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университет имени П.М. Машерова»
Кафедра иностранных языков

АНГЛИЙСКИЙ ЯЗЫК для сферы туризма

Методические рекомендации

В 3 частях

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Составители: доцент кафедры иностранных языков ВГУ имени П.М. Машерова, кандидат филологических наук **О.А. Лукина**; преподаватели кафедры иностранных языков ВГУ имени П.М. Машерова **А.Н. Береснева, А.Н. Скороходова**

Рецензент:

заведующий кафедрой английской филологии ВГУ имени П.М. Машерова, кандидат филологических наук, доцент *Т.В. Никитенко*

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В методических рекомендациях рассматриваются основные понятия туристической сферы, их дефиниция, а также вопросы, связанные с историей развития туризма, мотивацией и наиболее популярными видами туризма.

Данное учебное издание предназначено для студентов исторического факультета специальности «Музейное дело. Туризм».

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ВВЕДЕНИЕ

На современном этапе развития общества все большую актуальность приобретает иноязычное профессиональное общение. Обусловленное социальным заказом, оно является одной из основных составляющих содержания обучения специалистов. В связи с этим задачи вузовского курса иностранного языка определяются коммуникативными и познавательными потребностями специалистов соответствующего профиля.

Данное учебное издание предназначено для студентов исторического факультета дневной формы обучения специальности «Музейное дело. Туризм».

Цель методических рекомендаций – развить навыки использования английского языка в сфере туризма.

Учебное издание состоит из двух тематических разделов, содержащих профессионально-ориентированный текстовый материал и объединенных общей тематикой. Разнообразные упражнения методических рекомендаций ориентированы как на аудиторную, так и на самостоятельную работу студентов. Организация материала предполагает также развитие творческой активности обучающихся.

UNIT 1 HISTORY OF TRAVEL AND TOURISM

PART 1 THE ANCIENT TIMES VOCABULARY

Read and memorize the following words

travel _{n, v}	increasingly	be coupled with
trade _{n, v}	pursuit _n	staging inn _n
to trace back	sight _n	precursor _n
to hold	inn _n	to promote
to attract	to establish	itineraria _{n, pl}
devout	seaport _n	itinerarium _{n, sing}
to throng	guidebook _n	to list
to greet	make one's appearance _n	fashionable
inscrutable	advertisement _n	resort _n
site _n	piracy _n	retired _n
healing	due to	rowdiness _n
increase _{n, v}		drunkenness _n

LANGUAGE FOCUS

The suffix **-ness** is a native English suffix which is attached to adjectives and participles. It is used to form abstract nouns. These abstract nouns express quality or state: *rude – rudeness* *drunken – drunkenness*

WORD STUDY

I. Make abstract nouns with the help of suffix -ness and translate them

Good, great, kind, busy, quiet, happy, sad, hopeless, helpful, dark, bright, forgiven, forgetful, thoughtful, thoughtless, airsick, assertive, blind, cleanly, ambitious, alone, busy.

II. Make up derivatives

verb	noun	adjective
advertise		
—		established
	fashion	
greet		
promote		—

III. Match the words with their definitions

trade _n	a notice or announcement in a public medium promoting a product, service or event, or publicizing a job vacancy
guidebook _n	the action of buying and selling goods and services
advertisement _n	the practice of attacking and robbing ships at sea
itinerary _n	a place where many people go for rest, sport or another purpose
resort _n	a book of information about a place, designed for the use of visi-

	tors or tourists
inn _n	a planned route or journey
piracy _n	a place that is a popular destination for vacations or recreation
resort _n	a public lodging house serving food & drink to travellers

IV. Find the synonyms

- a. throng, trade, to attract, to greet, inn, inscrutable, due to
- b. to welcome, hotel, commerce, because of, mysterious, to fascinate, crowd.

READING

TEXT 1 2000 years Before Christ, in India and Mesopotamia

Travel for trade was an important feature since the beginning of civilisation. The port at Lothal was an important centre of trade between the Indus valley civilisation and the Sumerian civilisation.

