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# **Язык делового общения в сфере туризма**

*Учебно-методическое пособие*

Нижний Новгород  
2010

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«Нижегородский государственный архитектурно-строительный университет»

Т.Р Бардинская, Е.В. Карцева

## Язык делового общения в сфере туризма

Утверждено редакционно-издательским советом университета  
в качестве учебно-методического пособия

Нижний Новгород  
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Учебно–методическое пособие по дисциплине «Язык делового общения в сфере делового общения» предназначено для студентов II курса, обучающихся по специальности «Туризм». Может также использоваться для слушателей магистратуры.

Цель учебного пособия – введение в язык специальности, ознакомление с терминологией, формирование профессиональной, коммуникативной и социокультурной компетенций.

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## **Введение**

Учебно–методическое пособие по дисциплине «Язык делового общения в сфере делового общения» предназначено для студентов II курса, обучающихся по специальности «Туризм».

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Учебно-методическое пособие состоит из 5 модулей и охватывает следующие темы:

- виды туризма;
- классификация отелей;
- профессии в туризме;
- трудоустройство;
- работа с клиентами.

## Unit 1. Types of Tourism

### Lead in:

1. What's your favourite type of tourism? What are the reasons for travelling?
2. Match the types of tourism with the examples below.

	<b>Tourism</b>	
<b>Leisure tourism</b>	<b>VFR (visiting friends and relatives)</b>	<b>Business tourism</b>

Holidays

Health and fitness

Sporting events

Education and training

Culture and religion

Professional meetings

Exhibitions and trade fairs

Conferences and conventions

Incentive travel

1. retired couple on a walking holiday in Scotland
2. overseas student going to study English in Cambridge
3. scientists flying to Helsinki for an international conference
4. coach of football fans travelling to an away match
5. travel agents attending the ITB fair in Berlin
6. weekend break in Verona with theatre tickets for Romeo and Juliet
7. trip to San Francisco for the most successful salesperson of the year
8. fly-drive holiday to Florida for a married couple
9. Japanese businessperson negotiating a contract in Berlin

10. family flying to Istanbul for a wedding

**3. Work in pairs. What do you know about Los Angeles? Which of the following would attract tourists to LA?**

beaches      people                      culture              food      tradition  
 historic      monuments              wildlife              lifestyle

**4. Read the newspaper article. Why is Los Angeles the USA's most fascinating cultural destination?**

### LA Renaissance

“Los Angeles will be the cultural capital of the millennium.” This statement was recently made by LA’s “vice-president of cultural tourism” who then went on to state that there are more major museums per head of population in LA than in any other US city (300, to be precise), not to mention “more artists, writers, film-makers, actors, dancers and musicians than in any other city in the history of civilization”. His conclusion? “LA is the most fascinating cultural destination in America.”

If LA can claim to be a cultural Mecca, it’s because of the Getty Museum. This fine-art museum looks down from a Santa Monica hilltop over the city, a monument to culture. It costs well over \$1bn which forces people to take note.

Three million people visited the Getty in its first year. They come in the same coaches that take them to Disneyland and Beverly Hills. Almost immediately, it has become a part of the LA tour - an art museum that rivals Universal Studios, Hollywood and the Baywatch beaches.

**5 Read the text again. Are these statements true or false? Correct any false statements.**

1. There are over 300 museums in LA.
2. Visitors to the Getty Museum can see a lot of paintings.
3. The Getty Museum is in the city centre.

4. The museum costs more than a billion dollars to build.
5. Three million went to the Getty museum last year.
6. The museum attracts the same tourists as Universal Studios.

Language focus **Present simple and present continuous**

Match the sentences with the descriptions below.

- 1 They're **showing** a film called Bandit Country.
  - 2 The trouble with this place is it's **becoming** too crowded.
  - 3 What time **does** the film **start**?
  - 4 Look, she's **getting** out of that black limousine.
  - 5 TV personalities and film stars often **stay** there.
  - 6 It **costs** about \$10 for adults.
- a) permanent state
  - b) changing state
  - c) activity in progress now
  - d) regular or habitual activity
  - e) temporary activity around the time of speaking
  - f) scheduled event

What is the difference between the uses of **think** and **have** in these sentences?

What **do** you **think** of Los Angeles?

I'm **thinking** of going to Los Angeles this summer.

I think they're **having** lunch at Nate 'n' Al's deli. California **has** hot summers and mild winters.

**6. Underline the correct verb form in the sentences below.**

1. The brochures often feature / *are often featuring* hotels in Long Beach.
2. LA *experiences* / *is experiencing* a boom in hotel building.

3. The accommodation tax *varies/ is varying* from 10-17 percent.
4. In summer the temperature *stays / is staying* in the mid 80s.
5. A meal for two *costs / is costing* about \$150.
6. San Diego *becomes / is becoming* very popular with British visitors.
7. British Airways *flies /is flying* direct to San Diego daily.
8. We *look /'re looking* for a suitable hotel in Anaheim.
9. Florida *suffers/ is suffering* from a severe lack of rainfall at the moment.
10. Theme parks *attract / are attracting* families with young children.
11. We *think /'re thinking* of going to California for our holiday this year.
12. LA *has / is having* more museums than any other US city.

**7. Peter Atherton is enquiring about holidays in the USA at travel agents. Complete the dialogue with the correct form of the verbs in brackets.**

**Peter** Good morning. My wife and I (look) *are looking*.....<sup>1</sup> for a holiday on the west coast of America. We (think)<sup>2</sup> of going to San Francisco or maybe Los Angeles, we're not sure.

**Jane** OK. (you / have)<sup>3</sup> any children?

**Peter** Yes, two young boys.

**Jane** Well, Las Vegas (change)<sup>4</sup> its image these days to appeal more to families and some of the hotels are very spectacular. It (become)<sup>5</sup> quite a popular destination for British tourists. And at the moment we (do)<sup>6</sup> a special ten-day offer with a stay in the Treasure Island hotel.

**Peter** OK, and what about San Francisco?

**Jane** Well, obviously San Francisco (have)<sup>7</sup> plenty of things to see and do - for example, Alcatraz, the Golden Gate, Fisherman's Wharf and so on. I (think).....<sup>8</sup> that if you and your wife (prefer)<sup>9</sup> a family holiday rather than casinos and nightclubs then San Francisco is probably better.

**Peter** How much (it / cost) .....<sup>10</sup>?

**Jane** Well, it (vary) <sup>11</sup>. Actually, why not do a fly-drive?

For example, you could fly to Los Angeles and then spend time visiting Las Vegas, San Diego, the Yosemite National Park and San Francisco. We (suggest) <sup>12</sup> an itinerary for you and (provide) <sup>13</sup> hotel vouchers for overnight stays and (give) <sup>14</sup> you all the necessary advice you (need) <sup>15</sup>. Let me see, fourteen nights accommodation and two weeks car rental (amount) <sup>16</sup> to £756 per person.

**Peter** (that / include) <sup>17</sup> insurance?

**Jane** No, I'm afraid that's extra.

**Peter** Where (flights / leave) <sup>18</sup> from?

**Jane** Heathrow and they're all scheduled.

**Peter** OK, well, thank you very much. We'll have to think about it. It all (depend) .....<sup>19</sup> to some extent on my job. You see I (work) .....<sup>20</sup> on a big project at the moment and I (not know).....<sup>21</sup> exactly when I can take my holiday. I (reckon).....<sup>22</sup> it'll be in August but I'm not sure.

**Jane** OK, well let me give you a brochure and you can think it over.

## 8. Lead in.

- 1) What can you tell your English friends about Nizhny Novgorod?
- 2) What is your favourite place in Nizhny Novgorod?
- 3) What other cities in Russia have you visited?

## 9. Reading Read the article and be ready to speak about:

- the age of the city;
- the role it plays in the history of Russia;
- the reason of its emergence;
- the way it was built;
- its unique character.

## THE VOLGA CAPITAL

Nizhny Novgorod is an ancient Russian city situated deep in the heartland of Mother Russia where the Volga meets the Oka River. Its history has a unique character. Its settlement dates back to the early days of Russian history. It was founded in 1221 by Grand Prince Yuri Vsevolodovich on a high bank of the Volga River and was named Nizhny Novgorod ("Lower Newtown").

The magnificent geographical situation of the town at the cross-roads of main trade routes soon made it a major trade and cultural centre of Russia.

The town also played an important role in the country's political history. In the "Troubled Times" (at the turn of the 16th and 17th centuries) when Moscow was occupied by Polish and Swedish invaders, it was in Nizhny Novgorod that the resistance movement corps was organised by Kozma Minin and Dmitry Pozharsky. The People's Army saved Moscow and the whole of Russia.

Throughout its long history the city has had periods of prosperity and decline. In 1817 a widely-renowned trade fair was moved to Nizhny Novgorod from Makar'ev on the Volga; the event brought to the town the reputation of being the "Pocket of Russia." Nizhny Novgorod merchants brought wealth, prosperity and tradition to the city. In the 19th century, Nizhny Novgorod had not only commercial but also industrial significance.

