vocabulary

adventure - пригода
niche - ніша
exploration - дослідження
remote - далекий
to expect - очікувати
beach - пляж
inaccessible - недосяжний
hostile - ворожий
to require - вимагати
grit - витримка
to involve - залучити до
to surpass - перевершувати
wonder - диво
to discover - відкривати
researcher - дослідник
according to - згідно з
backcountry - дика місцевість
insignificant - незначний
bat guano - кажан гуано
to contain - утримувати
pit - яма
dead-end - безвихідь, глухий кут
passage - прохід
unique - рідкісний
subterranean- підземний
to roar - ревіти
rubble - руїни
cave - печера
obvious - явний
route - шлях
to gain permission - отримати дозвіл
to dig - копати
breakthrough - крок уперед
to occur - трапитися
mere - простий
cavern - печера

to explore - досліджувати
depth - глибина
surface - поверхня
to flock to - сходиться
rare - рідкісний
array - маса
gypsum - гіпс
chandelier - люстра
beards - борода
soda straw - соломинка для коктейлю
balloon - шар
pearl - перлина
loop - петля, зашморг
wilderness - пустеля
to extend - простягатися
access - доступ
approved - схвалений
survey - дослідження
spelunker - спелеолог
otherwise - інакше
to satisfy- задовольнятися

Read and translate the text.

THE UNKNOWN CAVE OF MYSTERY

Adventure tourism is a type of niche tourism involving exploration or travel to remote areas, where the traveller should expect the unexpected. Adventure tourism is rapidly growing in popularity as tourists seek unusual holidays, different from the typical beach vacation.

Adventure tourism typically involves travelling into remote, inaccessible and possibly hostile areas. It may include the performance of acts that require significant effort and grit and may also involve some degree of risk.

The Lechuguilla Cave in Carlsbad National Park, Colorado, surpasses the more famous Carlsbad Cavern itself in size and, perhaps, natural beauty, but few have seen the wonders of this under-unexplored cavern, or discovered the secrets and mysteries it may hide, for the cave is closed to all but scientific researchers.

According to a National Parks Service web site, Lechuguilla Cave was known until 1986 as only a small, insignificant historic site in the

park's backcountry. Small amounts of bat guano were mined from the entrance passage for a year under a mining claim filed in 1914. The historic cave contained a 90-foot entrance pit which led to 400 feet of dry dead-end passages.

Or so thought geologists who have been studying the unique subterranean structure of the Guadalupe Mountains of Texas and New Mexico for decades. But in the mid 1950s cavers heard wind roaring up from the rubble-choked floor of the cave. Although there was no obvious route, different people concluded that cave passages lay below the rubble. A group of Colorado cavers gained permission from the National Park Service and began digging in 1984. The breakthrough, into large walking passages, occurred on May 26, 1986.

What was once thought of as a mere geologic anomaly in the cavern rich region quickly became one of the world's most exciting cave explorations into one of the finest known caves on the planet.

In all, over 100 miles of passages have been explored in recent years and the depth of the cave has been tracked to 1,567 feet below the surface, ranking Lechuguilla as the fifth longest cave in the world (third longest in the United States) and the deepest limestone cave in the USA.

Cavers and geologists from around the world have flocked to the site to examine rare arrays of speleothems, some of which had never been seen anywhere in the world, including a 20-foot gypsum chandelier, 20-foot gypsum hairs and beards, 15-foot soda straws, hydromagnesite balloons, cave pearls, subaqueous helictites, u-loops and j-loops.

Lechuguilla Cave lies beneath the national park wilderness area. But researchers theorize that the cave's passages may extend out of the park into adjacent Bureau of Land Management (BLM) land.

Access to the cave is limited to approved scientific researchers, survey and exploration teams, and NPS management-related trips. But serious spelunkers can check with the National Park Service to see if they or their group can be included in special trips into the cavern.

Otherwise, adventure activists will have to settle for backcountry hiking and camping in the park's wilderness area and be satisfied simply roosting on top of what may well be the world's largest cavern system.

TEXT WORK

1. Answer the questions.

1. What is adventure tourism?
2. Why is adventure tourism rapidly growing?

3. What does adventure tourism include?
4. Why is Lechuguilla Cave so interesting and notable?
5. What was known about Lechuguilla Cave before 1986?
6. What did the historic cave contain?
7. What happened in the cave in 1950s?
8. What did the researchers think of that?
9. What did the scientists began doing?
10. What happened in May 1986?
11. What was thought of the cave before 1986 and what is thought of the cave now?
12. How big and deep is the cave?
13. Why did cavers and geologists all over the world flock to the cave?
14. What is interesting about the speleothems of the cave?
15. What is the size of the cave, scientists think?
16. Who can access the cave?
17. What can adventure activists do to see the cave?

2. Give Ukrainian equivalents to the following words and word combinations. Find and translate the sentences with them in the text.

Adventure tourism, niche tourism, inaccessible and possibly hostile areas, require significant effort and grit, the wonders of this under-unexplored cavern, scientific researchers, web site, insignificant historic site, park's backcountry, bat guano, entrance passage, mining claim filed, dry dead-end passages, wind roaring, rubble-choked floor of the cave, world's most exciting cave explorations, finest known caves, tracked to 1,567 feet, below the surface, the deepest limestone cave, flocked to the site, gypsum chandelier, gypsum hairs and beards, soda straws, hydromagnesite balloons, pearls, subaqueous helictites, rusticles, u-loops, j-loops, approved scientific researchers, special trips into the cavern, otherwise, backcountry hiking and camping, roosting on top.

3. Give English equivalents to the following words and word combinations.

Включаючи дослідження; подорожувати у віддалені райони; треба чекати; зростаюча популярність; туристи шукають; незвичайний відпочинок; відрізнятися від звичайного відпочинку на пляжі; деяка міра ризику; невідома печера; перевершувати; за розміром; природна краса; відкрити секрети; оскільки печера закрита; згідно...; невелика кількість; складалася з входу завдовжки близько 30 метрів; привело до...; так думали геологи; унікальна підземна структура; не було видимого проходу; прорив; регіон,

багатий печерами; різні люди дійшли висновку; печерні коридори; отримати дозвіл; більше ста миль проходів; глибина печери; п'ята у світі печера по довжині; вивчати рідкісні масиви наростів на зведеннях печери; ніде у світі; під територією національного парку; тягнуться за межі парку; доступ в печеру; обмежений; дослідницькі команди учених; серйозні спелеологи; розміститися; найбільша у світі печерна система.

4. Make word combinations, translate them and find them in the text.

Adventure, niche, remote, expect, rapidly, unusual, typically, hostile, breakthrough, significant, unknown, national, web, historic, tourism, cave, park, trips, occurred, holidays, site, growing, amounts, passage, the unexpected, site, areas, tourism, small, entrance, dead-end, special, involves, exploration, areas, effort.

Typical, subterranean, roaring, obvious, cave, people, gain, geologic, below, rare, gypsum, subaqueous, wilderness, adjacent, exploration, serious, backcountry, cavern, land, passages, teams, arrays, area, structure, beach vacation, wind, spelunkers, helictites, route, concluded, permission, chandelier, anomaly, the surface, hiking, system.

5. Match the synonyms. Translate the pairs and find them in the text.

Remote, look for, seek, secret, rapidly, happen, amount, region, cave, beneath, mystery, place, web, quantity, occur, clear, site, internet, find, fast, obvious, cavern, below, discover, area, distant.

6. Make a summary of the text.

Write an essay on the topic "My Real Adventure".

TEST 4

Vocabulary

race - гонки
to rival - суперничати
excitement - захоплення
to offer - пропонувати
thrill - захоплення
counterpart - колега
endurance - витривалість
to be up to - збиратися
agenda - порядок денний
to facilitate - сприяти
to participate - приймати участь
to compete - змагатися
skill - уміння
to complete - завершити
seasoned racer - учасник змагань
opportunity - можливість
to require - вимагати
terrain - ландшафт
to check-in - реєструватися
key - ключ
to determine – визначати
success – успіх
genre - жанр
challenge - завдання
mental - розумовий
strategy - стратегія
smart - розумний
to solve - вирішувати
decision – рішення
failure – невдача
competitor – учасник змагань
gear - спорядження
to disperse - поширити
rate - ціна
condo - кооперативна квартира
occupancy – заволодіння

Read and translate the text.

WINTER RACE TO RIVAL SUMMER EVENT

The annual Big Blue Winter Adventure Race is set to take place at Northstar-at-Tahoe in January, offering the same great excitement and thrills as its summer season counterpart (the Big Blue Summer Adventure Race) in a winter wonderland environment.

Get out the skis and snowshoes and start building your endurance if you're up to this grand winter adventure in one of America's premier winter playgrounds.

The race agenda calls for plenty of backcountry skiing. The resort has announced plans to open large areas of new backcountry skiing to facilitate this new winter adventure sport.

The Big Blue Winter Adventure Races are multi-sport events in which teams participate and compete in Backcountry activities including; Free

Heel skiing or Randonee, Snowshoeing, Transceiver location, Orienteering and Map & Compass skills. Designed such that participating teams will complete the race with times ranging from 4 to 7 hours, the events will challenge the seasoned adventure racer and provide those new to adventure racing an opportunity to participate.

In the race, teams will be required to race through various terrain and check-in at several points throughout the course. The order in which the teams chose to complete the check-points is one of the key factors in determining their success.

The event marks the continued growth of adventure sporting, a new genre of outdoor challenge that has been gaining popularity in recent years, especially among extreme adventure sport enthusiasts.

Adventure racing is not only a physical sport, but requires mental planning and strategizing. Topographical maps, compass work and navigational skills play an important part in a team's overall success.

With many elements reminiscent of European autorace rallies, adventure racing can require teams to play smart as well as be able to solve navigational and strategy challenges while participating in the race. Making the right decision at one turn or another can make the difference between success and failure.

The events start and finish at the same location. At the sound of the starting gun competitors will race over a variety of terrain on snowshoes, backcountry skies, orienteer and navigate, and demonstrate rescue &

safety technique in a simulated avalanche. The gear you choose for each stage of the course is up to you.

Participants can race in teams of two. The teams may be co-ed or same sex. The entry fee is \$180. The cash purse will be dispersed among the top placing teams.

Lodging at Northstar is available at special race rates. You can stay at one of Northstar-at-Tahoe's area condos or village rooms for as little as \$83 a night. Packages start as low as \$83 per person, per day, based on double occupancy in a studio condo. Other rates and unit types are available.

We welcome you to our annual Big Blue Winter Adventure Race!

TEXT WORK

1. Answer the questions:

1. What does Big Blue Winter Adventure Race offer?
2. What do you need for this winter adventure?
3. Where will Big Blue Winter Adventure Race take place?
4. What is on the agenda of the race?
5. What events are included into the Race?
6. How much time does it take to complete the race?
7. Is the race oriented on a seasoned racer or a beginner?
8. Why is the event popular?
9. What is adventure racing?
10. What does adventure race require?
11. What skills do you need for the race?
12. What is the plan or activities at the event?
13. What kinds of teams participate in the race?
14. What is the entry fee?
15. What does the winner get?
16. What are the special offers for the participants of the race?

2. Give Ukrainian equivalents to the following words and word combinations. Find and translate the sentences with them in the text.

Rival, great excitement and thrills, summer season counterpart, winter wonderland environment, you're up to, premier winter playgrounds, calls for, backcountry skiing, multi-sport events, including: Free Heel skiing, transceiver location, Map & Compass skills, the events will challenge, race through various terrain, to complete the check-points, new genre of outdoor, challenge, extreme adventure sport enthusiasts, requires mental planning, strategizing, reminiscent of European autorace

rallies, can make the difference, at the sound of the starting gun, competitors will race over a variety of terrain on snowshoes, is up to you, entry fee, cash purse, lodging, area condos, we welcome you to.