TEXT 2 600 BC and thereafter

The earliest form of leisure tourism can be traced as far back as the Babylonian and Egyptian empires. A museum of historic antiquities was open to the public in Babylon. The Egyptians held many religious festivals that attracted the devout and many people who thronged to cities to see famous works of arts and buildings.

In India, as elsewhere, kings travelled for empire building. The Brahmins and the common people travelled for religious purposes. Thousands of Brahmins and the common folk thronged Sarnath and Sravasti to be greeted by the inscrutable smile of the Enlightened One – the Buddha.

ACTIVITIES

I. Choose the right variant

- 1) **The first purpose of travelling was:**
 - a) Leisure
 - b) Trade
 - c) Religion
- 2) **What new form of tourism made its appearance in the time of the Babylonian & Egyption empires?**
 - a) Leisure tourism
 - b) Mass tourism
 - c) Medical tourism
- 3) **What kind of museum was open in Babylon?**
 - a) A museum of Babylonian history
 - b) A museum of religious festivals
 - c) A museum of historic antiquities
- 4) **What attracted people interest to Egypt?**
 - a) Religious museum

- b) Religious festivals
- c) Religious places

5) What did kings of India travel for?

- a) Religious festivals
- b) Making wars
- c) Empire building

II. Fill in the gaps with the right word from the box

trade	hold	attract	coupled	list	devout	thronged
trace back	advertisement	promote				

1. The origins of modern tourism ... to the beginnings of civilization.
2. In 1985, the authorities decided to ... an annual ice-snow festival in Harbin.
3. People the streets to see the President.
4. How can service innovations help ... cultural tourism?
5. She was real ... Catholic.
6. Seventy per cent of the country's ... is with Europe.
7. She recently placed an ... in the local paper.
8. The government is trying to ... tourists to the country.
9. I need time to ... all countries I have ever visited.
10. The sleeping car and restaurant car were ... together.

III. Complete the texts using the words from the box

A.

site	directing	healing	appearance	pleasure
guidebooks	religious	writer	inns	

500 BC, the Greek civilization

The Greek tourists travelled to sites of ... gods. The Greeks also enjoyed their ... festivals that increasingly became a pursuit of ..., and in particular, sport. Athens had become an important ... for travellers visiting the major sights such as the Parthenon. ... were established in large towns and seaports to provide for travellers' needs.

This era also saw the birth of travel writing. Herodotus was the worlds' first travel ... also made their ... in the fourth century covering destinations such as Athens, Sparta and Troy. Advertisements in the way of signs ... people to inns are also known in this period.

B.

precursors	piracy	introduced	down	travel	staging
favouring	introduced	listing	identify	resorts	springtime

The Roman Empire

With no foreign borders between England and Syria, and with safe seas from ... due to Roman patrols, the conditions ... travel had arrived. First class roads coupled with ... inns (... of modern motels) promoted the growth of Romans travelled to Sicily, Greece, Rhodes, Troy and Egypt. From 300 AD travel to the Holy Land also became very popular. The Romans ... their ... (itineraria), ... hotels with symbols to ... quality.

Second homes were built by the rich near Rome, occupied primarily during ... season. The most fashionable ... were found around Bay of Naples. Naples attracted the retired and the intellectuals, Cumae attracted the fashionable while Baiae attracted the ... market tourist, becoming noted for its rowdiness, drunkenness and all- night singing.

IV. Fill in the gaps with the right preposition

1. Travel ... trade was an important feature since the beginning of civilization.
2. The Greek tourists travelled ... sites of healing gods.
3. Greek religious festivals became a pursuit of pleasure, and ... particular, sport.
4. Due ... Roman patrols seas were safe ... piracy.
5. First class roads coupled ... staging inns promoted the growth of travel.
6. ... 300 AD travel ... the Holy Land also became very popular.
7. ... India as elsewhere, kings travelled ... empire building.