Today Nizhny Novgorod, known as the Volga Capital, is the third largest city in Russia with the population of nearly a million and a half people. It is a commercial, industrial and transportation centre. It plays an extremely important role in the country's economy. The leading industries are car-production, ship-building, aircraft, oil-refining and chemical industries.

For years, Nizhny Novgorod was known to the world as Gorky, "the Closed City," home of the Soviet Union's military industry and Academician Andrei Sakharov's place of exile. Nowadays, it enjoys- the reputation of being the centre of a very progressive region, a "region of opportunities." Thanks to its

go-ahead local government, the city is at the forefront of economic reforms emerging in Russia.

But Nizhny Novgorod is much more than an industrial city. It is also an educational and cultural centre. It boasts more than 20 institutions of higher education, a number of scientific research institutes and design offices. It is a city filled with museums, outdoor exhibition areas, craft shows and local production of craft goods like Khokhloma, Gorodetz, etc. There is a Conservatoire, a philharmonic society, a resident symphonic orchestra and a remarkable boys' choir. The Sakharov Festival of Arts has become a major competition for artists from around the world.

Nizhny Novgorod is a beautiful city with a unique appearance; it rests on the hills dominated by the 16th century Kremlin, "the stone necklace of the ancient city." In the centre of the Kremlin there is the Cathedral of Michael Archangel (1631), an impressive example of Old Russian architecture. There are other historical places, architectural structures and monuments - not as many as, for instance, in Moscow or St. Petersburg, but definitely worth a tourist's visit. Among them are historically important monasteries and churches, including the Nativity (Stroganovsky) Church (1719), where Peter the Great celebrated his fiftieth birthday in 1722.

Many places in Nizhny Novgorod are associated with the names of outstanding people who were born or lived here. The most well-known of them was Maxim Gorky, the proletarian writer and prominent public figure. An attractive monument to him was erected in Gorky Square in 1952.

The main and the oldest street of the city is Bolshaya Pokrovskaya, Pokrovka for short. Part of it is closed off to traffic and is taking on new life as a recreation area and shopping centre. It has some very pretty buildings like the State Bank, which appeared here in 1913 in honour of the 300th anniversary of the Romanov dynasty.

Also of great interest is the Museum of Fine Arts, with a large collection of works (about 10,000) of Russian and Western European artists.

The city has a spirit and charm of its own. You will find here a special rhythm of life, very different from the big capitals, and very warm and hospitable people.

**10. Give the synonyms for the following:**

- |                   |               |
|-------------------|---------------|
| 1) to be situated | a) amazing    |
| 2) magnificent    | b) obvious    |
| 3) significance   | c) affecting  |
| 4) progressive    | d) beautiful  |
| 5) remarkable     | e) importance |
| 6) prominent      | f) advanced   |
| 7) impressive     | g) to be set  |

**11. Fill in the chart of Nizhny Novgorod landmarks:**

<b>Churches</b>	<b>Cathedrals</b>	<b>Monasteries</b>	<b>Historical buildings</b>	<b>Monuments</b>

**12. Restore the chronology line of Nizhny Novgorod:**

<b>Date</b>	<b>Event</b>
1221	was founded


**Summarize the information. Make a short summary using the chronology line.**

**13. With the help of these questions check if your group mates know Nizhny Novgorod in details:**

- 1) Do you know any other dramatic events in Russian history connected with Nizhny Novgorod?
- 2) Who are some of Nizhny Novgorod's merchants that contributed to the city's prosperity?
- 3) What other industries are developed in the Nizhny Novgorod region?
- 4) What economic reforms is Nizhny Novgorod famous for?
- 5) Can you name the most popular institutions of higher education?
- 6) What is the Cathedral of Michael Archangel famous for? Why is it unique?
- 7) What outstanding people were born or lived in Nizhny Novgorod?
- 8) How many monuments to Maxim Gorky are there in Nizhny Novgorod altogether?
- 9) What buildings in Bolshaya Pokrovskaya deserve a tourist's attention?
- 10) What other facts and places add to the spirit and singular charm of Nizhny Novgorod?

**14. Work in pairs. Think of five places to include in a feature for your city or area. What is special about these places?**

**15. Work in pairs. How is tourism changing in your country? What type of tourists are visiting your country and what is the government doing to develop tourism?**

**16. Put these words in the correct groups below.**

humid tram coach nightclub chilly show frozen  
concert hall underground fairground warm cab

Climate	Transport	Entertainment
humid		

**Add two more words to each list.**

**17. Find out about a famous tourist destination on the Internet and prepare a short presentation. First of all, make a plan of the idea.**

***Key information***

**Climate** seasons, temperature and rainfall

**Getting around** metro, trains, bus services

**Entertainment** discos/nightclubs/shows/festivals/concert halls/ funfairs

**Sightseeing** museums/galleries/historic monuments/parks/gardens

**Food and drinks** bars/restaurants/takeaways/local specialties

**Professional practice Preparing a presentation**

When preparing a presentation in English remember:

- make notes of your ideas
- select the best ideas and organise them into a logical order
- prepare any pictures you need
- check you have all the vocabulary you need
- check for any grammatical mistakes
- practice makes perfect - practice reading the presentation

The following phrases are useful when preparing a presentation.

- **Recommending**  
the best time to go is ...  
it's a good idea to ...  
don't miss...  
... is (well) worth seeing
- **Describing places**  
it's famous for ...  
the most interesting place is ...  
the museum houses...
- **Transport**  
buses /trains run every...  
you can get there by...  
the journey takes...
- **Using photographs etc.**  
this picture shows....  
  
In the foreground/background there is/are...  
  
In the top/bottom corner there is/are...

**18. Now give your presentation to the class. If you can, illustrate it with pictures.**

### **Glossary**

affecting – трогательный, волнующий,

to boast – хвастаться, гордиться,

to claim – требовать, заявлять о своих правах на что - либо,

choir – хор, хоровой ансамбль,

to decline – приходить в упадок, спад, упадок,

exile – изгнание, ссылка,

fascinating – очаровательный, обворожительный,

invader – захватчик, оккупант,

hospitable – гостеприимный,

magnificent – великолепный, изумительный,

obvious – очевидный, явный,

outstanding – выдающийся, знаменитый,

prominent – известный, выдающийся,

prosperity – процветание, преуспевание,

remarkable – замечательный, удивительный; знаменитый, выдающийся,

settlement – поселение,

significance – значение, смысл, важность,

wealth – благосостояние,

widely – renowned – широко известный.

## Unit 2. Types of Hotels

**1. What facilities would you expect a very expensive hotel to provide for its guests? Make a list and compare your ideas with a partner.**

**2. Find the icons for these facilities.**

wheelchair access    health or fitness facilities    credit cards accepted  
rooms for more than 2 people    pets welcome    air conditioning    swimming pool  
24-hour room service    business facilities    children's facilities

**3. Work in pairs. How is tourism changing in your country? What type of tourists is visiting your country and what is the government doing to develop tourism?**

**4. In some countries there are official hotel classification schemes which rate hotels from one-star to five-star (excellent). What would the differences be between a typical one, three and five-star hotel?**

facilities    restaurant    cleanliness    comfort    services room size  
staffing    customer care

**5. Match the words to make hotel facilities and services.**

- |               |                 |
|---------------|-----------------|
| 1 en suite    | a) dryer        |
| 2 24-hour     | b) bathroom     |
| 3 quality     | c) furnishings  |
| 4 spacious    | d) telephone    |
| 5 hair        | e) service      |
| 6 direct-dial | f) room service |
| 7 satellite   | g) cleaning     |
| 8 porter      | h) rooms        |
| 9 dry         | i) TV           |

**6. What are the most important facilities for you when staying in a hotel?**

**7. Read the hotel descriptions and match them to their star ratings.**

one star   two star   three star   four star   five star

- 1 A degree of luxury is included at this level. Public areas and bedrooms are more spacious with quality furnishings and décor and satellite TV. The en suite bathrooms are fully equipped. A variety of services is provided, such as porter service, 24-hour room service, and laundry and dry-cleaning. Staff will have very good technical and social skills, anticipating and responding to guests' needs.
- 2 Hotels in this category provide luxury and exceptional comfort. The restaurant has a high level of technical skill, producing dishes to the highest international standards. Staff are well trained in customer care and are especially attentive, efficient and courteous.
- 3 Hotels in this category offer practical accommodation and are probably small with a family atmosphere. Facilities and meals are simple. Some bedrooms do not have an en suite bath or shower room, although maintenance, cleanliness and comfort need to be of an acceptable standard.
- 4 In this classification hotels are typically small to medium sized and offer more extensive facilities than at the one-star level. Guests can find more comfortable and well-equipped accommodation, usually with an en suite bath/shower room and colour TV. Hotel staff will offer a more professional service than at the one-star level.
- 5 Hotels are usually larger and provide a greater quality and range of facilities than at the lower levels. All bedrooms have a complete en suite bath/shower room and offer a better standard of comfort and equipment, such as a direct-dial telephone, a hairdryer and toiletries in the bathroom. Room service is also provided and staff respond well to guests' needs.