3. Give English equivalents to the following words and word combinations.

Щорічний, діставайте лижі; снігоступи; починайте тренувати свою витривалість; зимові пригоди; порядок денний гонки; багато їзди на лижах по пересіченій місцевості; оголошувати плани; сприяти розвитку зимового спорту; команди беруть участь і змагаються; орієнтування; задуманий так, що...; команди, що беруть участь; досвідчений учасник гонки; можливість брати участь; реєструватися в декількох точках; на всьому протязі маршруту; послідовність; один з ключових чинників; визначальний успіх; набирати популярність; останні роки; особливо серед...; топографічні карти; навігаційні навички; відігравати важливу роль; у загальному успіху команди; від команд потрібно; грати розумно; вирішувати навігаційні і стратегічні завдання (проблеми); приймати правильні рішення; між успіхом і поразкою; у одному і тому ж місці; техніка безпеки і рятувальні прийоми; на імітованій лавині; ви вибираєте; на кожному етапі маршруту; команди можуть бути спільні або одностатеві; розподіляється між командами, що перемогли; доступний за спеціальною ціною; з людини.

4. Make word combinations, translate them and find them in the text.

Winter, great, summer, wonderland, building your, premier, backcountry, announced, multi-sport, transceiver, compass, participating, complete the, events, plants, skiing, winter playgrounds, location, endurance, skills, years, environment, teams, season, race, location, opportunity, various, key, continued, determining their, outdoor, gaining, recent, same, excitement, success, popularity, race, growth, challenge, to participate, terrain, rooms.

Sport, physical, mental, topographical, navigational, play an important, overall, autorace, play, strategy, right, complete, the same, starting, safety, simulated, entry, cash, special, village, double, sex, technique, success, planning, map, gun, fee, enthusiasts, challenges, decision, avalanche, skills, purse, accupancy, the check-points, part, rallies, race rates, factors, smart, sport.

5. Match the antonyms. Translate the pairs and find them in the text.

Outdoor, failure, success, different, gain, much, physical, indoor,

seasoned race, lose, the same, single, little, mental, double, regular, special, newcomer.

6. Make a summary of the text.

Write an essay on the topic 'Trends and Recent Developments of Adventure Tourism in...' (choose any city or region or country).

PROJECT WORK

Create an adventure tour **in your city or region**. Work out the itinerary. Describe necessary gear and equipment; health, insurance and other requirements. Advertise on your tour. Make a presentation of your tour to the customers.

TEST 4. SIGHTSEEING

Vocabulary

bank - берег

to lean - нахилитися

leaning Tower - падаюча вежа

modest - скромний

growth - зріст

vital - життєвий, необхідний

naval - флотський

base - база

war - війна

venture - ризикована справа

coast - узбережжя

importance - важливість

ally - союзник

to thrive - процвітати

renowned - відомий

tradesman - торгівець

shipbuilder - будівник кораблів

to decline - занепадати

to occur - трапитися

internal - внутрішній

among - серед

reign - керування

renaissance - відродження

public - суспільний, громадянський

government - уряд

treaty - договір, угода

eventually - остаточно

approximately - приблизно

to incorporate - приєднувати

to inscribe - записувати

entrance - вхід

alongside - поряд

straight - прямо

constructive - конструктивний, будівельний

discrepancy - розходження, невідповідність

depth - глибина

foundation - фундамент
to halt - зупинятися
to cause - спричиняти
disruption - порушення
to add - додавати
to cumulate - накопичувати
delay - затримка
actually - дійсно
to facilitate - прискорювати
firmly – міцно
gradually - поступово
to remain - залишатися
wonder - диво
admission - вхід
climb - підняття, сходження
to reward - нагороджувати
worth seeing - варто подивитися
marvel - диво
miracle - диво
imposing - величний
splendid - чудовий
cathedral - собор
to contain - містити
cemetery - кладовище
ancient - стародавній
to link - поєднати
direct – прямий

Read and translate the text.

PISA, ITALY -Home of the Famous Leaning Tower of Pisa

Pisa is situated on the banks of the river Arno, in the North-West Tuscany region of Italy — about 80 km from Florence and 10 km from the sea. Pisa is one of Italy's most popular tourist centres. This town is closely associated with the well-known Leaning Tower.

History

Pisa was never much more than a modest fishing village before the growth of the Roman Republic. With the Portus Pisanus — the Pisan port — serving as a vital naval base for the Romans during the Gallic wars, as well as during other colonizing ventures across the Spanish coast, the city

grew in importance and strength as an official ally of Rome. By the time of the Empire, begun under Caesar Augustus in the 1st century A.D., the city was a thriving colonia, renowned for its skilled tradesmen and shipbuilders.

Unfortunately, the 13th century would go on to see the city's power decline dramatically; this occurred because of continued internal fighting among the Italian city-states — most particularly the damaging wars against the Guelph cities of Tuscany, led by Florence. In the 16th century A.D., however, during the reign of the Medici, the city regained some peace and prestige as it flowered in a cultural renaissance. Galileo Galilei, the great astronomer, was born in Pisa in 1564 and attended the city's university for some years. Throughout the following century, the university grew in strength and importance, various civil offices were instituted, and many important public works were constructed, including the Aqueduct of Asciano (1601) and the Canal of Navicelli (1603.)

Medici rule over Pisa ended when the Lorraine Government, by means of the Treaty of Vienna, secured sovereignty for the city under the Granduchy of Tuscany in 1738 A.D. Pisa would eventually become officially incorporated into the Kingdom of Italy by approximately 1860.

The Leaning Tower of Pisa

The famous "leaning" tower of Pisa was begun in 1173, as inscribed on a plaque carved at the entrance of this most unusual structure. Situated in the Piazza dei Miracolo, it stands alongside the accompanying Cathedral, Baptistry and Monumental Cemetery.

The building of the tower began straight off with some constructive discrepancies, most particularly the unsatisfactory depth of the foundations, which go down just three metres into dry stony earth. Work on the tower was halted after the construction of only three floors due to these foundational problems, which were already causing the tower to lean. Throughout the tower's history, construction continued to be halted periodically, primarily due to political disruptions and wars with the city of Florence, among others. In 1275, over a century after it was first begun, three more floors were added to the tower. Another six were built in 1284.

Although the final lean cumulated at 14 feet out of line, the long delays during the tower's construction actually facilitated its stabilization, as it was able to settle more firmly into the ground gradually with each era of construction. And the tower remains standing today, its unusual lean making it one of the most famous of Italy's many architectural wonders.

Admission to the tower costs approximately 15 euros (extra for

additional attractions).

One hour train ride from Florence.

The climb is not too strenuous and rewards the hiker with a beautiful view of the city!

(It is recommended to get to the Tower early, and visit it first before moving on to other buildings in the Piazza).

Other Attractions

Although Pisa is best known for the world famous Leaning Tower, it is not the only thing worth seeing here. Other architectural and artistic marvels of this beautiful city include: Piazza del Duomo - the square is known as the Campo dei Miracoli - the Field of Miracles. The famous tower and the imposing cathedral are located here.

Duomo di Pisa - the city's splendid Cathedral contains artwork by Giambolna, Dela Robbia, and other famous Italian painters.

Baptistry - a circular building with a large round Romanesque dome located near the cathedral and leaning tower, with excellent acoustics. It houses sculptured decorations and provides a fine view of the city at the top.

Campo Santo - a very large cemetery building with a collection of ancient Roman sculptures and pre-Renaissance paintings by the "Master of the Triumph of Death".

Airport Connections

Pisa International Airport (Galileo Galilei) has domestic and international air links with several European cities including direct air links with Rome, Milan, Amsterdam, Barcelona, Brussels, London Gatwick, Madrid, Frankfurt Hahn, Munich and Paris Charles De Gaulle.

TEXT WORK

1. Answer the questions:

1. Where is Pisa situated?
2. What is Pisa associated with?
3. What was Pisa before the growth of Roman Republic?
4. What meaning had the Pisan port for Romans?
5. When and why did the city grow in strength and importance?
6. What was Pisa in the time of the Empire?
7. What happened to Pisa in the 13th century and why?
8. What was going on in the city during the reign of Medici?
9. Who is Galileo Galilei?
10. Why is Pisa associated with the name of Galileo Galilei?

11. What important things happened in Pisa throughout the 17th century?
12. When and how did Pisa become incorporated in the kingdom of Italy?
13. When was the famous Leaning Tower of Pisa begun?
14. How did you know that?
15. Where is the Leaning Tower situated?
16. Why did the tower begin to lean?
17. Why were the works on the tower halted? For how long?
18. How many floors were built in the tower?
19. How big is the final lean of the tower?
20. What helped the tower to settle firmly into the ground?
21. How much is the admission fee to the tower?
22. What will the visitor see from the top of the tower?
23. What are other attractions of the city of Pisa? What are they famous for?
24. What airport connections does the city have?

2. Give Ukrainian equivalents to the following words and word combinations. Find and translate sentences with them in the text.

Closely associated with, Leaning Tower, the growth of the Roman Republic, a vital naval base, colonizing ventures, city grew in importance, a thriving colonia, renowned for, skilled tradesmen and shipbuilders, power decline dramatically, continued internal fighting, city regained some peace and prestige, it flowered in a cultural renaissance, attended the city's university, important public works, Medici rule over Pisa, by means of, the Treaty of Vienna, secured sovereignty for the city, officially incorporated into the Kingdom of Italy, as inscribed on a plaque carved at the entrance, the building of the tower began straight off, with some constructive discrepancies, dry stony earth, work on the tower was halted, due to political disruptions, three more floors were added to the tower, final lean, cumulated at 14 feet out of line, facilitated its stabilization, to settle more firmly into the ground, remains standing, its unusual lean, one hour train ride, the climb is not too strenuous, architectural and artistic marvels, imposing cathedral, splendid Cathedral, a large round Romanesque dome, it houses sculptured decorations, provides a fine view of the city at the top, pre-Renaissance paintings, domestic and international air links, direct air links.

3. Give English equivalents to the following words and word combinations.

На берегах річки Арно; на відстані приблизно 80 км від...; туристські центри; скромне рибальське село; узбережжя Іспанії;

офіційний союзник Риму; у першому столітті нашої ери; на жаль; це сталося, тому що; міста-держави; руйнівна війна проти...; проте; за часів правління Медічі; великий астроном; впродовж усього наступного століття; університет був посилений і зміцнив свою важливість; були засновані різні цивільні інститути; врешті-решт став; приблизно; незвичайна будова; знаходиться поряд з; особливо; недостатня глибина фундаменту; йшов вниз на глибину всього трьох метрів; після зведення трьох поверхів; завдяки...; стало причиною нахилу вежі; упродовж усієї історії вежі; будівництво; періодично; призупиняти; в першу чергу; більше століття опісля; довгі затримки; насправді; поступово; диво архітектури; вхід; рекомендується; відвідати спочатку...; єдине, що...; варто подивитися; кругла будівля; з відмінною акустикою; велике кладовище; древні римські скульптури; міжнародний аеропорт Пізи; декілька європейських міст.

4. Make word combinations, translate them and find them in the text.

Tourist, closely, leaning, modest, roman, naval, Gallic, colonizing, Spanish, grew, official, wars, ventures, fishing village, centres, associated, coast, ally, colonia, in strength, base, fighting, a thriving, skilled, decline, internal, most, tradesmen, dramatically, particularly, republic, tower.

Foundational, throughout, halt, political, long, facilitate, settle, remains, unusual, architectural, admission, train, worth, strenuous, ride, seeing, problems, the history, lean, periodically, to the tower, stabilization, climb, wonders, standing, delays, disruptions, more firmly.

Artistic, cathedral, beautiful, the field, famous, imposing, circular, round, excellent, sculptured, fine, large, ancient Roman, pre-renaissance, international, direct, city, building, tower, cemetery, Romanesque dome, decorations, acoustics, view, of miracles, paintings, marvels, sculptures, links, airport.