V. Translate into English:

1. В Античные времена основным мотивом путешествий была торговля.
2. Однако многие богатые люди путешествовали также для развлечения.
3. Так в Вавилоне был открыт первый музей древностей, египтяне устраивали религиозные фестивали.
4. В Индии, как и повсюду, правители странствовали для создания и укрепления империи.
5. Китайцы одни из первых стали составлять карты.
6. Римляне сооружали первоклассные дороги, рядом с которыми располагались постоянные дворы.
7. Греки совершали поездки к лечебным местам.
8. В 400 году н.э. в Греции появились путеводители.
9. В римских путеводителях не только перечислялись гостиницы, но и их качество.
10. Так же в эту эпоху появилась первая реклама.

PART 2 THE MIDDLE AGES VOCABULARY

Read and memorize the following words

obligation_n

duty_n

to seek (sought,
sought)
fame_n
fortune_n
route_n
purpose_n
to explore
to stroll
to perform
to spread
sacred
leisure_n

to introduce
enchancing
scenic
beauty_n
to reach
to capture
to belong
to upset
to fight
spice_n
silk_n
jewel_n

item_n
to bring back
trouble_n
to carry
goods_{n, pl}
impact_{n, v}
printing press_n
to invent
sailor_n
to try

LANGUAGE FOCUS

The suffix **-er** turns an action verb into a noun referring to a person or thing that performs the action: *teach* – *teacher*. It also used in forming nouns designating persons from objects of their labor or occupation: *adventure* – *adventurer*, *hat* – *hatter*.

WORD STUDY

I. Make nouns with the help of suffix -er and translate them

play – ..., perform – ..., explore – ..., seek – ..., stroll – ..., trade – ..., hold – ..., make – ..., work – ..., employ – ..., village – ..., love – ...

II. Make up derivatives

verb	noun	adjective
invent		
		printing
		living
sail		-
		captured

READING

TEXT 1

In the Middle Ages

Travel became difficult and dangerous as people travelled for business or for a sense of obligation and duty.

Adventurers sought fame and fortune through travel. The Europeans tried to discover a sea route to India for trade purposes and in this fashion discovered America and explored parts of Africa. Strolling players and minstrels made their living by performing as they travelled. Missionaries, saints, etc. travelled to spread the sacred word.

Leisure travel in India was introduced by the Mughals. The Mughal kings built luxurious palaces and enchanting gardens at places of natural and scenic beauty. Travel for empire building and pilgrimage was a regular feature.

TEXT 2 Before Columbus

Christopher Columbus wanted to reach the Indies by travelling west. The story behind why he wanted to travel to the Indies began many years before.

Palestine was captured by the Turks. The Turks were Moslems who followed the teachings of Mohammed. This upset the Christians and Jews who felt the Holy Land should belong only to them. In 1095 the Pope called the Christians to fight the Turks. This resulted in a 200 year war called the Crusades.

During the Crusades Europeans travelled to the Far East lands of India and China. They had never seen such wonderful lands as this area that they called the Indies. They discovered spices, silks, jewels, and perfumes in this new land. They wanted to bring these amazing items back home to their families.

The only trouble with carrying goods back home was the route between the Indies and Europe was dangerous. To travel by land Europeans had to cross deserts and mountains. Even if they travelled by sea they had to carry the goods by land between the Red and Mediterranean Seas.

Years later in the 1200's an Italian named Marco Polo travelled through the Indies. He visited Cathay. After returning home he wrote a book about his experiences. Polo's travels did not make a big impact on the European world until much later because very few people read his book.

This changed in 1450 when the printing press was invented. Marco Polo's book was one of the first printed. Many Europeans read Polo's book. A big interest in the East was on the Europeans' minds.

Christopher Columbus was one of the Europeans who read Marco Polo's book. After reading the book he felt the world was not flat and most of the world thought it to be.

Two other inventions were created around 1450. The compass could tell sailors which direction they were travelling. The astrolabe showed sailors just where their ship was at any time. These two inventions made sea travel much easier. Because of the new sailor instruments Columbus could try out his idea that the world was round and sail west to find the Indies.