**8. Read the text again and underline examples of the following.**

- 1 room facilities
- 2 hotel facilities
- 3 three adjectives used to describe hotel staff
- 4 five adjectives used to describe hotels

**9. What are the best hotels in your city or area? What makes them special?**

**10. What kind of things do you think hotel inspectors check? What questions do they ask?**

**11. Read the article below and complete the table.**

<b>Area</b>	<b>checks</b>
Concierge	
Restaurant	
Room	
Bedroom	
Bathroom	

### **When an Inspector Calls**

During a hotel stay, have you ever waited more than three rings before the phone was picked up, found hairs in the bath or failed to receive a message?

If the hotel is up-market, these failings are serious. All hotels have their reputation to maintain but deluxe hotels have to justify their higher rates. So, one way of maintaining standards is to use the services of a hotel inspector.

Inspectors checking any Preferred Hotels, an association of 125 deluxe hotels in 25 countries, answer 1,600 questions on each hotel during a two-day, anonymous stay. If a hotel fails the inspection in two categories - service and condition of the building - it goes on six months' trial, at the end of which is a second inspection. A second failure means a quick exit from Preferred.

David Smith is an inspector and travels the USA and Asia, for 12 days each month inspecting hotels, never using the same hotel twice. 'It should be a pleasure but it's difficult to relax and enjoy the luxury,' he says. Work begins as soon as he enters the hotel entrance - 100 questions on the check-in procedure. The concierge is another target. Mr Smith will ask for anything from an aspirin to a legal document after offices have closed. The concierge has to provide a full service, not just theatre tickets, and must not expect a gratuity Mr Smith also samples the restaurants and bars for the quality of service, doesn't tip staff and orders room service to check that staff are helpful in suggesting what to order and that the food trolley is clean when it arrives with breakfast.

There are 165 questions in the bathroom and bedroom, which means a 45 minute check for rubbish under the bed, dusty curtains, an empty minibar, dirty pillows or towels. 'The bathroom must be clean,' says Mr Smith, 'the water has to be instant and the shower easy to use and definitely no hairs in the bath.'

**12. Read the article again and answer these questions.**

1. Why would a hotel manager want to be inspected?
2. Does the manager know about the inspection in advance?
3. What happens if a hotel fails the test?
4. Where does Mr Smith work?
5. About how many hotels does Mr Smith inspect each year?
6. Why doesn't he give them a tip?

**13. Work in groups. You manage the Royal Oak Hotel and have £300,000 to refurbish it. Decide what you would do to the hotel and how you would advertise it.**

Lobby: wall-to-wall carpeting	<b>£15000</b>
Bathroom fittings per room	<b>£4000</b>
New food preparation surfaces	<b>£65000</b>

Restaurant utensils and tablecloths	<b>£4000</b>
Roof repairs	<b>£150000</b>
Children's play area	<b>£20000</b>
Fridge/freezer (per unit)	<b>£3000</b>
Redecoration of passageways (carpets, wallpaper, ceilings)	<b>£85000</b>
Swimming pool	<b>£200000</b>
Garden improvements	<b>£15000</b>
Facilities for disabled guests	<b>£15000</b>
Car park extension	<b>£100000</b>
Oak furniture in executive suites	<b>£4000 per suite</b>

**14. Write a description of the refurbished Royal Oak for a travel guide.**

### **Glossary**

to anticipate – ожидать, предвидеть,  
benefit– выгода, польза, преимущество,  
courteous – вежливый, обходительный,  
deluxe hotel – пятизвездочный отель,  
(the) disabled – инвалиды,  
direct dial – телефонная связь с прямым набором,  
en suite – номер с ванной и туалетом,  
facilities – возможности, средства, оборудование, льготы,  
frivolous – несерьезный, легкомысленный,  
furnishings – меблировка, бытовое оборудование,  
jet – lagged – подверженный морской болезни,  
itinerary – курс, маршрут, путь,

maintenance – поддержание, сохранение,  
passageway – проход,  
staffing – кадровое обеспечение,  
up – market – дорогой,  
utensils – кухонная утварь, принадлежности.

### Unit 3. Jobs in Tourism

#### Lead in:

1. **Why did you choose tourism as your future specialty?**
2. **What fields of tourism would you like to work in?**  
airlines hotels and accommodation ferry and cruise companies  
catering car hire
3. **What sector of the travel industry most appeals to you?**
4. **Think of two jobs in each sector.**
5. **Which of these jobs interest you the most?**
6. **What is your idea of a good job? Put the following ideas in order of importance. Discuss your choices with your partner.**

- a chance to travel

- friendly colleagues

- teamwork

- a good salary

- flexible working hours

- long holidays

- job stability

- opportunity to meet people

- responsibility for other staff

- benefits (commission, cheap holidays)

7. **Read the job advertisements. Which job do you find the most / least attractive? Give your reasons why.**

#### 8. **Read the advertisement again. Which of the jobs:**

- 1 involves selling?
- 2 requires management skills?
- 3 means working abroad?
- 4 offers extra financial benefits?

- 5 involves making arrangements?
- 6 needs excellent telephone skills?

A. **Conference Consultants** is a dynamic events management organisation which provides creative, exciting and affordable solutions for conferences and exhibitions. We are currently looking for a hardworking person to join our staff. The successful applicant will be responsible for organizing special events. This person will have, excellent customer service and management skills and be prepared to work under pressure. An excellent salary package and company car will be offered to the right candidate.

B. This is a chance to become part of a well-established international five-star hotel. We are looking for a **Night Auditor** for a busy hotel front office. Reporting to the Front Office Manager, you will be skilled at supervising staff, handling guest queries and complaints, maximising room occupancy and producing the daily business figures. You are well-presented and patient with a friendly, helpful personality. This position has unlimited potential and will suit someone looking at his/her career in the long term.

## 9. Which verbs do not go with the nouns?

### 1 EVENTS

organise      arrange      make

### 2 EMERGENCIES

handle      deal with      book

### 3 ROOM OCCUPANCY

maximise      boost      produce

### 4 TOURS

possess      book      organise

### 5 STAFF

supervise      design      join

## 6 INDIVIDUAL HOLIDAYS

book              arrange      supervise

**10. Complete these sentences with words from the vocabulary box above.**

1. Dealing with difficult members of the public requires good *communication skills*.

2. Designing a good computer reservations system demands up-to-date.....

3. She's done a large number of relatively..... jobs.

She's been a chambermaid, a cleaner and a waitress.

4. He has to co-ordinate the work of several departments so he's.....

at organising schedules.

5. If you work in a call centre it's essential to have excellent.....

6. Conference interpreting is a .....occupation.

### **11. Lead in.**

- 1) What professions in tourism can you think of?
- 2) What are the main qualities a guide should possess?
- 3) Would you like to work as a guide? Why/Why not?

**12. Reading. Read the article and be ready to answer the following questions.**

- 1) What is the article about?
- 2) What does a good guide have to know?
- 3) What skills should a guide possess?

- 4) What are the most important personal qualities for being a good guide?
- 5) What do tourists usually ask about?
- 6) What roles should a guide be ready to take on? Why?
- 7) What other titles of this article could you think of?

### **HOW TO BE A GOOD GUIDE**

So you want to be a tour guide? Although I work mainly in London and England I'm sure the job's more or less the same wherever you do your guiding. So let me give you some advice...

Most guides are freelance and are hired for particular jobs. Tour operators and other people employ guides mainly to inform tourists about the places they are visiting. Therefore a guide has to have a good sound knowledge not only of a particular place but also of other things which are generally relevant – for example, architecture, history, and local customs. During our training we intensively learn a vast amount of information about whole range of subjects, and we have to be capable of jumping from one topic to another in the same sentence! But the way in which a person conveys this knowledge is the key: you have to be good at judging what your audience is interested in and you have to know how to keep their attention. These are not easy skills, I can tell you!

A guide's commentary should be interesting, lively, and above all, enthusiastic. It shouldn't be too academic and 'heavy', but neither it should it be frivolous. A sense of humour is also important, but again one should only be humorous where appropriate. 'Getting the balance right' is the main skill of guiding and commentaries should vary according to each group. A group of schoolchildren and a group of architects require a very different approach.

Tourists ask a lot of questions and a guide should be friendly, helpful, and approachable. Guides shouldn't claim to know everything - we're not superhuman! If you don't know the answer, say so, but add 'I'll find out it for you'.

Questions can vary. They can be practical ones, it's important to know where the toilets are situated as well as the date of a monument! When things go wrong – as they occasionally do – a guide should pause and calmly sort out the problem, and try to make sure that the original itinerary is kept to.