5. Match the synonyms. Translate the pairs and find them in the text.

Well-known, bank, rich, popular, occur, firm, square, splendid, build, about, cathedral, halt, excellent, continue, wonder, imposing, approximately, solid, thriving, church, coast, famous, piazza, construct, marvel, go on, marvellous, renowned, happen, magnificent, stop, perfect.

6. Retell the text.

Write an essay on the topic "Sightseeing Attractions in My City/Region"

TEST 5

Vocabulary

to sop up – убирати, усмоктувати
glut - надлишок
uniquely - унікальний
amazingly - дивно
ethereal - вишуканий
undiscovered - нерозкритий
off the beaten track – далеко від звичних маршрутів
monastic - монастирський
hermit - відлюдник
to seek (sought) - шукати
solitude - самотність, самота
rift - тріщина, розколина
pinnacle - кульмінаційний пункт
valley - долина
Byzantine Empire - Візантійська Імперія
seam - пласт
peninsula - півострів
pirate raids - напади піратів
persecution - переслідування
encounter - зустріч
to avoid - уникати
to settle - оселитися
endowment - внесок, пожертва
community - громада, община
monastery - монастир
to hoist - піднімати
net - сітка, мережа
cliff - скеля
waste - відходи
to paved - брукувати, устеляти
to wind - витися
spectacular - захоплюючий
vista - вид
bend - вигин дороги
film – плівка
suspended - підвішений
reasonably - розсудливо

fit - у формі
carving - різьблена робота
fall - осінь
remote - далекий
downright - досконало
freezing - дуже холодно
to taste - куштувати
stew - тушковане м'ясо
to embark - сідати на корабель, починати
guу - хлопець
country - країна
worth - вартий
except for - крім
castle - chateau - замок
to perch - сидіти
hilltop - вершина
mystery - таємниця
sparkling wine - ігристе вино
trail - тропа, слід
wallet - гаманець
lodging - житло
plentiful - рясний
Province - Прованс
to ignore - ігнорувати
range - вибір, ряд
rural - сільський
to slow down - збавити швидкість
leisurely - повільний
pace - шаг
cider - сидр
to contemplate - розмірковувати
pilgrimage route - маршрут пілігримів
passing through - проходити крізь
to temper - стримувати
to swelter - знемагати від спеки
in the high season - пік сезону
to witness - бути свідком
thunder storm - гроза
none - по - ні

to drag - тягти, волочити
patio - внутрішній двір
incredible – неймовірний

Read and translate the text.

EUROPE OFF THE BEATEN TRACK

It's fine to visit the European capitals. They're all big enough to sop up a glut of tourists. But smaller places that are both uniquely interesting and lightly travelled are getting more difficult to find and often seem amazingly ethereal: travel is so easy today that Rick Steves' back doors stop becoming back doors the minute he mentions them.

So my favorite places aren't undiscovered - they're just a bit too far off the beaten track for the mega-tourism companies to worry about.

Meteora - Greece

Monastic history starts in Meteora in the 11th century when the first hermits sought peace and solitude in the rifts and caves in the isolated pinnacles that rise above the valley of the Pineios (Pinios) river. By the 14th century the Byzantine Empire was coming apart at the seams and the monastic communities of the Athos peninsula were always in danger of Turkish pirate raids and other persecution. After one such encounter, three monks went searching for a rather inaccessible home to avoid it all. They eventually settled on top of a rock called *Stylos*. Endowments and people followed, and an amazing community of 24 monasteries built pinnacles on was born. Everything got hoisted up (and down) by nets, even people. And the toilets? Off the cliffs went the waste - all of it.

Today, a paved road winds between the largest monasteries. The most spectacular vistas in all of Europe are just around the bend. Bring plenty of film. Meteora means "suspended in air" and they mean it.

You can find a hotel in Kalambaka and walk to the monasteries from there if you're reasonably fit - Kalambaka is 9 kms from the monasteries. There are busses, tours, and taxis as well.

Close by: Metsovo, a small community of excellent woodcarvers is just to the northwest of Kalambaka. Much of the really fine carving you'll see in the monasteries comes from the carvers of Metsovo, but if you go to Metsovo (easy by bus) you can buy carvings made for tourists as well.

When to go: Spring or fall to avoid crowds. Yes, this is a place that's "discovered" but remote. Late fall works well, although it'll be cold in the morning, and downright freezing in Metsovo, higher up in the mountains. Still, this allows you to taste Greece's "other" cooking, the hearty and

warming stews you don't get in summer.

Cathar Country - France

I was at a party just before embarking on my first European vacation in the 70's when I asked a French guy I'd just met what his favorite city in Europe was. He answered "Carcassonne," a walled city smack in the heart of Cathar country. By golly, he was right; Carcassonne is definitely worth a day or two in itself. But I've since made a recent trip back to the area and discovered many other interesting things to see in the Aude region - except for tourists - and it was the middle of the season.

What's here? Castles perched high on hilltops, the mysteries of Rennes le Chateau, great sparkling wine called Blanquette de Limoux, and great walking trails. Plus, Cathar country is easy on your wallet; the Aude is one of France's poorest areas and lodging is relatively cheap and plentiful.

What's nearby: Province isn't far, and if you're driving it's a great "next stop."

Asturias - Spain

Northern Spain is ignored by many American tourists, yet it's one of the places I'd go back again and again. Some of the attractions are rightfully famous, including the prehistoric painted cave called Altamira - the "Sistine Chapel of Prehistoric Art". The country around the Picos de Europa range is some of the most beautiful in Europe. Lodging options include nice historic country inns called Posadas, as well as Casa Rurales - rural houses that will allow you to slow down your vacation and see the countryside at a leisurely pace.

This is a rural area that preserves its history and way of life in a way that can be attractive to tourists looking to discover a beautiful solitude. Have a cider, some of the local blue cheese called Cabrales, and contemplate a trip to one of the regions prehistoric caves - or a walk along the pilgrimage route passing through the pretty port town of Ribadesella.

When to Go: Tempered by the cool Bay of Biscay to the north, Northern Spain doesn't swelter in the summer, usually. Don't be afraid of going in the high season, although we did witness some incredible thunder storms in July. Did it stop us? Nope - we just dragged a chair out under the covered patio of our "casa rurale", got out a camera and some cheese and bread, and watched nature's finest display of natural fireworks. Incredible.

TEXT WORK

1. Answer the questions.

1. Why is it fine to visit European capitals?
2. Why are small places interesting to travel to?
3. Why are such places difficult to find?
4. Where is Meteora?
5. When was the town of Meteora started? Why?
6. Who live in Meteora now?
7. What can you see in Meteora?
8. Where can you live in Meteora?
9. What is close to Meteora?
10. When is the best time to visit Meteora?
11. Where is Carcassonne?
12. What is interesting to see there?
13. What is near Carcassonne?
14. What is northern Spain famous for?
15. What are the lodging options there?
16. What food is peculiar there?
17. What is interesting to see in Asturias?
18. When is the best time to go to northern Spain?
19. What can you do there if it rains?

2. Give Ukrainian equivalents to the following words and word combinations. Find and translate sentences with them in the text.

To sop up, lightly travelled, amazingly ethereal, back doors, a bit too far off the beaten track, mega-tourism companies, monastic history, hermits sought peace, isolated pinnacles, coming apart, monastic communities, persecution, a rather inaccessible home, eventually settled, top of a rock called *Stylos*, endowments, an amazing community, hoisted up, paved road winds, suspended in air, small community, fine carving, downright freezing, warming stews, before embarking, a walled city smack, by golly, definitely worth a day or two, many other interesting things to see, castles perched high on hilltops, easy on your wallet, plentiful, some of the attractions, at a leisurely pace, beautiful solitude, have a cider, local blue cheese, contemplate a trip, walk along the pilgrimage route, tempered by, sweltering in the summer, in the high season, under the covered patio, nature's finest display, incredible.

3. Give English equivalents to the following words and word combinations.

Місце відпочинку; європейські столиці; досить великий; надлишок туристів; унікально цікавий; важко знайти; як тільки він

згадає їх; мої улюблені місця; шукати світ і самоту; в ущелинах і скелях; височіє над долиною; до 14 століття; Візантійська Імперія; півострів; небезпека нападу турецьких піратів; після однієї такої зустрічі; три ченці; відправилися шукати; прекрасний вид; за поворотом; візьміть з собою багато фотоплівки; якщо ви в досить спортивній формі; відмінні різьбярі по дереву; на північ від р. Каламбака; легко добратися автобусом; щоб уникнути натовпів; видалений; пізня осінь добре підходить; високо в горах; перші канікули в Європі; французький хлопець; у самому серці графства Катар; він був правий; відмінний для туристів; прекрасне ігристе вино; прекрасні прогулочні шляхи; найбільшій район; відносно дешевий; якщо ви їдете на машині; наступна зупинка; ігнорується американськими туристами; по праву знаменитий; доісторична печера з наскальними малюнками; варіанти розміщення (проживання) включають; маленькі сільські готелі; сільські будинки; зберігати історію; стиль життя; привабливий для туристів; проходити через; Біскайська затока; свідчити; неймовірна гроза; дістали фотоапарат.

4. Make word combinations, translate them and find them in the text.

European, encounter, vacation, persecution, big, raids, uniquely, apart, lightly, community, amazingly, capitals, favorite, road, beaten, Empire, monastic, spots, sought, pinnacles, isolated, peace, Byzantine, vistas, coming, places, pirate, enough, other, ethereal, such, travelled, amazing, interesting, paved, history, spectacular, track.

Reasonably, woodcarvers, excellent, things, fine, carving, to avoid, worth, late, crowds, downright, fall, warming, city, before, fit, European, vacation, walled, embarking, definitely, cave, interesting, freezing, perched, high, sparkling, stews, walking, areas, rural, wine, painted, trails.

5. Match the synonyms. Translate the pairs and find them in the text.

Spot, at last, track, cliff, search for, rural, beautiful, porch, solitude, turn, hermit, cider, eventually, monk, apple wine, isolation, patio, place, rock, route, bend, accommodation, carving, look for, fall, speed, plentiful, autumn, country, wood craft, lodging, a lot of, pace, splendid

6. Make a summary of the text.

Write an essay on the topic "Undiscovered" Places In My City/Region".

PROJECT WORK

1. Create a **sightseeing tour around Ukraine**. Work out the itinerary for the tour. Make the schedule. Write an advertisement of the tour to the local newspaper. Make a presentation of your tour to the customers.
2. Create a **sightseeing tour around your city**. Work out the itinerary. "Publish" a booklet with information about the most important and interesting sights. Make your booklet attractive for customers. Make a presentation of your tour to the clients.

TEST 7. ECOTOURISM

Vocabulary

essentially - дуже важливо
connotation - значення
to define - визначати
current - поточний, теперішній
responsible - відповідальний
to conserve - зберігати
conservation - охорона природи, зберігання
environment - навколишнє середовище
to improve - удосконалювати, поліпшувати
well-being - добробут
people - народ
to favor - виявляти увагу, віддавати перевагу
vehicle - транспортний засіб
justification - виправдання
diversity - різноманіття
protection - захист
promotion - сприяння, стимулювання
to provide - постачати
benefits - вигода
community - спільнота
indigenous - місцевий
consent - згода
enterprise - підприємство
increase - зростання, збільшення
impact вплив, дія
affordability - доступність
lack - нестача, відсутність
waste - відходи
luxury - розкіш
marginal activity - незначна діяльність
to intend - намагатися
means - засіб
significant - значний
revenue - дохід
chunk - велика кількість
concept - концепція
to claim - вимагати

to abuse - зловживати
splendid - чудовий
detriment - утрата, шкода
to sensitize - робити чутливим
fragility - крихкість, ламкість
to condemn - засуджувати
to argue - сперечатися
precious - цінний
data - дані
to estimate - оцінювати
majority - більшість
to cause - бути причиною
controversy - спір, суперечка

Read and translate the text.