ACTIVITIES

I. Complete the texts using the words from the box

sought	leisure	spices	dangerous	natural
Crusades	scenic	bring ... back	route	spread

1. Travel in the Middle Ages was slow, an comfortable, and usually

2. Medieval travellers pilgrims, ... to visit the Holy Lands.
3. One more purpose of travelling was to find a sea ... route to India.
4. Many missionaries chose to travel widely to ... their religions.
5. As for Asian people, they introduced ... travel.
6. The King's luxurious palaces were built at places of ... and ... beauty.
7. During the ... Europeans travelled to the Far East lands of India and China.
8. They discovered ..., silks, jewels, and perfumes in this new land.
9. They wanted to ... these amazing items ... home to their families.

II. Complete the sentences

1. In the Middle Ages travel became
2. The Europeans tried to discover ... for trade purposes.
3. Strolling players and minstrels made their living
4. Missionaries, saints, etc travelled
5. Leisure travel in India was introduced
6. During the Crusades Europeans travelled
7. They discovered ... in new lands.
8. The only trouble with carrying goods back home
9. Even if they travelled by sea
10. After returning home from Cathay, Marko Polo wrote a book
11. He did not make a big impact on the European world because
12. After reading Polo's book, Columbus felt
13. Columbus wanted to reach the Indies

TEXT 3 Columbus

Columbus asked King John II of Portugal for three ships to try out his idea of travelling west to reach the East. The king refused to give him the ships. Columbus tried going to other kings in France and England. They would not give him the ships. Finally Columbus went to the king and queen of Spain; King Ferdinand and Queen Isabella. He asked them for money to try out his idea of travelling west to reach the East. Queen Isabella refused Columbus at first. Later King Ferdinand and Queen Isabella gave Columbus three ships, a crew of about ninety men, and some money. The three ships were the Niña, Pinta, and Santa María.

On August 2, 1492 the voyage began. The trip was not easy. Columbus's crew was afraid of the unknown seas. They believed monsters were in the waters. Some thought the world was flat, and that their ships were sailing too far from the shore and would fall off the end of the earth. On September 1, 1492 Columbus's ships passed an active volcano on the island of Tenerife. They also reported seeing a bolt of fire fall from the heavens into the sea. The men took these as a bad signs.

On October 12 after 71 days at sea land was sighted. Columbus and his men rowed ashore and planted a flag in the sand. They claimed the island which they named San Salvador for Spain. Since Columbus believed he was in the Indies he called the natives Indians. Columbus had really landed on an island southeast of what is now Florida.

In March 1493 Columbus sailed back to Spain with a few Indians. King Ferdinand and Queen Isabella named him Admiral of the Ocean Sea.

Columbus sailed to America three more times in 1493, 1498, and 1502. He found San Salvador and then Cuba which he called Juana, but he found few riches on his voyages. He died a man of average wealth on May 20, 1506 in Spain.

ACTIVITIES

I. Complete the sentences. Answer the questions.

1. Columbus named the inhabitants of the place he discovered Indians because he thought he had found _____.
2. The island Columbus called Juana is today called _____.
3. What year did Christopher Columbus finally set sail with his three ships and crew? _____.
4. In what direction did Christopher Columbus sail? _____.
5. When did Columbus spot land on his first voyage? _____.
6. When Columbus returned to Spain he was given the title _____.
7. How many voyages did Columbus make to the New World?
_____.
8. Columbus's voyage to the New World would not have been possible if it were not for _____.
9. Columbus had three ships. They were the Nina, Pinta, and _____.