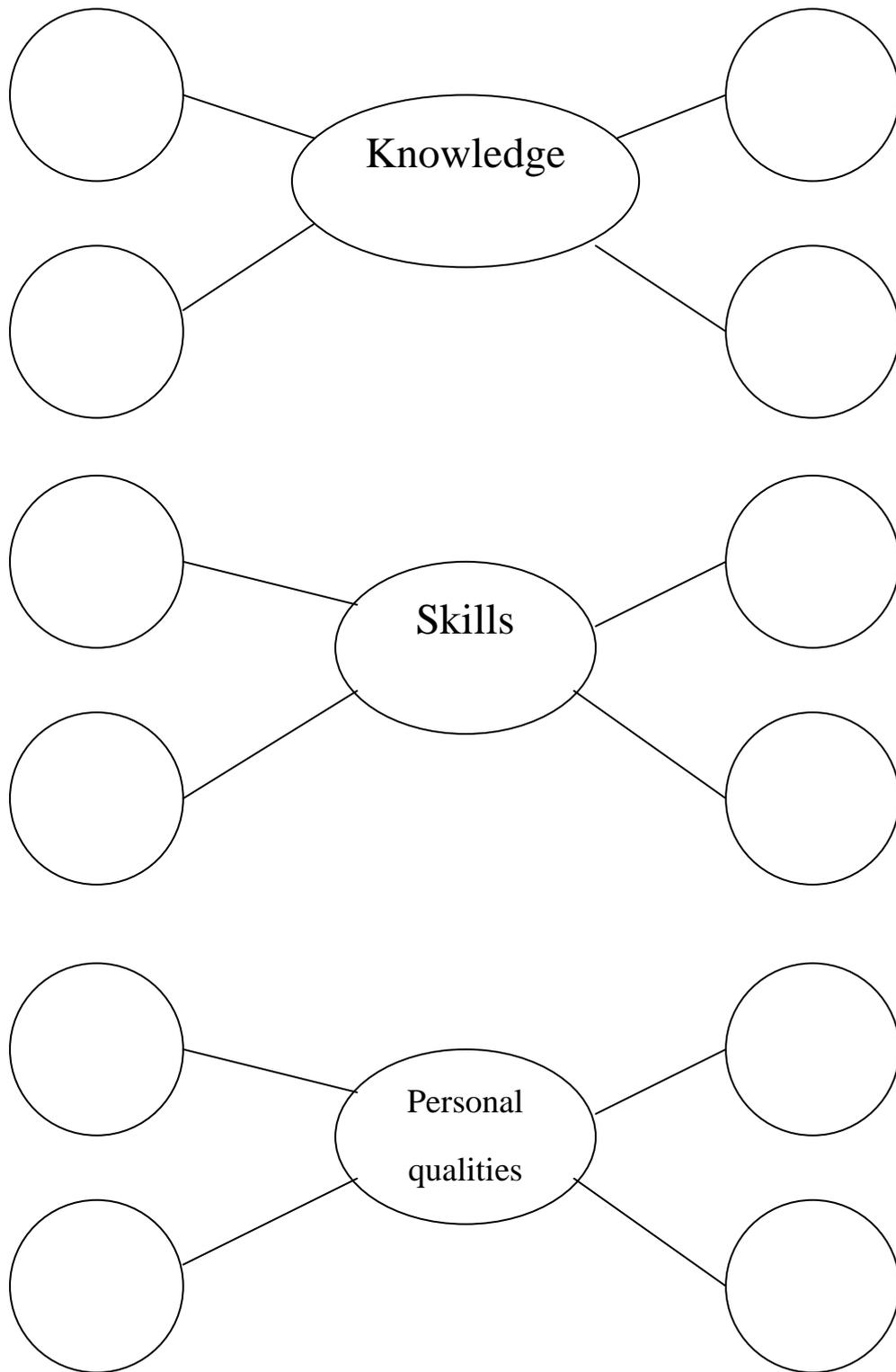
A guide takes on a number of roles for the tourist: teacher, entertainer, ambassador, nurse, and the boss. As teacher the guide is passing on information, as we've discussed. Most tour groups are on holiday so they want to enjoy themselves and want to be entertained to a certain extent. People also need looking after, so you sometimes have to be a nurse. Some people are jet-lagged or have minor illnesses (sometimes worse!). When we train, we do a basic first-aid course.

As a guide you really are an ambassador for your country and it is your job to promote it. For many people you are the only person from that country that they have any contact with. As an ambassador you also have to know about diplomacy and you are responsible for making sure everyone is happy.

You also have to be the boss in order to ensure that the itinerary runs smoothly. You're often in charge of checking in and out of hotels, taking care of baggage, money, and so on. Efficiency is very important in all of this.

Above all as a guide you have to like people. You meet the world in this job, some great people and some awful ones, but you have to try to treat them all as equals. Don't be patronizing, but welcome everyone as if they were a VIP to your country. But most of all enjoy it!

**13. Complete the diagram with vocabulary from the unit. It will help you answer the questions put before the text.**



**14. Give the synonyms for the following:**

1) interesting

a) casual

2) frivolous

b) correct

3) appropriate

c) sympathetic

4) approachable

d) fascinating

**15. Find the words to go with:**

to be capable of

to guide

to take care of

**16. Speaking**

1. Discuss with your partner:

- if nationality or gender play any role in a job of a guide;

- if Nizhny Novgorod region has some peculiarities as a tourist destination:

- what landmarks would be of special interest for foreign/Russian tourists.

2. Does a job of a guide appeal to you? Bear your statement.

**17. Read the advertisements below. Tick the skills that are required for each of the jobs.**

	reservations agent	events manager	front office manager	operations manager
IT skills				
people skills				
leadership				
skills financial				
skills writing				
skills				
supervisory				
skills				

**18. Match the verbs with the nouns.**

1 handle

a) proposals

2 achieve

b) emergencies

3 make

c) staff

4 prepare

d) problems

5 supervise

e) room occupancy

- |            |              |
|------------|--------------|
| 6 maximise | f) targets   |
| 7 write    | g) costs     |
| 8 solve    | h) decisions |

**19. Find words in the text that match these definitions.**

- 1 smart appearance
- 2 a previous track record in the travel industry
- 3 special skills or knowledge in a particular subject
- 4 showing people how to do things so they can copy you
- 5 the ability to make decisions without being told what to do
- 6 the ability to enjoy things that are funny and make people laugh

**Front Office Manager**

Clarion Hotel and Conference Centre is seeking a well-presented motivated person to maximise room occupancy and oversee front desk operations including check-in, check-out, group rooming lists, weekly revenue management. Strong management and organisational skills are required as a sense of humour and the ability to handle the occasional emergency.

**Saudi Arabian Airlines**

The largest carrier in the Middle East has vacancies at its UK call centre for a reservations agent full or part-time.

Applicants, with at least one year's experience in reservation sales and knowledge of a computerised reservations system, should be able to handle pressure and achieve targets. For an application form and information sheet: Tel. 020 7798 0000

**American Express**

**One of the world's leading financial organizations, is looking for an events manager.** Key tasks include writing proposals, preparing costs and making sure events run to budget. Expertise in Word and Excel is a must and knowledge of

an airline CRS would be an advantage. If you are a creative person with initiative and at least two years' experience of Conference and Incentive travel email your CV and covering letter to [D.Baker@aexp.com](mailto:D.Baker@aexp.com)

### **Operations Manager**

London Docklands-based tour operator is seeking an innovative individual to take charge of a busy operations department. The successful candidate will be responsible for the supervision of ten staff in both the hotel and tour sections. Duties include achieving gross profit margins, solving problems with both customers and suppliers, making financial decisions and leading by example. Computer literacy and travel background essential.

Apply in writing, enclosing CV, to Simon Scott, Executive Recruitment, 45 Morris Road, London W14 6TA.

### **20. Complete these sentences with words from the box.**

skill    skills    skilful    highly-skilled    unskilled

1. The problem was solved by her handling of a difficult situation.
2. Reading and writing..... are essential when working in a brochure production department.
3. I admire his..... at dealing with difficult members of the public.
4. Managing the finances of a large hotel is a .....job.
5. Many hotel managers began their careers in positions such as receptionist or housekeeper.

### **Glossary.**

to achieve – достигать,  
 affordable – возможный, доступный,  
 ambassador – посол, представитель,  
 approachable – доступный, достижимый,  
 appropriate – подходящий, соответствующий,

to be in charge of – быть ответственным за что – либо,

to boost – поднимать, повышать,

to be capable of – быть способным,

calmly – спокойно,

catering – ресторанное обслуживание, общественное питание,

chambermaid – горничная в гостинице,

complaint – жалоба, претензия,

to convey – перевозить, сообщать, выразить (мысль),

to deal with – иметь дело, обходиться,

emergency – крайняя необходимость, критическое положение,

essential – существенный, важный,

freelance – фрилансер, внештатный сотрудник,

frivolous – несерьезный, легкомысленный,

gross margin profit - маржа (коэффициент) валовой прибыли,

itinerary – курс, маршрут, путь,

jet lag – нарушение суточного режима организма в связи с перелетом  
через несколько часовых поясов,

to patronize – заботиться, опекать,

proposal – предложение, план,

query – вопрос, запрос,

room occupancy – занятость комнат,

smoothly – мягко, ровно, равномерно,

to treat – обращаться, вести себя,

to vary - изменяться, отличаться.