ECOTOURISM

Ecotourism essentially means ecological tourism, where ecological has both environmental and social connotations. It is defined both as a concept / tourism movement and as a tourism sector. Born in its current form in the late 1980s, ecotourism came of age in 2002, when the United Nations celebrated the "International Year of Ecotourism". The International Ecotourism Society (IES) defines ecotourism as "responsible travel to natural areas that conserves the environment and improves the well-being of local people". However, this is a vibrant, new movement and there are various definitions.

Many global environmental organizations and aid agencies favor ecotourism as a vehicle to sustainable development.

Ideally, true ecotourism should satisfy several criteria, such as:

- conservation (and justification for conservation) of biological diversity and cultural diversity, through ecosystems protection;
- promotion of sustainable use of biodiversity, by providing jobs to local populations;
- sharing of socio-economic benefits with local communities and indigenous people by having their informed consent and participation in the management of ecotourism enterprises;
- increase of environmental & cultural knowledge;
- minimisation of tourism's own environmental impact;
- affordability and lack of waste in the form of luxury.

For many countries, ecotourism is not so much seen as a marginal

activity intended to finance protection of the environment than as a major sector of national economy and as a means of getting currencies. For example, in countries such as Kenya, Ecuador, Nepal, Costa Rica and Madagascar, ecotourism represents a significant chunk of foreign revenue.

The concept of ecotourism is widely misunderstood and, in practice, is often simply used as a marketing tool to promote tourism that is related to nature. Critics claim that ecotourism as practiced and abused often consists in placing a hotel in a splendid landscape, to the detriment of the ecosystem. According to them, ecotourism must above all sensitize people with the beauty and the fragility of nature. They condemn some operators as "green-washing" their operations—that is, using the label of "ecotourism" and "green-friendly", while behaving in environmentally irresponsible ways.

Although academics argue about who can be classified as an ecotourist, and there is precious little statistical data, some estimate that more than five million ecotourists - the majority of the worldwide population - come from the United States, with other ecotourists coming from Europe, Canada and Australia.

Currently there are various moves to create national and international ecotourism certification programs, although the process is causing controversy.

TEXT WORK

1. Answer the questions.

1. What is ecotourism?
2. What connotation does "ecological" have?
3. When was ecotourism "born"?
4. What is the definition of ecotourism by IES?
5. Why do many global organizations and aid agencies favor ecotourism?
6. What criteria should true ecotourism satisfy?
7. How is ecotourism seen by different countries? Why?
8. Why is the concept of ecotourism misunderstood in practice?
9. Which way do the travel agencies abuse the concept of ecotourism?
10. How many ecotourists are there in the world? What countries are they usually from?
11. Why does the process of creating ecotourism certification programs cause controversy?

2. Give Ukrainian equivalents to the following words and word combinations. Find and translate the sentences with them in the text.

Environmental connotation, social connotation, responsible travel, to conserve the environment, aid agencies, sustainable development, justification for conservation, to provide jobs, local populations, socio-economic benefits, local communities, indigenous people, informed consent, marginal activity, major sector of national economy, foreign revenue, splendid landscape, to the detriment of the ecosystem, to sensitize people, "green-washing" their operations, green-friendly, certification programs, the process is causing controversy.

3. Give English equivalents to the following words and word combinations.

Екотуризм; екологічний туризм; значення для довкілля; існуюча форма; міжнародний рік екотуризму; природні зони; покращувати добробут; місцеві жителі; корінні жителі; місцеві народи; організації по захисту довкілля; задовольняти декільком критеріям; біологічна різноманітність (2); культурна різноманітність; стабільне використання біологічної різноманітності; управління екологічними підприємствами; підвищення рівня культурних знань; дія на довкілля; доступність; відсутність забруднення; фінансовий захист довкілля; значна частина; концепція екотуризму; на практиці; інструмент просування на ринок; зловживання; краса і крихкість природи; безвідповідально по відношенню до довкілля (природі); статистичні дані; світове населення; різні рухи; національні і міжнародні програми сертифікації екотуризму.

4. Make word combinations, translate them and find them in the text.

Ecological, society, social, development, tourism, diversity, current, movement, United, impact, ecotourism, definitions, responsible, criteria, natural, protection, local, area, various, tourism, environmental, knowledge, sustainable, organizations, several, form, biological, people, ecosystems, sector, socio-economic, marginal, connotation, cultural, travel, environmental, benefits, tourism, Nations.

Indigenous, revenue, finance, diversity, major, controversy, national, tool, significant, natural, foreign, sector, widely, cultural, people, marketing, population, promote, misunderstood, splendid, data, fragility of, moves, irresponsible, chunk, statistical, programs, worldwide, various, certification, cause, protection, ways, economy, tourism.

6. Retell the text.

Write an essay on the topic "Ecotourism in Ukraine"

TEST 6

Vocabulary

to announce - оголошувати
creation - творення, творіння
force - сила
to inspire - надихати
to instill - впроваджувати
journal - журнал
experience - досвід
to celebrate - святкувати
to describe - описувати
success - успіх
mangroves - mangrove trees - дерево манго
tangle - сплетіння
jungle - джунглі
gym - спортивний зал
to exist - існувати
padauk wood - червоне дерево
ivory - слонова кістка
to acquire - придбати
to paddle - веслувати, гребти
abundant - рясний
surface - поверхня
bat - кажан
to scare - лякати
beak - клюв
breast - груди
throat - горло
back - спина
wing - крила
eyes - очі
raven - ворон
human - людський
delight - захоплення
heron - чапля
nocturnal - нічний
shy - обережний
hardly - ледве
unbelievably - неймовірно

to advance - просуватися вперед
to narrow - зменшуватися
snag - несподівана перешкода
muddy - брудний
bank - берег
to surge - підніматися, нахлинати
to plunge - пірнати, кидатися вперед
battleship - військовий корабель
to judge - судити, осуджувати
frantically - несамовито
slippery - слизький
to slipper - ковзати
to toss - підкидати
to clamber - видиратися
to slither - ковзати
edge - край
to erupt - уриватися, вивергатися
spooked - наляканий
prey - здобич
to stir - розмішувати, мішати
to struggle - боротися
to fetch - досягати
bow - уклін, дуга
calm - спокійний
bubble - пухир, бульба
swirl - вихор

Read and translate the text.

IN THE LAND OF THE SURFING HIPPOS

Last September the Gabonese government announced the creation of 13 national parks, covering 11 percent of the country. A major force behind this decision was J. Michael Fay, a driven (some would say obsessed) biologist with the New York based Wildlife Conservation Society (WCS), who had walked some 2,000 miles across central Africa to document its flora and fauna. In Loango National Park, a model for the other parks, Fay made his efforts to instill solid management and inspire private investment, keeping a daily journal of his experiences. In his entries he celebrates the Loango's coast, speaks his mind about conservation, and describes some of the work that's making the world's

newest park system a success.

The Heron

The mangroves here are big trees, their stilt roots forming an impenetrable tangle like some kind of jungle gym.

I thought about the village. The people of Loango came to the bank of Congo River for padauk wood (prized for its hardness and bright red color), for elephant ivory, and to acquire slaves from the neighboring tribes. It's clear that oysters supplied the villagers with a steady source of food over many generations.

Paddling conditions were perfect - slight breeze coming off the ocean, cumulus clouds shading the sun (no more than 80°F), and not a tsetse fly to be seen. As we rounded the sharp bend leading us inland, the kayak leaving a silvery wake on the dark surface, some fruit bats scared up a big bird.

We got into position for a look, and my eyes met with what looked like an overdressed clown with a sharp beak. Its breast was a rich rusty brown, the throat a bright white, the back and wings a crisp blackish brown. But the eyes: Wow, what eyes! In a bird the size of a raven they were about as big as a human's and lined with a thick white ring. This thing was the most wonderful avian delight I'd ever seen. A look in *A Guide to the Birds of Western Africa* revealed the bird to be the white-backed night heron. "Largely nocturnal; secretive and very shy by day," the book said. Hardly an adequate description of what we saw. The authors might have added: "Yet another little known and unbelievably beautiful product of nature that can be seen on any day in Loango National Park."

The Hippo

As we advanced upstream, the river narrowed, and snags began to block our progress. My eyes scanned the muddy bank, which suddenly began to surge. So did my heart, as the form of a massive hippo materialized no more than 25 feet in front of the boat. Face-on to us, he plunged into the water like a battleship released from dry dock full-speed ahead. He'd been sleeping under a tree, and we had scared him in what he may have judged a surprise attack. We paddled frantically for the mangroves on the opposite bank, which seemed a mile away.

"Go, go, go," shouted Jane, "he's coming. He's right behind the boat." The theme music of "Jaws" popped into my head, along with visions of this behemoth chomping our plastic kayak right in half.

When we reached a tangle of mangrove roots - slippery like spaghetti

and virtually ungrippable (ungraspable) - I tossed the paddle aside and catapulted Malia up into the tree. Jane and I followed, clambering and slithering over the spaghetti branches until we had about ten feet of jungle between us and the water's edge. We looked back only to see a boil of water erupting just behind the empty kayak. The hippo had plunged into the black depths.

We sat motionless for the better part of an hour, eyes fixed on the water like spooked prey. Because passage on foot through the mangrove maze wasn't an option, we'd have to hop back in that boat and get ourselves downstream without stirring the now invisible beast. All was quiet. Would it stay that way?

Jane and Malia struggled through the mangrove roots until they were about a hundred feet downstream. I jumped in the kayak, tipping it hard from side to side to call the hippo's bluff. The water stayed calm. No bubbles, no movement. That was good. I recovered the paddle and lost no time in zipping downstream to fetch the ladies, slipping as quietly as possible past every swirl and bubble.

TEXT WORK

1. Answer the questions.

1. How many National Parks did the Gabonese government create? When?
2. Who was a major force behind this decision?
3. What did Michael Fay do in Africa?
4. What kind of trees are mangroves?
5. Why did the people of Loango come to the bank of Congo River?
6. What was the steady source of food for the local people?
7. What were the paddling conditions there?
8. When did the fruit bats scare a big bird?
9. What did the bird look like?
10. What kind of bird was it?
11. What was written about this bird in the Guide?
12. What should be added to that description?
13. What happened when they advanced upstream?
14. Why did the water surge?
15. Why did the author's heart surge?
16. What did the hippo look like?
17. Why was the hippo trying to attack the author and his kayak?
18. How did the author and his companions escape from the hippo?

19. What was the author thinking about while running away?
20. What did the author do when they reached the opposite bank?
21. What did they see when they reached the safe place?
22. What was the safe place?
23. What did they do after the hippo had plunged into the black depths?
24. How did they go back? Why?

2. Give Ukrainian equivalents to the following words and word combinations. Find and translate sentences with them in the text.

To announce the creation, driven (obsessed) biologist, Wildlife Conservation Society, to make one's efforts, to celebrate the Loango's coast, to speak one's mind about conservation, to make the world's newest park system a success, stilt roots, mangroves, padauk wood, prized for its hardness and bright red color, to acquire slaves, paddling conditions, cumulus clouds, silvery wake on the dark surface, rich rusty brown, eyes about as big as a human's, the most wonderful avian delight I'd ever seen, Guide to the Birds of Western Africa, white-backed night heron, hardly an adequate description, the authors might have added, unbelievably beautiful product of nature, we advanced upstream, snags began to block our progress, bank began to surge, to plunge into the water, like a battleship released from dry dock, full-speed ahead, to judge a surprise attack, to paddle frantically, right behind the boat, to chomp the plastic kayak right in half, water's edge, to reach a tangle of mangrove roots, virtually un-grippable, to clamber and slither over the spaghetti branches, a boil of water erupting just behind the empty kayak, to plunge into the black depths, like spooked prey, passage on foot, to call the hippo's bluff, to stay calm.