II. Translate into English:

1. В Средние века основной целью путешественников было паломничество.
2. Европейцы пытались открыть торговые пути на Восток.
3. Бродячие актёры и музыканты перемещались из одной страны в другую со своими выступлениями.
4. Монголы совершали увеселительные поездки в Индию.
5. Многие географические открытия были сделаны в Средние века.
6. Христофор Колумб пытался найти кратчайший путь из Европы в Азию через Атлантический океан.
7. Знаменитым путешественником Средневековья был Марко Поло. Он подробно описал в своей книге «Путешествие в Китай».
8. Испанский король Фердинанд и королева Изабелла дали Колумбу 3 корабля и команду для путешествия на Восток.
9. Однако он не нашёл тех богатств, которые хотел.

10. Колумб открыл все важнейшие острова вокруг американского континента и саму Америку.

PART 3

THE GRAND TOUR VOCABULARY

Read and memorize the following words

outcome _n	to inhibit	therefore
under the reign	decline _n	to spring up
court _n	awareness _n	to immerse
to encourage	cure _n	to overcrowd
custom _n	to take the cure	overcrowding _n
to accompany	to acquire	inland
ostensibly	to change	to grow (in popularity)
pleasure _n	society _n	steam _n
gentry _n	seaside resort _n	steamboat _n
to displace	sand _n	to introduce
advent _n	benefit _n	circuit _n

LANGUAGE FOCUS

The prefix **over-** attached to a verb gives the meaning of “too much”: *crowd* – *overcrowd*.

WORD STUDY

I. Make nouns from the following verbs with the help of prefix over-. Translate them.

to balance – ..., to buy – ..., to colour – ..., to come – ..., to control – ..., to develop – ..., to do – ..., to dose – ..., to dry – ..., to eat – ..., to expose – ..., to extend – ..., to fill – ..., to flow – ..., to grow – ..., to heat – ..., to pay – ..., to sleep – ..., to work – ...

II. Match the words with their definitions

cure _n	someone who visits a person or place
status _n	rich, powerful and fashionable people
high society _n	enthusiasm for doing something; the need or reason for do something
benefit _n	something that makes someone with an illness healthy again
inland	something shaped approximately like a circle, especially a route, path or sports track which starts and ends in the same place
visitor _n	an accepted or official position, especially in a social group

motivation _n	in the middle of a country, away from the sea
circuit _n	a helpful or good effect, or something intended to help

III. Replace words in *italic* by their synonyms from the vocabulary list

1. There is no known *remedy* for this disease.
2. The wheel in the Indian flag is an *emblem* of peace.
3. One of the many *advantages* of foreign travel is learning how to cope with the unexpected.
4. Some 500 travel agencies *made their appearance* last year.
5. Ben, you've got some *guests* to see you!
6. Let's go to the *seashore* at the weekend!
7. Tourism's popularity continues to *increase*.
- 8.

READING

TEXT 1

The Grand Tour

From the early seventeenth century, a new form of tourism was developed as a direct outcome of the Renaissance. Under the reign of Elizabeth 1, young men seeking positions at court were encouraged to travel to continent to finish their education. Later, it became customary for education of gentleman to be completed by a 'Grand Tour' accompanied by a tutor and lasting for three or more years. While ostensibly educational, the pleasure seeking men travelled to enjoy life and culture of Paris, Venice or Florence. By the end of eighteenth century, the custom had become institutionalised in the gentry. Gradually pleasure travel displaced educational travel. The advent of Napoleonic wars inhibited travel for around 30 years and led to the decline of the custom of the Grand Tour.

TEXT 2

The development of the spas

The spas grew in popularity in the seventeenth century in Britain and a little later in the European Continent as awareness about the therapeutic qualities of mineral water increased. Taking the cure in the spa rapidly acquired the nature of a status symbol. The resorts changed in character as pleasure became the motivation of visits. They became an important centre of social life for the high society. In the nineteenth century they were gradually replaced by the seaside resort.

The sun, sand and sea resorts

The sea water became associated with health benefits. The earliest visitors therefore drank it and did not bathe in it. By the early eighteenth century, small fishing resorts sprung up in England for visitors who drank and immersed themselves in sea water. With the overcrowding of inland spas, the new sea side resorts grew in popularity. The introduction of steamboat services in 19th century introduced more resorts in the circuit. The seaside resort gradually became a social meeting point.