## Unit 4. Job Interview

**1. Have you ever tried to get a job? Did you have an interview? If yes, what questions were you asked?**

### Language focus Question forms

- **Yes/no questions**

All these questions use an auxiliary as the first word in the question and require a positive (Yes) or negative (No) answer:

Can you drive?

Did you pass the exam?

Have you read our brochure?

Are you available straight away?

Do you have any previous experience?

Will you be free during the summer?

- **How/Wh- questions**

We use these question words when we want more information than a simple yes or no. The question word is placed before the auxiliary verb.

**What** do you do in you free time?

**Where** would you like to work?

**What** time would I have to start?

**What kind of** job are you looking for?

**Who** is in charge of staff training?

**When** can you let me know?

**Which** part of the course did you like?

**Why** do you want to work for us?

**Whose** bag is this?

**How** did you find out about the job?

**How long** have you studied English?

**How soon** will you let me know?

**How much** time do you spend abroad?

**How many** days holiday are there?

**2. Isabella is looking for a new job. Complete the questions the interviewer asks her with an appropriate question word. Then match the questions with her answers below.**

1 What.... is your full name? d .

2 .....did you choose to study tourism?

- 3 .....college did you go to?
- 4 .....kind of job are you looking for?
- 5 .....languages can you speak?
- 6 .....did you find out about the job?
- 7 .....would you be willing to start?

- a)I'd like to have a post with more responsibility.
- b)I can start at the beginning of next month.
- c)I wanted to combine work and travel.
- d)My full name's Isabella Mary Lock.
- e)I'm fluent in Spanish and Italian.
- f)I did a course at Westminster College.
- g)I saw the advert in the Travel Trade Gazette.

**3. Use the prompts to complete Isabella's questions.**

1 people / the company / employ

How many people does the company employ? We have three hundred full-time staff.

2 I / travel abroad

..... Three or four times a year.

3 I / working with

..... You would start in a small team.

4 starting salary .....

.....It's very competitive.

5 let me know

.....We'll be in touch by next week.

**4. Complete these questions with the correct question word. Then match the questions to the answers below.**

1 What was your last job? .....

- 2 .....languages can you speak? .....
- 3 .....language do you speak the best? .....
- 4 .....job are you looking for? .....
- 5 .....did you stay in Mexico? .....
- 6 .....did you choose to study tourism? .....
- 7 .....will you be able to start? .....
- 8 .....responsibility is it to supervise staff? .....

I was a receptionist I'm most fluent in Spanish Just a week  
 As soon as possible Spanish, French and a little Arabic  
 I'd like to work for an airline I like meeting people  
 Mrs Young's

**5. Work in pairs. Find out the following information from your partner.**

- Date of birth
- Place of birth
- Work experience
- Languages
- Countries visited
- Professional skills
- Hobbies
- Ambitions

### **Curriculum Vitae**

**6. Work in groups. Discuss these questions.**

- 1 What makes a good CV?
- 2 How long should it be?
- 3 What should it contain?

**7. Are these statements true or false? Correct any false statements.**

- 1 A CV should be no longer than two pages.

- 2 You should always include a photograph.
- 3 You put the most recent experience first.
- 4 You should write in full sentences.
- 5 An employer is not interested in your hobbies and interests.
- 6 You should adapt your CV to the job description.
- 7 You should use good quality stationery.
- 8 You should make sure there are no grammar and spelling mistakes.

**8. Now look at the CV on the opposite page. Does it follow this advice?**

**How is this advice different to CVs in your country?**

**9. Read Michel Blanc's CV again and answer these questions.**

- 1 How does he describe his qualifications in English?
- 2 In what sector of the tourism industry has he worked?
- 3 What experience has he had?

### **Professional practice Writing CVs**

Use 'action' verbs to describe your experience. They attract attention and demonstrate that you are an 'action' person. What are these typical action verbs in your language?

achieve	.....	introduce	
co-ordinate	.....	manage	.....
create	.....	organise	.....
develop	.....	plan	.....
direct	.....	research	.....
establish	.....	set up	.....
implement	.....	supervise	.....

### **Personal details**

Michel Blanc

5 rue de la Liberation

76000 Rouen, France

e-mail: [michel\\_blanc@yahoo.fr](mailto:michel_blanc@yahoo.fr)

25 years old

French

### **Education and qualifications**

Baccalaureat (Equivalent of British 'A' levels, specialising in economic subjects.)

BTS Tourisme (Two years' vocational training in Leisure and Tourism.)

### **Work Experience**

Internship at the Ibis Hotel (Southampton) 62 bedrooms, three conference rooms.

Supervised the operation of the night shift, dealt with questions and complaints, implemented routine checks of the hotel, collected and compiled the daily business figures and entered statistics into a database to produce the daily reports.

Le Pare (Rouen) Assistant Manager of a three-star hotel. (45 rooms, 26,000 covers p.a.). Responsible for customer care, staff supervision, sales promotion (accommodation, seminars, banquets) and accounting.

### **Professional Skills**

Project management, sales, customer care and public relations, budgeting and forecasting.

**Computer skills:** MS Office, specialist management software (HOTIX, LOGHOREST, CALLSTAR)

**Languages:** English, Spanish, some German

**Interests:** Sailing, skiing, scuba diving

### **Name and address of referee**

Mr Clark, Oasis Hotel, 26 Wharf Street, Southampton

**10. Draft your own CV and show it to a partner. Ask him or her to evaluate it using these check points.**

- Does it look good?
- Does it list experience starting from the present?

- Is it too long / too short?
- Is the contact information clear?
- Does it provide a good basis for an interview?

### **Cover letters**

**11. A short cover letter should always accompany your CV. Organise the following advice into two categories, dos and dont's.**

- Type your letter of application
- Use interesting coloured paper
- Write at least two pages
- Repeat what is already on your CV
- Point out professional skills that you have acquired
- Emphasise how you believe you meet the employer's needs
- Tell the employer that you will call in to discuss your application

**12. Use these phrases to complete the cover letter below.**

I am confident    I am available    please find enclosed I am writing with  
reference to    I look forward to hearing I have experience of

Michel Blanc

4 rue de la Liberation

76000 Rouen, France

[michel\\_blanc@yahoo.fr](mailto:michel_blanc@yahoo.fr)

6th August

The Human Resources Officer

Global Tours

80 Campbell Street

London

WC2 9AN

Dear Sir or Madam,

.....1) the position of Night Auditor as advertised in The Guardian of 11 January.

.....2) copy of my CV outlining my background and qualifications for your consideration. As an Assistant Manager of a three-star hotel..... 3) managing staff and dealing with guests.

I also have practical experience of increasing room occupancy and producing financial statistics. If given the opportunity.....4) that I could make a valuable contribution to the running of the hotel.

.....5) for interview at a time and place of your convenience.

I can be reached at the above postal and email addresses or on 0033 1 5543 7574.

I appreciate your time and consideration and

.....6) from you soon.

Yours faithfully,

Michel Blanc

Enclosures: CV and Photograph

### Glossary

to achieve – достигать,

accounting – бух.учет,

to acquire - приобретать, достигать,

confident – уверенный, самонадеянный,

to compile – собирать (факты, информацию),

to direct – направлять, указывать,

to emphasise – делать ударение,

enclosure – вложение, приложение,

to establish – основывать, учреждать,

to implement – выполнять.