3. Give English equivalents to the following words and word combinations.

Оголосити про створення; національний парк; основна сила; зосереджений біолог; стабільне управління; приватні інвестиції; вести щоденник; висловлювати свою думку о...; недоступна плутанина; слонова кістка; сусідні племена; стабільне джерело їжі; устриці; легкий морський вітерець; муха цеце; крутий вигин; гострий дзьоб; яскраво-білий; чіткі чорно-коричневі крила; розміром з ворона; обкреслені широким білим кругом; найкрасивіша представниця птахів, яку я коли-небудь бачив; що веде переважно нічний спосіб життя; обережний вдень; неймовірно красивий; річка звужувалася; брудний берег; масивний бегемот; перед човном; обернений лицем до нас; як військовий корабель; на повний

швидкості; ми злякали його; протилежний берег річки; мелодія з кінофільму; слизький як макарони; я відкинув весло; він пірнув в чорну глибину річки; ми сиділи нерухомо; велика частина години; лабіринт з коренів мангового дерева; невидимий звір; бульбашки; спокійно; я дістав весло; вир.

4. Match the antonyms. Translate the pairs and find them in the text.

Major, public, private, light, success, scarce, hardness, heavy, nocturnal, minor, progress, in front of, abundant, daytime, slight, dark, downstream, upstream, clean, softness, muddy, regress, behind, failure.

5. Make a summary of the text.

Write an essay on a chosen topic.

1. Wildlife conservation societies in Ukraine.
2. Nature conservation in Ukraine.
3. Nature conservation in... (choose any city or country).
4. The necessity of nature conservation.

PROJECT WORK

1. Create an **ecotourism program** in your region. Work out the itinerary for an ecotour. Think of the ways your program can be beneficial for the community and for the nature. Present your tour to your customers. Include conservation tips they should know while travelling.
2. Work out a **nature conservation program** for your region. Include all endangered animal and plant species. Publish conservation tips for people in the local newspaper. Present your program to the local group of environment activists.

TEST 8. BUSINESS TRAVEL

Vocabulary

stable - міцний, стабільний
profitable - прибутковий, вигідний
incentive - заохочувальний
conference - конференція
exhibition - виставка, показ
separate - окремий
to consider - думати, вважати
at the expense of - за рахунок...
development - розвиток
according to - згідно з...
prospects - перспективи
approximate - приблизний
supplement - доповнювати
negotiation - переговори
to deal with - мати справу з...
enterprise - підприємство
demand - попит
workshop - семінар
support - підтримка
employee - робітник
appraisal - оцінка
teamwork - командна праця
annual - щорічний
average - середній
duration - тривалість
diverse - різноманітний
ordinary - звичайний
vip - very important person - дуже поважна людина
senior management - вище керівництво
auto rallies - автогонки
psychologist - психолог
to comprise - містити в собі
emphasis - значення, надавати значення
participant - учасник
leadership skills - уміння, знання лідера
adjustment - пристосування

Read and translate the text.

BUSINESS TRAVEL

(Part I)

Business travel is one of the most stable working and highly profitable part of world tourism, and one of the youngest, too. Business travel or MICE (abbreviation from Meetings / Incentive / Conferences / Exhibitions) became a separate branch of tourism business in 1970s. First, business travel was considered by businessmen only as opportunities to have a good rest at the expense of the government or the company you work for. The situation changed greatly after 1998 when the number of entertaining trips has lowered and at the same time the number of corporate events has grown. MICE development in Russia is highly dynamic as well as in the rest of the world, and according to the prospects the profitability of this branch of tourism will grow up to \$2 billion a year by 2020.

The demand structure of MICE today is: 75 % is individual business travel, intensive trips, conferences and exhibitions are 10-13 % each. The figures are approximate, of course; exhibitions and conferences are usually combined together in one event, and intensive programs usually supplement other types of business travel.

Meetings

Most travel agencies offer businessmen going to a conference, exhibition or negotiations only standard package of visa support, air tickets, accommodation and transfers. As a result those businessmen, who want their trips to be efficient, prefer dealing with specialized travel agencies working in the sphere of MICE tourism. Such travel agencies basically deal with corporate clients. Agencies can provide the corporate client with full package of business and travel services including dozens of meetings, visits to enterprises and professional exhibitions.

The biggest American travel agencies working in the sphere of MICE tourism are American Express Travel Services, Carlson Wagonlit Travel, BTI.

The demand on business travel is growing rapidly. Numerous workshops, professional exhibitions, journals and websites devoted to MICE support this growth.

Incentive

Incentive tourism means travels financed by the company to give an incentive to employees as the appraisal of their work, to facilitate the teamwork and to stimulate work motivation. World annual turnover of

incentive tourism exceeds \$8 million, 80 % of which is spent on transport, accommodation and food services, and only 15 % is spent on sightseeing and entertainment programs. Throughout the world 70 % of all incentive tours are to Europe, 10 % are to the USA though 60 % of all incentive tourists are Americans, and 15 % of the tours are to the South East Asia. The average duration of an incentive tour is from 3 to 7 days.

Incentive tours are becoming more diverse, both in the choice of the countries and in the tour programs. Some intensive tours are aimed at business activities or interests of the tourists, i.e. historical or wine tours; there are also separate "mass" tours for ordinary employees and VIP programs for senior management. The latter prefer adventure tourism or even extreme tourism such as auto rallies or balloon flying.

Recently senior management of many companies prefers investing money not into traditional entertainment incentive tours but in team-building tours. In this matter travel agencies work together with business consulting companies, professional psychologists, etc. The example can be so called "rope-courses". They last for 3-4 days and are comprised of different activities including sport, adventure and extreme. The emphasis of the courses is placed not on sport abilities of the participants, but on effective teamwork, problem solution, leadership skills development and behaviour adjustment to different situations and sudden changes. Some travel agencies called incentive houses specialize at incentive tours only.

TEXT WORK

1. Answer the questions.

1. What is the place of business travel in the world tourism?
2. What is MICE?
3. When did business travel become a separate part of tourism business?
4. What was the first perception of business travel by businessmen?
5. What is the situation nowadays?
6. What can you say about MICE in Russia?
7. What is the demand structure of MICE today?
8. What do most travel agencies offer to businessmen?
9. What can specialized travel agencies offer to corporate clients?
10. What are the biggest American agencies working in the sphere of MICE tourism?
11. What is incentive tourism?
12. What is the world annual turnover of incentive tourism?
13. What are the popular destinations for incentive tours?

14. What are incentive tours aimed at?
15. What kinds of incentive programs exist?
16. What does senior management prefer investing money into?
17. What is an example of a team-building tour in the text?

2. Give Ukrainian equivalents to the following words and word combinations. Find and translate sentences with them in the text.

MICE, meetings, incentive, conferences, exhibitions, separate branch, opportunity to have a good rest, situation changed greatly, MICE development in Russia, highly dynamic, in the rest of the world, individual business travel, intensive, combined together in one event, supplement other types of business travel, travel agencies, air tickets, accommodation and transfers, specialized travel agencies, in the sphere of MICE tourism, including dozens of meetings, numerous workshops, devoted to MICE, support this growth, incentive tourism, the appraisal of their work, to facilitate the teamwork, to stimulate work motivation, annual turnover, throughout the world, more diverse, aimed at business activities, "mass" tours for ordinary employees, VIP programs, for senior management, the latter, adventure tourism, team-building tours, the emphasis of the courses is placed not on, incentive houses.

3. Give English equivalents to the following words and word combinations.

Діловий туризм; стабільно працюючий; високоприбутковий; вважається; за рахунок...; розважальна поїздка; корпоративні заходи; згідно з прогнозами; прибутковість цієї галузі туризму; структура попиту; конференція; приблизний; стандартний турпакет; візова підтримка; в результаті; вважають за краще мати справу...; корпоративні клієнти; відвідування підприємств; професійні виставки; швидко розвивається; журнали і Інтернет-сторінки; фінансується компанією; в якості заохочення співробітників; перевищує; розважальні програми і програми огляду пам'яток; середня тривалість; заохочувальні тури; історичні тури; винні тури; польоти на повітряних кулях; в зв'язку з цим; консалтингові компанії; спортивні уміння; вирішення проблем.

4. Make word combinations, translate them and find them in the text.

Business, together, stable, profitable, highly, structure, tourism, dynamic, separate, business, good, events, changed, working, entertaining, branch, at the same, programs, corporate, types, highly, rest, demand, agencies, combined, greatly, intensive, package, other, trips, travel, time, standard, travel.

5. Make a summary of the text.

Write an essay on the topic "Business Travel in Ukraine".

TEST 8

Vocabulary

to make arrangements - домовлятися
industry-specific exhibitions - спеціалізовані виставки
construction - будівництво
furniture - меблі
military - військовий
fair - ярмарок
wood processing - обробка дерева
supply - пропозиція
clock-art forum - форум часового мистецтва
trend - тенденція
market share - частка ринку
to note – відзначати, зазначити
in advance - заздалегідь
to attend - відвідувати
bulk - основна частка
pharmaceutical company - фармацевтична компанія
insurance company - страхова компанія
charter flights - чартерні рейси
discount - знижка
to require - вимагати

Read and translate the text.

BUSINESS TRAVEL (Part II)

Exhibition Tourism

According to business travel statistics, the demand on exhibition tourism has been growing recently. Large travel agencies make arrangements to visit more than 100 exhibitions every year. The most popular industry-specific exhibitions and fairs are construction, furniture, food, computer, general industrial and military fairs and exhibitions.

The demand on specialized exhibitions has been growing recently. For instance, professionals are not interested in general construction exhibitions, but in particular construction techniques, e.g. wood processing, or particular types of construction materials.

Among the most popular European destinations the leaders are Germany and Italy, providing up to 70 % of supply to the existing demand. The third place is taken by France, with popular construction exhibitions and Le Burge air show. In Switzerland the primary attractions

are auto show in Geneva and clock-art forums in Baselle. Great Britain is famous for design, interior and furniture exhibitions. The demand on exhibitions in other European countries is not high.

One of the existing trends in exhibition tourism is the growing interest in South-East Asia, especially China. The location of the exhibition is gaining importance for clients, so exotic countries are being chosen more and more often for the location of the exhibition. It is true particularly for the exporting companies that want to enlarge there sales market's share in developing countries.

Russian experts also note, that Russian businessmen used to remember about exhibitions "at the last minute". Now they plan visiting exhibitions in advance, especially during the high season of the exhibition tourism, which is from February to May and from September to November. Such thoughtfulness makes the work of travel agents easier, because in some hotels located near the popular exhibition centers the rooms have to be reserved at least a year before the exhibitions.

Congress Tourism

Congress tourism is a growing MICE market segment. Congress tourism takes up to 30 % of the hotel reservation around the world, but only 5-7 % in Russia. Some of the most popular congress places have always been Check Republic and Cyprus. Russian capitals Moscow and St. Petersburg are gaining popularity as well lately.

According to HCD Group, a big consulting company, more than 150 large congresses, conferences and workshops are held in Moscow annually. Each event is attended by 100-300 participants, that is average for Europe, but less than in East Asia and America, where large congresses draw up to 5-7 thousands participants.

As the specialists note, the major bulk of congress-conference clients are financial, computer, pharmaceutical and insurance companies. The average duration of the event is from two to four days. The typical service includes charter flights to and from the location and accommodation in best hotels of major resort cities.

Popular travel destinations are gradually becoming popular congress destinations as well. Such countries as Turkey, Spain and Greece are in high demand during low season when 4-5 star hotels are not packed and offer accommodation discounts.

Individual congress tourism differs from exhibition tourism because it doesn't require standard promotion and previous advertisement. Usually individuals come to a travel agency having received the invitations

personally in need of standard travel package including visas, air tickets, transfers and accommodation.

TEXT WORK

1. Answer the questions.

1. What are the changes in demand on exhibition tourism?
2. How many exhibitions a year do travel agencies make arrangements for?
3. What are the most popular exhibitions and fairs?
4. What kind of exhibitions are professionals interested in?
5. What are the most popular European exhibition destinations? Why?
6. What are the recent trends in exhibition tourism development?
7. What are the recent trends in Russian exhibition tourism?
8. When is the high season for exhibition tourism?
9. What is the place of congress tourism on the market?
10. What are the popular congress places?
11. How many congresses are held annually in different locations all over the world?
12. What are the major congress-conference clients?
13. What countries are in high demand during low season and why?
14. Which way does the individual congress tourism differ from exhibition tourism.