ACTIVITIES

I. Fill in the blanks with an appropriate word from the box below in the right form

a tutor	a decline	ostensibly	a custom	to displace
to encourage	an advent	to accompany	to inhibit	

1. His ... encouraged him to read widely in philosophy.
2. We were ... to learn foreign languages at University.
3. Pilgrimage seems to be on the
4. He has spent the last three months in Florida, ... for medical treatment.
5. Life in Europe transformed by the ... of the steam engine.
6. In 17th century, it was the ... to finish the education abroad.
7. Today, TV and Internet have ... tourism.
8. Would you like me to ... you to the station.
9. The Napoleonic wars ... travel in Europe for around 30 years.

II. The following statements about the "Grand Tour" are all incorrect. Correct each one. Use "No, it is not the truth", "It's false", "I don't agree" and other parenthetical clauses.

1. The Grand Tour was a direct cause of the Renaissance.
2. Young men seeking position at court were encouraged to travel to build empire.
3. Later the Grand Tour became the concluding part of job search of gentlemen.
4. They were accompanied by a parent and the Tour lasted 3 or more months.
5. But the pleasure seeking men travelled to discover natural beauty of the Mediterranean.
6. Finally, educational travel displaced pleasure travel.

III. True or false?

1. The spas grew in popularity in the 13th century in the Indies.
2. With the awareness about the therapeutic qualities of mineral water, the spas became popular also in the Europe.
3. The resorts sprang up as health became the motivation of visits.
4. They became an important centre of social life for the middle class.
5. The industrial revolution became associated with health benefits.
6. In the beginning, people drank this water but did not bathe in it.
7. The airline services in 19th century introduced more resorts in the circuit.
8. The seaside resort gradually became a service meeting point.

PART 4

THE MODERN HISTORY OF TRAVEL VOCABULARY

Read and memorize the following words

to lure	countryside _n	to catalyse
to escape	pace _n	destination _n

entrepreneur_n
to indulge
raw_n
to enhance
chain_n
terminus_n
to follow
first hand
at first hand
to arouse
curiosity_n
well off

scale_n
private
to proliferate
surplus_n
aircraft, airline_n
aid_{n, v}
expansion_n
steadily
jet_n
flight_n
to boost
seat_n

to bring down
sharply
initial
spot_n
corresponding
to diversity
to flock
volume_n
to occur
emergence_n

COMMENTS

MNC – a multinational corporation that manages production or delivers services in more than one country

LANGUAGE FOCUS

We form most adverbs by adding **–ly** to the adjective: *sharp* – *sharply*. Adjectives ending in **–le** form adverbs by changing **–le** to **–ly**: *simple* – *simply*. Adjectives ending in **–y** form adverbs by changing **–y** to **–ily**: *easy* – *easily*. Adjectives ending in **–ic** form adverbs by adding **–ally**: *tragic* – *tragically*.

WORD STUDY

I. Make the correct adverb form of adjective

Initial – ..., normal – ..., private – ..., steady – ..., annual – ..., special – ..., regular – ..., active – ..., increasing – ..., automatic – ..., common – ..., frank – ..., personal – ..., hard – ..., wide – ..., comfortable – ..., natural – ..., actual – ..., general – ..., ostensible – ..., gradual – ..., heroic – ..., careful – ..., original – ..., occasion – ..., possible – ..., usual – ..., real – ..., diplomatic – ..., direct – ...