**Unit 5. Dealing with Complaints**

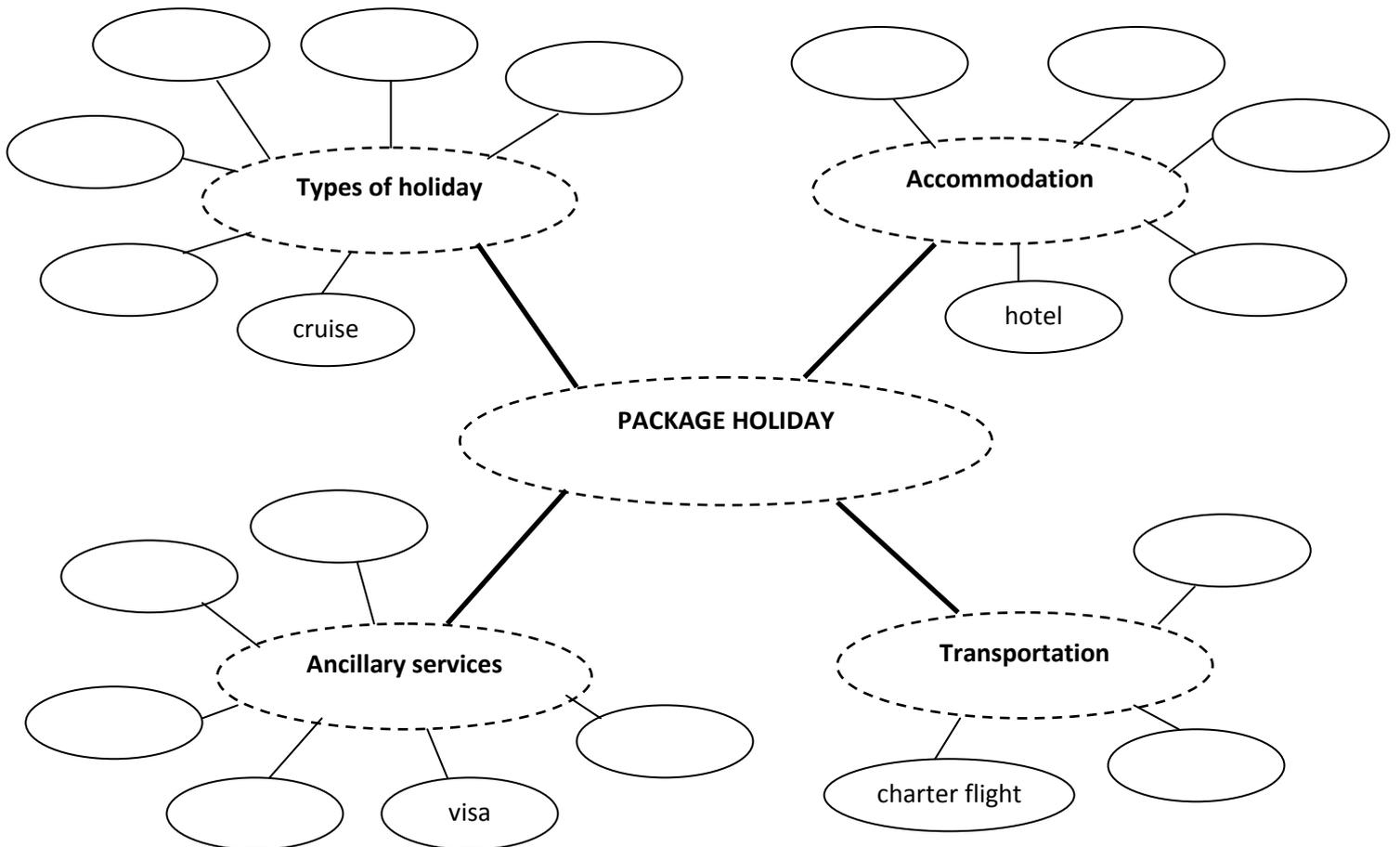
**1. What sort of holidays did your grandparents go on? What changes have taken place in the travel industry in recent years?**

**2. How has e-commerce changed the way tour operators do business?**

**In what ways have holidaymakers become more demanding?**

**3. Complete the diagram with these words and phrases. Use a dictionary to help you.**

cruise hotel visa charter flight adventure guesthouse scheduled flight transfer foreign exchange equipment hire mini-break insurance lodge honeymoon lift pass villa winter sports luxury coach inn all-inclusive



[info@medtours.com](mailto:info@medtours.com)

Holiday complaint

27/6/02

From: [arthurgrundy@adirect.co.uk](mailto:arthurgrundy@adirect.co.uk)

To: [info@medtours.com](mailto:info@medtours.com)

You sent this message on 27/6/02.

Dear Sir/Madam,

I am writing to complain about the terrible organisation of a holiday recently booked with Med Tours.

My wife and I had chosen to stay in Bugibba, Malta from 19-26 June (ref: BMT 532) in order to celebrate our wedding anniversary together in peaceful and relaxing surroundings.

Our troubles began at the airport where our outward flight was delayed for over four hours. The check-in staff were unhelpful and there was no representative from Med Tours present to help deal with the situation. We finally took off at 3.15 pm and eventually arrived at the hotel in the evening, tired and frustrated with having wasted the first day of the holiday.

The hotel was reasonably comfortable but the food lacked variety and the service was poor. Although advertised as 'a stone's throw from the beach', the hotel is in fact situated on the other side of a busy main road and is at least 20 minutes' walk away. The shops in the resort were crowded and expensive and there were a lot of noisy roadworks in the town.

Last but not least, the return flight was scheduled for 9.10 am which meant having to leave the resort at dawn to get to the airport on time. As a result, the stay is certainly not seven days as advertised and certainly cannot be described as 'a haven of peace and tranquillity'. I am therefore looking for compensation for the inconvenience and distress of a ruined holiday.

Yours faithfully,

Arthur Grundy

**4. Read the email below about a holiday booked through a tour operator. List the specific points the writer makes.**

**5. Which of the complaints can be considered the responsibility of MedTour Which of the issues raised do you feel are a genuine case for compensation?**

**6. Use the following information to plan a reply to the complaint. Make a list of the points you want to make then write a reply.**

**Professional practice** Letters of apology

The following phrases are useful when writing letters of apology.

- Thank the person for bringing the matter to your attention

*Thank you for bringing this matter to our attention.*

- Express sympathy

*We are very sorry to hear that .....*

- Apologise if necessary

*We apologise for...*

*Please accept our apologies for...*

- State what action you will take

*Please be assured that we will...*

- Remind the reader that his / her relationship with you is important

*We value your custom highly.*

*Your satisfaction is our priority.*

- Make a goodwill gesture if appropriate

*Please find enclosed a voucher for...*

**7. Renaissance Holidays was a popular tour operator until complaints meant travel agencies stopped selling their holidays. Jane Wilkins, the new MD, is trying to win back this business. Read her email to a travel agent.**

Dear Ms Wilkins,

Thank you for your email. I will be pleased to meet you next Tuesday at 10 here in our agency to discuss your offer. However, I should say in advance that there could still be customer resistance to Renaissance given the poor reputation of your packages a few years ago.

Yours,

Michael King

Dear Mr King

As the new Managing Director of Renaissance Holidays I would appreciate the opportunity to meet with you to discuss the recent changes in our organisation and holiday programmes. We have changed our image entirely and spent the last three years completely rethinking our products. We are now confident that our packages can be a welcome addition to your business.

I am free next Monday and Tuesday if you would like to fix a meeting.

Best regards,

Jane Wilkins

**7. Work in pairs. Student A you are Jane Wilkins.**

**You are the new Managing Director of Renaissance Holidays.**

**You agree your organization was not as good as it should have been but there have been dramatic improvements. In particular you have**

- *opened up new destinations (Cuba, Dominican Republic, Scandinavia, Eastern Europe and Brazil)*
- *reduced brochure prices by an average of 12 percent in the last year*
- *decided to use only scheduled flights with major airlines*
- *included airport transfers in the total price*
- *diversified into tailor-made, individual holidays for the independent traveller*
- *contracted with hoteliers running two and three-star hotels with full board and a good range of free activities*
- *recruited a new team of chefs and can offer a wide variety of local dishes in each resort*
- *recruited qualified staff with proven language skills, particularly English*

**Student B you are Mr King. You agree to meet Ms Wilkins but do not want to renew the contract. Look at your notes below.**

*Problems we had with Renaissance Holidays in the past.*

- *limited choice of destinations (Spain, Balearic Islands, Cyprus, Greece and Turkey)*
- *brochure prices 10% higher than those of competitors*
- *charter flights regularly cancelled or delayed*
- *transfers to hotels charged extra*
- *holidays lasted for fixed 1, 2 or 3 week periods - not flexible*

- *accommodation very basic - poor quality hotels with few facilities*
- *catering below standard - food lacked variety*
- *local representatives often spoke limited English*

**Now meet Ms Wilkins. Start by welcoming her and then make your objections.**

### Glossary

apologies – извинения,  
 at dawn – на рассвете,  
 to be assured – быть уверенным,  
 demanding – требующий,  
 distress – огорчение,  
 eventually – окончательно,  
 frustrated – расстроенный,  
 inconvenience – неудобство, беспокойство,  
 to lack variety – испытывать недостаток,  
 lift pass – посадочный талон,  
 reasonably – умеренно,  
 roadworks – дорожные работы,  
 ruined – разрушенный,  
 to take off – взлетать с самолета,  
 within stone's throw – очень близко,  
 to value – ценить, оценивать.

## Supplementary information and tasks

### Unit 1

#### 1. Various Forms of Tourism in Today's Global Market

For the past few decades other forms of tourism, also known as niche tourism, have been becoming more popular, particularly:

**Adventure tourism:** Tourism involving travel in rugged regions, or adventurous sports such as mountaineering and hiking (tramping).

**Agritourism:** Farm based tourism, helping to support the local agricultural economy.

**Armchair tourism and virtual tourism:** not travelling physically, but exploring the world through internet, books, TV, etc.

**Cultural tourism:** Includes urban tourism, visiting historical or interesting cities, such as London, Paris, Prague, Rome, Cairo, Beijing, Kyoto, and experiencing their cultural heritages. May also consist of specialized cultural experiences, such as art museum tourism where one visits many art museums during the tour, or opera tourism where one sees many operas or concerts during the tour.

**Disaster tourism:** Travelling to a disaster scene not primarily for helping, but because one finds it interesting to see. It can be a problem if it hinders rescue, relief and repair work.

**Ecotourism:** Sustainable tourism which has minimal impact on the environment, such as safaris (Kenya) and Rainforests (Belize), or national parks.

**Educational tourism:** May involve travelling to an educational institution, a wooded retreat or some other destination in order to take personal-interest classes, such as cooking classes with a famous chef or crafts classes.