2. Give Ukrainian equivalents to the following words and word combinations. Find and translate sentences with them in the text.

Demand, make arrangements to visit, construction, furniture, military fairs, for instance, particular construction techniques, the third place is taken by France, primary attractions, clock-art forums, famous for, existing trends, to enlarge there sales market's share, used to remember about exhibitions "at the last minute", high season, thoughtfulness, congress tourism, growing MICE market segment, hotel reservation, gaining popularity, big consulting company, average for Europe, the major bulk of congress-conference clients, insurance companies, average duration, charter flights, major resort cities, are not packed, doesn't require standard.

3. Give English equivalents to the following words and word combinations.

Згідно із статистикою по діловому туризму; спеціальні виставки; ярмарок; загальногалузева виставка; загальнобудівельна виставка; деревообробка; будівельні матеріали; існуючий попит; автосалон;

дизайн; інтер'єр; меблі; зростаючий інтерес; особливо Китай; місце проведення виставки; екзотичні країни; популярні виставкові центри; особливо для експортуючих компаній; як мінімум за рік до проведення виставки; країни, що розвиваються; заздалегідь; місця проведення конгресів; згідно...; проводяться щорічно; учасники; притягати; як відмічають фахівці; фінансові компанії; фармацевтичні компанії; мають великий попит; під час міжсезоння; відрізняється від; реклама; стандартний турпакет.

4. Make word combinations, translate them and find them in the text.

Exhibition, travel, make, every, the most, industry-specific, military, construction, wood, particular, European, existing, third, clock-existing, standard, travel, popular, tourism, package, exhibitions, trends, year, fairs, art forums, arrangements, techniques, place, promotion, processing, agencies, demand, types, destinations.

* * *

Growing, especially, gaining, exotic, location, exporting, market, last, high, travel, congress, tourism, China, agents, importance, season, company, countries, popularity, minute, capitals, share, market, hotel, congress, Russian, gaining, consulting, places, reservation, companies, interest, segment, of the exhibition.

5. Make a summary of the text.

Write an essay on the topic "Business travel in..." (choose and city or country)

PROJECT WORK

Work out a week-long **business travel program** for a group of businessmen working in... (choose any industry). Include meetings, visiting exhibitions, conferences or congresses and sightseeing. Work out the itinerary comprised of one or several cities or countries. Make all necessary travel arrangements including visas, tickets, transfers and accommodations. Present your program to your clients.

TEST 9. HOSPITALITY INDUSTRY

Vocabulary

solely - самотійно

booming - різке зростання

to expand - розширюватися

council – рада, нарада

responsible for - бути відповідальним...

employment - зайнятість, наймання

human resources - людські ресурси

incredibly - неймовірно

diverse - різний, різноманітний

to comprise - включати, вмістити в собі

conventions - конвенція

beverage - напій

ancillary - допоміжний, додатковий

piece - стаття

consolidation - об'єднання

mode - форма, вид

to merge - поглинати, зливатися

to acquire - здобувати, досягати

exposure - піддавання

facets - аспект, сторона

relative - відносний

obvious - очевидний, явний

option - вибір, альтернатива

patience - терпіння

flexibility - гнучкість

interpersonal skills - уміння налагоджувати контакти з людьми

service - обслуговування

first and foremost - перш за все

sensitivity - чутливість

wareness - обачність, обережність

executive - директор

MBA - Master of Business Administration - ступінь магістра у бізнесі

to transfer - передавати, переходити

experience - життєвий досвід

academic credential - диплом про освіту

pros and cons - за та проти

benefit - вигода, користь
gratis - безкоштовно
actually - дійсно
downside - негативна сторона
especially - особливо
to work long hours - багато працювати, більше 40 годин на тиждень
notice - повідомлення
ethics - етика
to require - вимагати
profound - сильний
implications - наслідки, результати
profit - вигода, прибуток
community - спільнота
fair - чесний, справедливий
wage - зарплатня
to exploit - експлуатувати
environment - навколишнє середовище

Read and translate the text.

CAREERS IN TRAVEL AND TOURISM

Globalization is not a buzzword solely associated with international business. It has translated into a booming new career possibility: expanded services in the travel and tourism industry.

According to the World Travel and Tourism Council (WTTC), the industry "already is responsible for more than 10 percent of global employment." Dr. Brian White, director of the WTTC's Human Resources Center in British Columbia, says the field is incredibly diverse and comprised of seven major areas:

- Airlines/transport;
- Conferences and conventions;
- Arts and culture;
- Hotels, food and beverage;
- Ecotourism;
- Outdoor recreation;
- Ancillary services associated with tourism.

Industry Trends

With all this opportunity, where should you concentrate your efforts? Focusing on the market's demands may lead to more job openings.

On the corporate side, according to a piece on the industry trends

online, the travel and tourism industry is "in consolidation mode." This means that smaller companies are merging or being acquired by the big players like American Express, Marriott and Carlson Wagonlit. So it might make sense to begin your career with one of the larger corporations, where you can gain exposure to many facets of the business while having relative job security.

An obvious trend is the increase in Internet service. The Web has created new and different career options for those interested in travel careers. Individuals can work for sites like CheapTickets.com, Orbitz and Travelocity.com.

Additionally, journalists may see more travel writing opportunities available in the traditional magazines like *Conde Nast Traveller* and *National Geographic Traveller*, as well as online publications.

Characteristics for Success

You must have patience, flexibility and excellent interpersonal skills. This is a service industry, first and foremost. Cultural sensitivity and awareness are critical, as tourism professionals deal with different countries and cultures.

Senior level executives generally have MBAs and develop skills and competencies that can be transferred across sectors. Mid-level professionals need a mix of practical experience and academic credentials, according to Dr. White, who also teaches in the field. For example, individuals might work full-time in the travel sector while going part-time for an advanced certificate in travel and tourism.

Pros and Cons

One obvious benefit of working in the travel and tourism industry is the opportunity to actually hop on a plane and see many locales at low prices, or even gratis. Another benefit for many is the fact that it is an international field that changes along with global trends.

One of the downsides to the business, especially the hotel and restaurant side, is the long hours. Management must often work evenings and weekends. Individuals are often asked to move to a new location without much notice.

Ethics and Tourism

Dr. White reminds us there is a strong set of ethics required in the field of tourism, noting the industry has profound economic implications for a country's economy and people. It is important for individuals to consider their responsibilities, says Dr. White. Tourism is about more than making a profit; it involves benefiting local communities, creating jobs

that provide fair wages and not exploiting the environment.

By Nina Segal

TEXT WORK

1. Answer the questions.

1. What impact has globalization on tourism industry?
2. How many people does the tourism industry employ?
3. What is tourism business comprised of?
4. What should you concentrate on to be successful?
5. What is the trend in tourism industry on the corporate side?
6. Why is it better to start a career with one of the larger corporations?
7. What is going on with the Internet services?
8. Which way does this change influence different career options?
9. What career opportunities does the Internet offer?
10. What characteristics do you need for success?
11. What education does a senior manager need?
12. What are the benefits of working in the travel and tourism industry?
13. What are the downsides of the business?
14. What ethic principles are required in the field of tourism? Why?
15. What is tourism business all about?

2. Give Ukrainian equivalents to the following words and word combinations. Find and translate sentences with them in the text.

Buzzword, booming new career possibility, expanded services, World Travel and Tourism Council, global employment, Human Resources Center, conferences and conventions, outdoor recreation, with all this opportunity, more job openings, on the corporate side, a piece, in consolidation mode, make sense, gain exposure to many facets of the business, career options, individuals can work for sites, additionally, online publications, a service industry, first and foremost, cultural sensitivity, senior level executives, MBAs, transferred across sectors, work full-time, advanced certificate in travel and tourism, obvious benefit, hop on a plane, downsides to the business, long hours, without much notice, a strong set of ethics required, profound economic implications, consider their responsibilities, benefiting local communities, fair wages, not exploiting the environment.

3. Give English equivalents to the following words and word combinations.

Асоціюється тільки з...; міжнародний бізнес; згідно; відповідає за; дуже різноманітний; складається з; мистецтво і культура; готелі; їжа і напої; асоціюється з туризмом; напрями розвитку індустрії;

сконцентрувати свої зусилля; вимоги ринку; може привести до...; злиття компаній; отримуються великими компаніями; почати кар'єру; очевидна тенденція; збільшення Інтернет послуг; традиційні журнали; особисті якості, необхідні для успіху; терпіння; гнучкість; комунікабельність; обізнаність; мати справу...; навички і компетенції; професіонали середньої ланки; суміш практичного досвіду і академічної освіти; працювати неповний робочий день; за і проти; можливість; побачити багато місць за низьку плату або навіть безкоштовно; інша перевага; змінюється в ногу з глобальними тенденціями; працювати увечері і у вихідні; переїхати на нове місце; нагадувати нам; економіка країни; отримувати прибуток; створювати робочі місця.

4. Make word combinations, translate them and find them in the text.

International, with tourism, career, trends, tourism, services, global, efforts, human, recreation, incredibly, demands, outdoor, business, ancillary, openings, associated, career, industry, possibility, concentrate your market's, side, diverse, job, industry, on the corporate, mode, consolidation, employment, big players, make sense, begin, resources.

5. Retell the text.

Write an essay on the topic "My Future Career As I See It".

TEST 10

Vocabulary

dish room - кухня
boardroom - зал засідання правління компанії
hospitality - гостинність
probably - імовірно
to wait tables - обслуговувати столи
prep - prepare/preparation - приготування
reward - нагорода
worth - варто
lean - неприбутковий
newcomer - новоприбулий
urban - міський
to top - переважати, досягати
hot - актуальний
chef - шеф-кухар
PhD - Doctor of Philosophy - ступінь доктора наук
to consider - вважати, рахувати
to gamble - грати в азартні ігри
to pop up - з'являтися
to usher - вводити (до зали, кімнати)
usher - білетер
envy - заздрість
essentially - істотно
rock band - рок група
to obtain - отримувати
opening - вакансія
venue - (громадське) місце
attitude - відношення
to land a position - отримати посаду
to break in - прорватися
to pay dues - платити податки
to discourage - засмучувати, заважати
owner - володар
to aspire - прагнути
a must – повинність
entry-level job - робота початкового рівня
to provide opportunities - мати можливості
rapidly - швидко

to operate 24/7 - працювати 24 години сім днів на тиждень
to recognize - розуміти
to compete - змагатися
to make adjustment - пристосовуватися
consecutive - послідовний
day off - вихідний
excessive - надмірний, надзвичайний
burnout - виснаження
detrimental - шкідливий
to encourage - надихати
to exemplify - бути прикладом
to excel - перевершувати, перевищувати
to advance - просуватися вперед
burger - гамбургер
joint - заклад
bias - упередженість
store - магазин
to throw in - кидати, викидати
cost - витрати
insurance - страхування, страховий поліс
maintenance - техобслуговування
repair - ремонт
to whet the appetite - провокувати апетит
stock options - виплата зарплатні акціями підприємства
entertainment – розваги

Read and translate the text.

HIT YOUR STRIDE IN HOSPITALITY

If you'd like to work in an industry where it's possible to go from the dish room to the boardroom, a career in hospitality may be right for you. You'll probably have to wait tables and prep a few meals in between, but the rewards are well worth the work.

And while the hospitality industry has kept itself lean over the past two years, there will be a growing number of opportunities for newcomers as the economy continues to grow. Urban areas tend to have more hospitality jobs than rural areas, with tourist meccas topping the list.

"People always have to eat," says Gerald Fernandez, president of Providence, Rhode Island's Multicultural Foodservice & Hospitality Alliance (MFHA). "That gives you some job security."

What's Hot?