II. Make up derivatives

verb	noun	adjective
organize		
		corresponding
diversify		
	meditation	
	flight	
mean		
expand		
	introduction	
	occurrence	

III. Match the words with their definitions

curiosity _n	is a vehicle which is able to fly
first hand	belonging to some particular person
private	the gradual beginning or coming forth
aircraft _n	a desire to know or learn
emergence _n	to gather or go in a crowd
to flock	something obtained directly from the original source

IV. Match the word from A with its synonym from B

A	B
to boost	to vary
to occur	help _n
to diversify	through
airline _n	site _n
scale _n	to increase
surplus _n	airway
aid _n	to take place
spot _n	internal
domestic	degree _n
across	excess _n

V. Fill in the blanks with an appropriate word from the box in the right form

to lure	countryside	to follow	to indulge
hotel	enhance	industrial	destination (x2)

1. France's civilization, history and way of life ... travellers from everywhere.
2. Philippine travel ... guide gives you an overview of popular tourist spots in the Philippines.
3. Our Alliance works for everyone who loves the ... and the rural way of life.
4. Deland ... in South Beach Miami is ultimate world-class urban resort and self-contained ..., a haven of relaxation.
5. What rules should tourists ... to protect the Earth.
6. Can tourism ... cultural integration?
7. During leisure time, guests can swim in the heated indoor pool or ... in a spa treatment.
8. Before the ... revolution tourism was open only to the aristocracy and the wealthy merchant class.

READING

TEXT 1 Role of the industrial revolution in promoting travel in the west

The rapid urbanisation due to industrialisation led to mass immigration in cities. These people were lured into travel to escape their environment to places

of natural beauty, often to the countryside they had come from change of routine from a physically and psychologically stressful jobs to a leisurely pace in countryside.

TEXT 2 Highlights of travel in the nineteenth century

- Advent of railway initially catalysed business travel and later leisure travel. Gradually special trains were chartered to only take leisure travel to their destinations.
- Package tours organised by entrepreneurs such as Thomas Cook.
- The European countries indulged in a lot of business travel often to their colonies to buy raw material and sell finished goods.
- The invention of photography acted as a status-enhancing tool and promoted overseas travel.
- The formation of first hotel chains; pioneered by the railway companies who established great railway terminus hotels.
- Seaside resorts began to develop different images as for day-trippers, elite, for gambling.
- Other types of destinations-ski resorts, hill stations, mountaineering spots etc.
- The technological development in steamships promoted travel between North America and Europe.
- The Suez Canal opened direct sea routes to India and the Far East.
- The cult of the guidebook followed the development of photography.

TEXT 3 Tourism in the Twentieth Century

The First World War gave first-hand experience of countries and aroused a sense of curiosity about international travel among less well off sector for the first time. The large scale of migration to the US meant a lot of travel across the Atlantic. Private motoring began to encourage domestic travel in Europe and the west. The sea side resort became annual family holiday destination in Britain and increased in popularity in other countries of the west. Hotels proliferated in these destinations.

ACTIVITIES

I. Match a line in column A with a line in column B

A	B
The rapid growth of urban areas	business and leisure travel.
City dwellers looked for	built grand hotels at their termini.
They had come from change of	to those who travelled from the west to the far east.
Advent of railway catalysed	led to mass immigration in cities.
An early form of package tour	routine and stressful jobs to a leisurely pace in countryside.
The invention of photography in 19 th century	to travel between north america and europe.
Frequently, expanding railway companies	peace of mind, natural beauty and relaxation.
The developpement of steam engines made it possible	was organized by thomas cook in 1841.

The Suez Canal saved much time	promoted not only overseas travel, but also the cult of guidebooks.
--------------------------------	---

II. Complete the story using the words from the box

led	diversify	mass	introduction	establishment	
boosted	aviation	lured	resorts	airlines	spots
comfortable	corresponding	occurred	tourism		

The birth of air travel and after

The wars increased interest in international travel. This interest was given the shape of ... tourism by the ... industry. The surplus of aircrafts and growth of private ... aided the expansion of air travel. The aircraft had become ..., faster and steadily cheaper for overseas travel. With the ... of Boeing 707 jet in 1958, the age of air travel for the masses had arrived. The beginning of chartered flights ... the package tour market and ... to the establishment of organised mass The Boeing 747, a 400 seat craft, brought the cost of travel down sharply. The seaside ... in the Mediterranean, North Africa and the Caribbean were the initial hot ... of mass tourism.