**Gambling:** e.g. to Atlantic City, Las Vegas, Macau or Monte Carlo for the purpose of gambling at the casinos there.

**Gay tourism:** Tourism marketed to gays who wish to travel to gay-friendly destinations which feature a gay infrastructure (bars, businesses, restaurants, hotels, nightlife, etc.), the opportunity to socialize with other gays, and the feeling that one can relax safely among other gay people.

**Heritage tourism:** Visiting historical or industrial sites, such as old canals, railways, battlegrounds, etc.

**Health tourism:** Usually to escape from cities or relieve stress, perhaps for some ‘fun in the sun’, etc. Often to ‘health spas’.

**Hobby tourism:** Tourism alone or with groups to participate in hobby interests, to meet others with similar interests, or to experience something pertinent to the hobby. Examples might be garden tours, or square dance cruises.

**Medical tourism:** e.g. for what is illegal in one’s own country, e.g. abortion, euthanasia, for instance, euthanasia for non-citizen is provided by Dignitas in Switzerland.

**Perpetual tourism:** Wealthy individuals always on holiday, some of them, for tax purposes, to avoid being resident in any country.

**Sport tourism:** Skiing, golf and scuba diving are popular ways to spend a vacation.

## 2. Why people travel

### 1 Read the text and answer the questions.

### 2 Market Intelligence

You may find it surprising but travel and tourism is not just about going on holiday. There are other forms of tourism which create revenue for the travel industry. Business travel, for example, is an increasingly important sector since it is often of high value and earns significant income for tour

operators, hoteliers, caterers and transport operators. Many city-based travel agencies have a separate department that caters for the needs of business clients.

Visiting friends and relatives (VFR) is also an important contributor to tourism revenue. Although the visitor enjoys free accommodation he or she is likely to spend money on other goods and services in the locality such as food, entertainment and transport and, in so doing, contribute to the local economy. Indeed, the fact that he or she is not paying for accommodation may well be an incentive to spend more on such things as eating out and entertainment.

Official statistics show that twenty-three million people visited the UK in 2001. The chart shows a breakdown of these visitors according to reason for travel.

1 What is the main purpose of the text?

- a) to promote tourism to the UK
- b) to show why people travel
- c) to show the importance of tourism in the UK
- d) to analyse the economics of tourism

2 Which of the following is not mentioned?

- a) travelling on business
- b) the work of travel agencies
- c) how much money people spend on holiday
- d) the work of tourist boards

3 According to the article

- a) more people visit family than travel on business.
- b) fewer people travel to visit friends and relatives than previously.

- c) business travel is the most profitable form of tourism.
- d) more is spent on entertainment than on accommodation.

4 Who was this passage written for?

- a) hotel managers
- b) tour operators
- c) holidaymakers
- d) students of tourism

**2 Complete the sentences with words from the box.**

life-size   famous   plain   old-fashioned   comfortable  
 recorded   weird   wide

- 1 The show was much better live than the one I saw .....on video.
- 2 The new web design exhibition is state-of-the-art but I found the photo gallery rather..... .
- 3 Some of the decorations are very ornate, others are just.....
- 4 The models of the monsters were gigantic, but the actors and actresses were..... .
- 5 There's a ..... variety of things to do downtown but in the suburbs the choice is more restricted.
- 6 We saw some of the really ..... Hollywood stars when we went to the premiere.
- 7 The hotel was only three-star but it was very ..... .

8 Some of the thing's in the museum were so ..... it was difficult to work out what they actually were.

## **Unit 2**

### **Berlin hotels**

**Read the hotel descriptions and decide which hotel is most suitable for the following people.**

1 Helen Townsend, travel manager at Selftrade plc is looking for a centrally-located hotel in which fifteen managers can stay while attending an exhibition in July. If possible, they would like direct internet access in their rooms.

2 Bozena Leszkowicz, mother of energetic twins aged eighteen months, is looking for a reasonably-priced hotel where she can stay for a week with her husband and children and not have to worry about upsetting other guests.

3 Mr and Mrs Wendt are planning to stay in Berlin with their two teenage children to visit the museums. They plan to eat out so it's not important for the hotel to have its own restaurant but they do like attractive surroundings.

4 Mabel Seijas is the singer in a rock band and is going to Berlin with the group for a weekend music festival. They don't have much money and just need to a place to keep their instruments and sleep.

### **Where to Stay**

#### **Berlin**

##### **Hotel Pension Wittelsbach**

The bedrooms here are huge and some are ornately decorated. This hotel is recommended for families. There are plenty of toys and the nursery rooms are done up in the style of a palace and the 'Wild West'.

##### **Comfort Hotel Fruhling am Zoo**

This is a mid-range hotel situated in a nineteenth-century building on the Kurfiirstendamm. It doesn't have a restaurant, and the hotel is located over a row of shops and the windows in the bedrooms overlook a busy

street. Although the windows have been soundproofed, there is no air conditioning so in summer the noise may affect light sleepers. The hotel also offers apartments with small kitchens.

### **Hotel Seehof Berlin**

This is an amazing hotel situated in the town centre. It is only ten minutes on foot from the

Messegele (the complex of trade fair halls) but at the same time it overlooks a picturesque lake. The modern structure of this hotel does not reveal the stylish interiors. If you like large rooms with mahogany furniture and a lakeside view, you will love this place. Its restaurant, the Restaurant Au Lac, is one of the best in Berlin.

### **Die Fabrik**

Die Fabrik is a type of youth hostel set in an old factory building. Its simple furnishings are made from pale wood and there are shared bathrooms along the corridors. However, its easy-going atmosphere appeals not only to young people. Apart from single and double rooms, it also offers rooms for three or four people and even larger group rooms where the price of a bed is very cheap.

### **Forum Hotel**

Modern and functional, all rooms offer either a bath or shower en suite, direct dial telephone, satellite and pay TV, minibar and hairdryer. Unfortunately, the rooms tend to be small and without air conditioning so any rooms that catch the sun can get hot in summer. However, rooms on the upper floors (26-35th floors) are equipped with extras such as air conditioning, a large work station, modem connection and safe and provide magnificent views over the city.

## **Unit 3**

### **Examples of some positions in the hospitality industry**

#### **Accommodation Manager**

Accommodation manager direct and control the operations of privately and publicly owned hotels, motels, campgrounds, trailer parks, camps, hostels and post-secondary institution residences. There are several hospitality education programs, but graduates of these positions usually start in junior positions and it can take 10 years or more to become a general manager.

#### **Front Desk Manager**

Essential functions include: responding to guest's special requests, needs, problems, issues and concerns, accommodating groups to ensure optimal levels of satisfaction and repeat business; monitoring and controlling daily revenues and expenses, ensuring procedures are followed and proper controls are in place to minimize losses and expenses and maximize hotel profits; supervising the Front Desk Clerks; interviewing, scheduling, training.

#### **Hotel and Motel Desk Clerk**

Desk clerks, sometimes called front desk clerks or agents, are employed in hotels or motels and are the first people to greet incoming guests. While all employers prefer to hire people with post-secondary education experience is also beneficial.

#### **Spa Director**

The Spa Director will overlook all operations of the spa resort including treatment rooms, fitness center, sauna and steam rooms and indoor

pool. He/she is responsible for hiring, training, and motivating all spa staff while ensuring excellence in service and meeting necessary labor guidelines.

### **Director of Dining Services in a retirement facility**

This individual oversees and manages the day to day food service operation of a retirement facility consisting of independent living units and nursing units. Responsibilities include: hiring, training, managing and motivating the food service staff, managing the departmental budget, and ensuring resident satisfaction by delivering exceptional service and a quality food product in accordance with established operational standards. As a key member of the management team, the director of dining service is also responsible for providing effective communication and for fostering a professional and pleasant environment for all staff, residents and visitors alike.

### **Banquet Manager**

These people organize, direct and supervise the preparations and service of food and beverage for banquets within a hotel. Experience is key to this position, but education in food service and/or hotel management is beneficial. A number of positions vital, but not specific to, the accommodation industry include:

### **Special Events Coordinator**

The Special Events Coordinator is responsible for organizing and implementing plans for various events. Special Events Coordinators work in hotels as well as variety of locations such as tourism associations, trade and professional organizations, festival and event associations etc. While experience is helpful it is important to have some post-secondary education in this area.

**Chef**

Although this position is not exclusive to the hospitality industry it is still very important. Chefs are responsible for food preparation, creative food displays, as well as supervising other kitchen workers. There are many different kinds of chefs. Almost all chefs have some technical qualification obtained through apprenticeship training and/or related post-secondary training.

**Kitchen Helper**

Kitchen helpers assist in all kitchen duties, such as in food preparation. Kitchen helpers do not require any special education but experience is always an asset.

**Food and Beverage Service Supervisor (Formal Dining Rooms)**

Also known as captains, hosts, hostesses or maitre d'hotel, they are responsible for coordinating and supervising food and beverage service in restaurants and formal dining rooms. Although some post secondary education would be beneficial, experience is the most important requirement.

**Food and Beverage Server**

Also known as waiters and waitresses, these people are responsible for taking orders and serving customers. There are no special educational requirements for this position, although experience is a definite asset.