Service-oriented positions and chef jobs are currently on employers' radars, according to Robert Bosselman, PhD, director of Florida State University's Dedman School of Hospitality. Business clubs and private clubs, as well as colleges, schools and hospitals are good options to consider.

If you're willing to take a gamble, consider working in the gaming industry. Casinos are popping up all over the country.

Need to get away from it all? Work at a major resort or on a cruise ship.

If you're a sports enthusiast, you can root for your home team while ushering in the fans. And don't forget the major arenas and stadiums. You will be the envy of all your friends when they find out you're essentially getting paid to see your favorite rock band in conceit.

Break In

So how does one go about obtaining a position in this industry? Bosselman notes that there are openings in hospitality venues in every city. Visit the restaurants, hotels, stadiums, etc., that you are interested in working for with a positive attitude and a good work ethic, and you'll likely land a position.

Be Ready to Pay Your Dues

Don't be discouraged if you're offered a position as a dishwasher. Bosselman points out that some of today's top chefs and restaurant owners started their careers washing dishes. If you aspire to move up in the kitchen or be a restaurant owner, back-of-the-house experience is a must.

Fernandez says entry-level jobs provide opportunities to learn the basics, such as sanitation and food preparation. Furthermore, "the industry is growing so rapidly, that if you are motivated and people-oriented, you will move up quickly within the organization," he says.

Balancing Your Plate

The hospitality industry may operate 24/7, but that doesn't mean you'll be working around the clock. The industry recognizes that employees seek work/life balance. To compete for talent, companies are making adjustments. Progressive hospitality organizations are giving employees consecutive days off and are not requiring excessive amounts of overtime. They recognize that employee burnout is equally detrimental to the employers and patrons as it is to the employees.

Seek Excellence

Fernandez encourages job seekers to look for an organization,

company or brand that exemplifies what they would look for when dining out or staying in a lodging facility - cleanliness, positive attitude of the servers and inclusiveness, for instance. These are the types of places where you will most likely have opportunities to excel and advance.

Find a company that demonstrates excellence, even if it's a burger joint. Organizations that focus on excellence usually pay attention to their employees' needs.

Keep an Open Mind

Don't let your biases get in the way. If you envision yourself driving around town in a new car, start applying for positions in the fast-food industry. Oak Brook, Illinois-based McDonald's believes in promoting hourly workers into management positions. Stick around long enough, and you may be one of the many general store managers who receive company cars for business and personal use. The company will even throw in the cost of insurance, maintenance and repairs. If that doesn't whet your appetite, maybe such benefits as stock options, medical and dental insurance, and the opportunity to participate in an entertainment program will do the trick.

By Roberta Chinsky Matuson

TEXT WORK

1. Answer the questions.

1. What is possible in hospitality industry?
2. What areas have more hospitality jobs than others?
3. What positions are currently on employer's radar?
4. Who can consider working in a casino?
5. What are your options if you are a sport enthusiast or music fan or want to get away from it all?
6. What do you need to do to find a job in this industry?
7. What can you achieve in this industry?
8. What is a must if you want to become a restaurant owner?
9. What opportunities do entry-level jobs provide?
10. What are the usual working hours in hospitality industry?
11. Does it mean you will work 24/7?
12. What do progressive hospitality organizations offer to their employees?
13. What do progressive hospitality organizations recognize?
14. What kind of organization should job seekers look for? Why?
15. What do you need to do when working in hospitality?

16. What positions do you need to apply for if you envision yourself driving around town in a new car?

17. What benefits can companies provide their employees?

2. Give Ukrainian equivalents to the following words and word combinations. Find and translate sentences with them in the text.

Dishroom, boardroom, to wait tables, prep a few meals, kept itself lean, newcomers, tourist meccas, what's hot, service-oriented positions, on employers' radars, PhD, good options to consider, to take a gamble, to get away, major resort, sports enthusiast, root for your home team, ushering in the fans, openings in hospitality venues, a good work ethic, you'll likely land a position, to pay your dues, don't be discouraged, if you aspire, back-of-the-house experience, entry-level jobs, sanitation, people-oriented, balancing your plate, operate 24/7, you'll be working around the clock, employees seek, adjustments, progressive hospitality organizations, School of Hospitality, consecutive days off, excessive amounts of overtime, employee burnout, seek excellence, job seekers, brand that exemplifies, staying in a lodging facility, opportunities to excel and advance, burger joint, focus on excellence, to keep an open mind, biases, applying for positions, the fast-food industry, management positions, stick around long enough, medical and dental insurance, sabbatical program.

3. Give English equivalents to the following words and word combinations.

Якщо вам хочеться; кар'єра в індустрії гостинності; якраз для вас; нагорода коштує цієї роботи; за останні два роки; зростаюче число можливостей; міські райони; сільські райони; з'являтися (2); очолювати список; робота шеф-кухаря; ділові клуби; ігрова індустрія; по всій країні; круїзне судно; головні арени і стадіони; викликати заздрість у друзів; дізнатися (виявити); вам дійсно платять; рок група на концерті; відвідати ресторан; з позитивним настроєм; якщо вам запропонували; вказувати; власник ресторану; зробити кар'єру; надавати можливості; упізнати основу; приготування їжі; більш того; галузь розвивається так швидко; усередині організації; працювати 24 години на добу сім днів на тиждень; це не означає, що...; баланс життя і роботи; змагатися у залученні талантів; що приносить збитки працедавцям і власникам; шукати організацію; чистота; наприклад (2); звертати увагу на потреби співробітників; не дозволяти; втручатися (заважати); якщо ви представляєте себе...; роз'їжджати по місту; просування по службі; менеджер магазину; отримати машину компанії; вартість страхівки,

техобслуговування і ремонту; задовольнити апетит; виплата зарплати акціями; можливість брати участь; зроблять свою справу.

4. Match the synonyms. Translate the pairs and find them in the text.

Prep, gaming industry, pop up, get, venue, cook, move up, participate, employee, seek, demonstrate, recognize, for instance, store, get in the way, understand, obtain, for example, prepare, appear, place, chef, shop, show, worker, make a career, prevent, take part, look for, gambling industry.

5. Make a summary of the text.

Write an essay on the topic "Do's and Don't's When Looking For a Job".

PROJECT WORK

1. You are looking for a job. What position(s) do you want to find? Describe everything you are going to do **to find a good job**. List the sources of information you will use, people you will meet, etc. Write letters of application, resume and CV. Get references from people who know you and can recommend you for this position (e.g. your university professors, former or current employees, senior colleagues, etc. but not relatives).

2. **Get ready for an interview.** Present your cover letter and resume/ CV to your potential employer, go to the interview and get accepted for the position you want!

UNIT 11. RUN YOUR OWN BUSINESS

Vocabulary

travel agency - туристське агентство

salmon - лосось

mascot - талісман, річ, що приносить щастя

internal newsletter - інформаційний бюлетень для співробітників

banner - транспарант

name tag - бирка з назвою, іменний жетон, медальйон з прізвищем

pin - шпилька

sticker - наклейка

stationery - канцелярське приладдя

mug - кухоль

stuffed - копчений

to buck the tide - плисти проти течії

inspirer - натхненник

CEO - Chief Executive Officer - генеральний директор

maverick - індивідуаліст

enterprise - підприємство

steamship - пароплав

relative - родич

annual - річний

sales - продажі

to exceed - перевищувати

associate - співробітник

to trace - простежити

tactical move - тактичний крок

back office - допоміжний офіс

independent - незалежний

contemporary - сучасний

to deliver - доставляти

ever - завжди

obvious - очевидний

unless - якщо ні

repeatedly - постійно, часто повторюється

rude - грубий

slave to driving boss - строгий наглядач, експлуататор, суворий начальник

supervisor - начальник, контролер
to defy - ігнорувати
conventional - звичайний, традиційний
stereotype - стереотип
to support - підтримувати
ambience - обстановка, середовище, атмосфера
hiring practices - практика прийому на роботу
to take into account - брати до уваги
personality - особа
to substitute - замінювати, захищати
to compensate - платити, розплачуватися
average - середній
vacation and travel benefit package - соц. пакет (оплачувана відпустка і транспортні витрати)
turnover - плинність робочої сили
to be attributed to - відноситися до...
extensive - великий, усебічний, величезний
branch - філія
cyclical - циклічний
especially - особливо
Persian Gulf - Персидська затока
recession - занепад
layoff - тимчасове звільнення
instead of - замість
to resort - прибігати (до чогось)
freeze - заморожування
scores - множина
voluntary - добровільний
to submit - представляти на розгляд, пропонувати
cost - вартість, витрати
to save - економити
to reassure - переконувати
course - курс
competition - конкуренція, конкуренти
to reduce - зменшувати, скорочувати
staff - штат службовців або співробітників, особовий склад, кадри
payroll - платіжна відомість, виплата зарплати

Read and translate the text.

ROSENBLUTH INTERNATIONAL

Rosenbluth is the fourth largest travel agency in the USA. Employees: 3,000.

Rosenbluth International is the only company in America that uses a salmon as its mascot. Salmon appear on the internal newsletter, banners, name tags, pins, stickers, stationery, and mugs. Rosenbluth even sends a stuffed salmon doll to clients. Why the salmon? Because the salmon likes to buck the tide.

Inspirer of the salmon motif and chief tide buckler is CEO Hal Rosenbluth. He likes to do things differently. And Hal Rosenbluth's maverick style has paid off.

The company started in 1892 when Hal Rosenbluth's great-grandfather Marcus started the enterprise in an ethnic Philadelphia neighborhood to book steamship tickets for his neighbors to bring their European relatives to the United States. Now its annual sales exceed \$1.5 billion and more than 5,000 associates work at 582 sites in 396 cities. But it's not surprising if you've never heard of Rosenbluth, since 95 percent of its business comes from some 1,500 corporate clients, including Du Pont, Merck, Chevron, Kodak, and General Electric.

Some of Rosenbluth's business success can be traced to technology - they've long been a leader in computer automation of travel reservations. And they've made what others consider brilliant tactical moves - like being the first firm to develop its own back office (accounting and client reporting system) that is independent of the reservations system maintained by airlines.

If this were the typical contemporary business story, we'd now hear that Rosenbluth delivers "excellent" service because he puts the customer first. But that's not the Rosenbluth story. Ever the salmon, Hal Rosenbluth wrote a book called *The Customer Comes Second*.

The obvious question is: Who comes first? The company's associates come first. "We don't believe that the customer can come first unless our people come first. If our people don't come first, then they're not free to focus on our clients; they're worrying about other kinds of things", says Rosenbluth. So clients who are repeatedly rude to associates may find themselves asked to find another travel agency.

As could be expected, there are no slave-driving bosses here. Supervisors (called leaders) defy conventional stereotypes. "I never feel like I manage anybody," said Terri Hater, a senior manager, "'Manage' sounds like you're controlling the actions. Sometimes I feel like a leader

and sometimes like a supporter of people and then - ideas."

Rosenbluth's ambience comes partly from unusual hiring practices. Rosenbluth does take personality into account in choosing a new employee. "It's not technical skills we're looking for, it's nice people. We can train people to do anything technical, but we can't make them nice." According to Rosenbluth: "Our Company is made up of friends. We didn't hire friends, we just became that way."

This company doesn't substitute fun and games for low pay, however. Rosenbluth associates are compensated well-typically making 20 percent above the travel industry average. Working at Rosenbluth's also offers one of the best vacation and travel benefit packages in the land. That is why the turnover rate at Rosenbluth is 12 percent. The industry averages between 30 and 50 percent.

Rosenbluth's low turnover can also be attributed to the opportunities opened up by rapid growth and extensive training programs. Rosenbluth operates 10 training centers throughout the country in addition to mobile training teams who conduct seminars at branch locations.