**Bartender**

Bartenders mix and serve alcoholic beverages for customers at the bar as well as preparing drinks for servers to take to customers at their

tables. While experience is an asset, there are bartending courses available. It is also important to be aware of liquor-related regulations and laws.

## **Unit 4**

### **Cover letters**

**1. Read the text about writing cover letters and use the advice to complete the sentences below.**

When writing cover letters you need to use a standard format. Remember that the address of the person you are writing to always appears on the left-hand side of the page and your own address is in the top right-hand corner. Put the date under your address.

Always make sure you start and end your cover letters correctly. If you are writing to Mrs Linda Carr then you should start the letter 'Dear Mrs Carr' and finish it with 'Yours sincerely'. Note that 'sincerely' has a small 's', not a capital letter.

If the advertisement asks you to send your application to Melanie Thompson, how would you begin your letter? 'Dear Melanie'? 'Dear Melanie Thompson'? 'Dear Mrs Thompson' is not really appropriate as she might not be married. It is probably safe to put 'Dear Melanie Thompson'.

If the advertisement just says 'reply to J. Brown' how would you address the letter? 'Dear Sir'? or 'Dear Madam'? or 'Dear Mr Brown'? You should ring the company and find out J. Brown's full name and whether this person is a man or a woman.

Remember that letter etiquette costs you nothing, but it can really pay dividends and you may be the only person who has made the effort to find out. This could help to make you different from all the other applicants and being noticed is important if you are going to get invited for interview.

If the advertisement just states: 'Write to the Human Resources Department' or 'Reply to Atlas Travel' it may not be possible for you to find out who will be dealing with your reply. In these cases you will have to start

your letter 'Dear Sir/Madam' and finish the letter with 'Yours faithfully' with a small 'P'.

- 1 The address of the person the letter is addressed to appears ...
- 2 If you begin a letter with 'Dear Mrs Healey' you should end with
- 3 You should write your own address .....
- 4 If an advertisement says 'Reply to Vikki West' you should .
- 5 If an advertisement says 'Reply to R. Simpson' you should..
- 6 If an advertisement says 'Please send CV + cover letter to Marketing Director, Austravel' you should begin your letter with ..... and end with .....

**2. Cindy Taylor wants to apply for the advertised post of hotel receptionist. Put the extracts from her application letter in the correct order.**

### **Hotel Receptionist**

Excellent entry level vacancy for outgoing personality at this three-star hotel. The person appointed will be the first point of contact for visitors, clients and suppliers. Good phone and computer skills are a must. In this full-time position you will be part of a friendly and dynamic team, responsible for handling all front desk operations.

Reply to Mrs Willis, Manager, The Manor Park Hotel, Stony Stratford, Buckinghamshire.

- a. I have a very pleasant, outgoing personality and am used to dealing with people of all ages and levels.
- b. I look forward to hearing from you.
- c. I would like to apply for the position of hotel receptionist, as advertised in the Hotel & Catering Reporter on 12 May.
- d. Re: Hotel receptionist vacancy

**e.** C Taylor (Miss)

**f.** Dear Mrs Willis

**g.** Enc. CV

**h.** I am twenty-four years old and am about to finish a course in hotel administration. Earlier this year I worked for three months as a trainee in a small family-run hotel. Your vacancy is of particular interest to me as my duties involved taking phone calls, making bookings and providing guests with a warm welcome, which I feel is important for this kind of post.

**i.** I enclose a copy of my current CV for your information. Please contact me should you require any further details.

**j.** Yours sincerely

## **Unit 5**

### **How to Be a Good Tourist**

*'Think before you leave the country', says Katie Wood.*

#### **Before you go**

Why am I going? An obvious question to ask yourself, perhaps, but country-counting for its own sake is pointless, and with tourist congestion as serious as it is, it's important to have a good reason. If your motivation is to have a good rest, what's wrong with a break at home? If this does not appeal, there are ways to make sure you have a relaxing holiday abroad.

Consider going out of season. Spread the tourist load and avoid the crowds. Is it really fun when you're cheek by jowl with thousands of other tourists, being herded off and on planes and buses, suffering from jetlag, culture shock, and a gippy tummy? Even given the need to fit in with school holidays, going off season is still possible.

Learn about your destination. Don't go to Florida or Bali just because it's the 'in' place. Read up on it, and choose a location for the right seasons.

#### **Your tour operator**

Before booking a package, find out as much as you can about the operator. Ask whether the company knows what impact tourism has on local holiday destinations. Most cannot even tell you how many tourists go there. Ask your travel agent about Green Flag operators, a group of companies which strive for increased environmental awareness.

Has your tour operator spoken to local conservationist to find out if tourism is causing particular problems, and if its operation is acceptable to the local population? The operators who ran holidays to Djerba in Tunisia in

the late 1980s certainly had not. A fifth of the water in the main supply network went to feed the hotels where northern European holidaymakers stayed, while 80 per cent of the dwellings in the town had no running water. In Goa, the demand for water from big hotels means that the villagers get only an hour's water supply a day. If you knew this in advance, would you still go?

Pressurize tour operators to be more responsible. The travel industry is becoming increasingly demanded. After the disastrous package year of 1990, travel agents and tour operators are increasingly willing to listen to customers.

Does your tour operator contribute to local employment or simply bring in as many tourists as possible? Does it use hotels frequented by local people, who blend in with the surroundings, or will you be staying in the tourists-only high-rise block which the locals deplore? Will you meet the local people, or will your only contact with them be as waiters and maids? Check with the tourist board to see if there is a 'meet the locals' programme.

Does the tour operator inform you about the country's culture and traditions before your departure? Many package tourists to predominantly Muslim countries, such as Morocco or Turkey, arrive there without knowing anything about Islamic conventions and taboos regarding dress and behaviour.

Even if you are travelling independently, your decisions have important consequences, particularly in the developing world. Tourism, seen by many poor countries as an economic panacea, often fails to deliver because of the leakage of money back out of the economy generally to pay for imported luxuries for you, the tourist. If both the airline you fly with and the hotel you stay in are foreign-owned, only 22 to 28 per cent of the price

you pay stays in the host nation's economy. You can affect this directly by your choice of transport and accommodation.

### **Before you pack**

If you are travelling to a country such as Egypt or Indonesia, where the infrastructure is poor, and waste disposal consists of throwing refuse into the sea or on to a clump just outside the town, don't take anything with you that is not strictly necessary. Remove new clothes from their cellophane wrappers and take all toiletries and photographic equipment out of their often-elaborate packaging.

Do take some small gifts from your home country, though. These will be appreciated, particularly in the developing world.

Choose the products you take abroad carefully. Take sunscreens and shampoos made from natural substances. They do not lie on the surface of the water and pollute marine life. If you're planning to camp in a developing country, be aware of the water you bathe in - it could be the only source of drinking water for an entire village.

### **When you are there**

Consume local produce whenever possible. If you insist on brand-name soft drinks and alcohol you will be contributing to the leakage of wealth out of the local economy. A recent World Bank analysis showed that an average of only 9.1 per cent of all gross exchange earnings were retained in the host country. This might not matter in Malta, but it certainly does in Mali.

Slay with the locals, preferably in bed and breakfast. This way you directly increase their income, not that of a foreign-owned hotel chain. Use

public transport instead of hiring a car. Not only will you help to reduce pollution, you will also meet more local people and gain a more authentic impression of the place.

About 12 per cent of all tourists spending go on souvenirs. Choose the souvenirs you buy carefully. Learn about the country's cultural heritage before going, so that you know what the local arts and crafts should be. Buy something authentic in parts of Africa. South East Asia and the Caribbean souvenirs are often made from, endangered fauna and flora, and all over the world bizarre dolls and carvings with no intrinsic cultural value are sold to cater to Western tastes.

Be sensitive about photography Knowing when (and when not) to take pictures, particularly of people, is an art. The rules differ between cultures but if in doubt, leave it. You may unwittingly cause great offence. Use your camera to record flora and fauna on film. Do not pick wild flowers photograph them instead.

The question of giving money is always difficult to judge. When it comes to tipping, bargaining, and giving to beggars, the best advice is probably to follow local practices. In Egypt, for instance, generally do: in parts of Mexico, you don't.

Also, don't be afraid to speak out if something is wrong. If you come across polluted beaches, for example, complain to your travel representative. Tour operators can exert great pressure on hotels and resorts. Let yours know how you found the destination and what you would like to see changed in the future.

Being a good tourist, then, is largely about sensitivity and basic good manners. How to behave as a guest in a host country is all common sense,

you might think. But how many tourists have you met who seem to have left their manners - and their consciences - at home?

## **Bibliography**

The list of web sites used in the course:

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3. [http:// www.hotelsvenice.com/](http://www.hotelsvenice.com/)
4. [http:// www.travel-library.com/](http://www.travel-library.com/)
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Карцева Елена Вячеславовна

## Язык делового общения в сфере туризма

Учебно-методическое пособие

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Федеральное государственное бюджетное образовательное учреждение высшего образования  
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