The travel business is traditionally cyclical, and the early 1990s were especially unforgiving. The combination of the Persian Gulf War and the ongoing U.S. recession resulted in huge layoffs throughout the travel industry. But not at Rosenbluth. Instead of resorting to layoffs, they instituted a wage freeze in early 1991. It lasted seven months for non-managerial employees and nine months for managers. Scores of associates helped the company out by taking voluntary time off without pay and submitting over 400 cost-saving ideas through "Operation Brainstorm." To reassure employees that they would not resort to layoffs, Hal Rosenbluth sent every associate a memo in January 1991. It said: "The obvious and simple thing to do would be to follow the course that our competition has chosen and reduce staff, since 50 percent of all costs are in payroll. But let's face it - that's not the action a salmon would take!"

TEXT WORK

1. Answer the questions.

1. How big is Rosenbluth travel agency?
2. What is the company's mascot?
3. Where do they use the salmon?
4. Why is salmon used by the company as its mascot?
5. When did the company start? How?
6. What are the company's annual sales now?

7. What can business success of the company be traced to?
 8. What is the company's philosophy concerning customers?
 9. What kind of bosses are in the company?
 10. What are the hiring practices in the company?
 11. How well are the associates compensated in Rosenbluth's?
 12. What is the turnover rate at Rosenbluth's?
 13. What is the turnover rate in the industry?
 14. Why is Rosenbluth's turnover rate so low?
 15. What happened to the travel business in early 1990s? Why?
 16. What did the managers, employees and the CEO do during that time?
- 2. Give Ukrainian equivalents to the following words and word combinations. Find and translate sentences with them in the text.**

Travel agency, salmon, mascot, internal newsletter, banners, name tags, pins, stickers, stationery, mugs, chief tide bucker, CEO, maverick style, great-grandfather, ethnic Philadelphia neighborhood, billion, associates, 95 percent of its business, business success, traced to technology, travel reservations, back office, accounting and client reporting system, maintained by airlines, delivers excellent service, ever the salmon, The Customer Comes Second, unless, to focus on our clients, repeatedly rude, slave-driving bosses, supervisors, a supporter of people, ambience, take personality into account, technical skills, nice people, we didn't hire friends, the best vacation and travel benefit packages, turnover rate, industry averages, operates 10 training centers, in addition to mobile training teams, especially unforgiving, ongoing recession, huge layoffs, non-managerial employees, cost-saving ideas, obvious thing to do, let's face it, that's not the action a salmon would take.

3. Give English equivalents to the following words and word combinations.

Єдина компанія в Америці; співробітник (3); фігурка копченого лосося; лосось любить плисти проти течії; натхненник; робити по-іншому; було сплачено; компанія була заснована; бронювати квитки на пароплав; сусіди; родичі; щорічний об'єм продажів перевищує...; це недивно; корпоративні клієнти; комп'ютерна автоматизація; що інші рахують...; відмінні тактичні кроки; перша фірма, яка розробила...; незалежний; система бронювання квитків; типова сучасна історія бізнесу; очевидне питання; турбуються про інше; знайти інше турагентство; як можна було чекати; керівники; ігнорувати звичні стереотипи; я почуваю себе лідером; незвичайна практика прийому на роботу; новий співробітник; наша компанія

складається з друзів; ми не замінюємо низьку зарплату веселою роботою; співробітникам платять добре; на 20 % більше, ніж в середньому по галузі; що відноситься до...; швидкий ріст; великі повчальні програми; проводити семінари; у філіях; туристський бізнес традиційно циклічний; війна в Персидській затоці; не прибігаючи до звільнень; тривати декілька місяців; безліч співробітників; брати відпустку без змісту; підтримувати співробітників; конкуренція; скорочувати штат співробітників; 50 % усіх витрат складає виплата заробітної плати.

4. Make word combinations, translate them and find them in the text.

Travel, newsletter, the only, company, internal, success, name, agency, salmon, tags, buck, clients, salmon, doll, chief tide, tickets, company, the tide, ethnic, neighborhood, steamship, motif, corporate, started, business, automation, computer, buckler, tactical, moves.

* * *

Back, associates, reporting, question, contemporary, manager, excellent, employee, obvious, service, company's, anybody, to focus, into account, repeatedly, business story, conventional, office, manage, practices, senior, stereotypes, supporter, system, hiring, of people, take personality, rude, new, on our clients.

* * *

The ongoing, employees, huge, freeze, wage, staff, non-managerial, layoffs, scores, of associates, voluntary, thing, cost-saving, recession, obvious, time off, to follow, ideas, reduce, the course.

5. Make a summary of the text.

16. Divide into two groups. One group is for "Customer Comes First" philosophy. The other group is for "Customer Comes Second" philosophy. Discuss pros and cons of both principles.

TEST 12

Vocabulary

to surround - оточити
heart - серце
committed - відданий
to own - володіти
lifestyle - стиль життя
to succeed - мати успіх
to suggest - пропонувати
to attract - приваблювати
establishment – установа, організація
to draw - приваблювати
experienced - досвідчений
mature - зрілий
floor manager - менеджер залу
general manager - головний менеджер
to require - вимагати
to pursue - переслідувати
to exist - існувати
advancement - розвиток, досягнення, успіх
stable - міцний, сталий
income - дохід
to advise - давати поради
to demand - вимагати
expertise - контроль за
partnership - партнерство
to invest - вкладати гроші
bottom - дно, нижня частина
education - освіта
however - однак
upside - верхня частина
challenge - проблема, завдання
chance - шанс
to acquire - отримувати
array - маса, набір
exciting - хвилюючий
adult - дорослий
coworker - працівник
customer - покупець, клієнт

pressure - тиск, вплив
budget - бюджет
daily - бути проти чогось
to mind - заперечувати
to fit - відповідати
vision - вид, мрія, уявлення
to work hard - тяжко працювати
to offer - пропонувати
publishing - видавнича справа
marketing - дослідження ринку
last but not least - останній по списку

Read and translate the text.

IS RESTAURANT MANAGEMENT ON YOUR CAREER MENU?

Whenever Jerry Westrom interviews a potential management candidate, he talks about all the negatives surrounding the position before going into greater detail about the positives.

"I need to know their heart is in it, that they are truly committed," says Westrom, who owns an Ember's Restaurant in Cambridge, Minnesota. "If they seem skeptical about anything, I don't know if they will make it."

What Are the Negatives?

"Being a restaurant manager is a lifestyle, not a job," says Westrom. "If managers are going to succeed, they will put in 50 to 80 hours per week with high stress levels at times. But once you get everything going, it can be a fun career with very good pay."

Westrom suggests potential candidates consider the following:

- What type of restaurant business are you going into? There is a big difference between fine dining, family style, fast food and a sports bar or restaurant atmosphere. These restaurants attract different employees. A fine dining establishment might draw more experienced, mature employees, while a fast food restaurant or sports bar might interest younger ones.

- Do you want to be a floor manager, a back-of-the-house manager or a general manager? Each of these positions requires different skills.

- When pursuing jobs, ask potential employers how long they have been in business, where they see the business growing, what opportunities exist for advancement and what type of manager-training programs they

have.

"If someone wants a career in this field, try getting in with a franchise for training and a stable income," advises Wfestrom. "After three to five years, you can look at a privately held restaurant where you can go in as a general manager and demand a pay of \$60,000-plus for your expertise or partnership."

The Positives

Jill Nelsen has worked as a restaurant manager in California and Minnesota and has more than 10 years of experience managing fast food restaurants, such as Taco Bell and Rax Roast Beef.

"Restaurant management is great if you like a lot of variety in what you do, like to work really hard and enjoy working with people," she says. "It is a fairly easy field to break into without investing in an education; however you can move up faster and not start at the very bottom if you do have an education."

Nelsen says the upside to restaurant management lies in the opportunity to advance quickly, the challenge and the chance to acquire an array of management skills. "I really enjoyed the opportunity to work with young people," she adds. "For many of them, it was their first job, and it was exciting to teach them the value of work and a strong ethic and to watch them grow into adults. Often, working in a restaurant can be like working with a big family."

Nelsen suggests asking yourself these 10 questions to help you decide if this is the career for you:

1. Do I like to work with many different types of people, both as coworkers and as customers?
2. Will I mind working all hours of the day and night?
3. Do I like to motivate people to do their best?
4. Will I enjoy the pressures of making a budget, staffing the restaurant and managing daily operations?
5. Will I mind people calling me with questions on my time off?
6. What do I picture for the future, my family and how we spend our time? Do a restaurant manager's hours fit into this vision?
7. Am I highly motivated?
8. Do I like to work hard?
9. Do I like to reach daily, weekly, monthly and yearly goals?
10. What does this career offer that others do not?

"One last but not least thing to remember about a career in restaurant management is that with all the training and experience you get, you can

move to many different industries and careers," says Nelsen, who went from restaurant management to office management, to sales management to bank accounting, publishing and marketing.

by Matt Krumrie

□ **Write an essay on the topic "Travel Business in Ukraine".**

PROJECT WORK

Think **of your own business**, the business you want to run, or the business you want to work for. Choose the company's activities (travel agency, hotel chain, car rental agency, etc.) and company's size. Create the name, the slogan and the program for you company. Describe basic work principles and your company's philosophy. Think of the advertising and marketing strategies of your company. Work out the business plan for the first year of operation. Choose your position in the company and describe your duties. Make a presentation of your company for your colleagues.

GLOSSARY OF COMMON TRAVEL TERMS

AAA Rate: A discounted rate offered to members of AAA. Proof of membership required.

AARP Rate: A discounted rate offered to members of AARP. Proof of membership required.

Airport Transfer: Transportation (usually bus or van) that takes passengers between airport and hotel. Often free to guests of the hotel.

Advance Purchase Requirement: Airlines usually offer lower rates when tickets are purchased in advance; often 7, 14, 21 and 30 day increments.

American Plan: Meal plan offered by hotels that includes three meals per guest for each day stayed at the hotel.

Average Rate: Some hotels charge different rates for weekday and weekends; this rate is an average cost for the total reservation.

Bulkhead Seats: Located near the front of each airplane section, these popular seats offer more leg room but no under-seat storage.

CDW/LDW: Collision Damage Waiver and Loss Damage Waiver; when renting a car, you will be asked if you want to add (and pay for) collision and loss insurance. These may already be covered by your personal auto insurance and/or your credit card; find out before you book your rental car.

Cancellation Policy: When making any travel reservation, ask what the rules are about canceling and if you can get your money back.

Check-in: Hotel arrival date.

Check-out: Hotel departure date.

Connection/Connecting Flight: Additional flight(s) required to get from one airport to another; usually requires changing planes.

E-ticket: Replaces paper airline tickets; you'll need the credit card you used for the reservation or a photo ID to get a boarding pass

Excess Baggage: Luggage that exceeds an airline's weight allowance; may be charged an additional fee.

Frequent Flyer Program: Many airlines offer bonus miles to frequent passengers; these miles may be exchanged for airline tickets or merchandise. These miles often have expiration dates.

Government Rate: Hotel discount for government employees; requires identification.

Guaranteed Reservation: Advance payment, often by credit card, that guarantees your room reservation. These are often non-refundable

after a certain time.

Military Rate: Discounted hotel room rate for Military Personnel. Military ID required upon check-in at hotel.

NM: Nautical mile.

Prepayment Policy: Specific rules regarding the payment of room and tax charges for your hotel reservation; see also Guaranteed Reservation.

Rack Rate: Standard advertised rate for a room or suite; if you ask for a lower rate, you can often get it.

Rate Info: The daily room rate charged by your hotel.

Rating: The Mobil "Star" rating of a specific hotel.

- **One Star** - Budget/Motor Inn
- **Two Stars** - Economy Motel/Hotel
- **Three Stars** - Full Service Hotel/Resort
- **Four Stars** - Superior Accommodations and Services
- **Five Stars** - Luxury Hotel/Resort Property

Red-Eye: Overnight flights; named because many people don't sleep well on airplanes.

Super Saver: A discounted rate; often includes specific requirements.

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Навчальне видання
(англійською мовою)

Убейволк Оксана Олександрівна

ДІЛОВА АНГЛІЙСЬКА МОВА

Навчальний посібник
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