A ... growth in hotel industry led to the ... of world-wide chains. Tourism also began to ... as people began to flock alternative destinations in the 70s. Nepal and India received a throng of tourists ... by Hare Krishna movement and transcendental meditation. The beginning of individual travel in a significant volume only ... in the 80s. Air travel also led to a continuous growth in business travel especially with the emergence of the MNCs.

III. Translate into English:

1. В период промышленной революции и урбанизации люди старались в свободное время покидать города и сбегать от рутины и стрессов в сельскую местность.
2. Появление железных дорог способствовало увеличению числа деловых и увеселительных поездок.
3. Предприниматель Томас Кук стал первым, кто организовал «пэкидж туры».
4. Постепенно путешествия становятся доступными среднему классу.
5. Развитие пароходов привело к появлению туров из Европы в Северную Америку, а Суэцкий канал открыл прямой путь в Индию и Дальний Восток.

UNIT 2 TRAVEL AND TOURISM INDUSTRY

PART 1 NATURE AND CHARACTERISTICS OF TRAVEL AND TOURISM

VOCABULARY

Read and memorize the following words

to make up
to accept

consecutive
to acknowledge

to separate
according to

value_n
foreign exchange
to earn
opportunity_n
likely
event_n
provide

facilities_{n, pl}
incoming ≠ outcoming
inbound ≠ outbound
environment_n
to measure
survey_n
to define

case_n
adventure_n
whilst
loosely
customer_n
to book
accommodation_n

WORD STUDY

I. Match the words with their definitions

to acknowledge	lucky chance; favorable circumstances
to make up	a client
opportunity _n	financial worth
facility _n	to give someone something that they need
customer _n	to reserve
accommodation _n	admit truth or reality of something
to book	successive
value _n	to create
consecutive	place of residence, usually temporary
to provide	place that provides a particular service

READING

TEXT 1

What is tourism?

Defining tourism is not a simple matter, as it is a complex industry made up of many different businesses, the common theme being that they provide products and services to tourists. The most usually accepted definition of tourism is that provided by the World Tourism Organization:

“Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.”

This definition includes the word 'staying' and suggests that tourists stay at least one night. However, we must acknowledge that day visitors make a huge contribution to the tourist industry and some regions and organizations choose to include day visitors in statistics. Most UK statistics separate spending and volume of day visitors from overnight tourists.

According to the Department of Culture, Media and Sport, the total value of the tourism and travel sectors in 2002-2003 in the UK was £91.8 billion, most of which comes from domestic rather than overseas visitors.

It is acknowledged by the World Tourism Organization that tourism is the fastest growing economic sector, bringing foreign exchange earnings to countries and creating jobs. Jobs are not only created directly in tourism but in related industries, for example in construction. Much tourism development occurs in developing countries, bringing economic opportunities to local communities.

ACTIVITY

I. Answer the following questions

1. Why is it difficult to define tourism?
2. What does the word “staying” suggest in the definition of tourism?
3. What is the difference between day visitors and overnight tourists?
4. What kind of tourism, domestic or foreign, was more popular in the UK?
5. Why is tourism the fastest growing economic sector?
6. What tourism related industries do you know?

TEXT 2

Different types of tourism

For the purposes of statistics tourists are categorized as leisure, business or visiting friends and relatives (VFR) travellers. Thus, they are categorized by (the purpose of their visit).

Leisure tourists (usually described as leisure travellers in statistics) are travelling for the purpose of leisure so they are likely to be on holiday or taking short break.

Business tourists are travelling to go to a meeting, conference or event associated with their business. This is an important and growing market in the UK as more resorts and hotels provide conference facilities.

Visiting friends and relatives (VFR) tourists are visiting family or relatives and therefore they are unlikely to spend as much on tourism as they are not using accommodation facilities.

There are some other types of tourism that you should know about.

Incoming tourists or inbound tourists are those who visit a country which is not their country of residence for the purposes of tourism. If the tourist comes from France to the UK then they are outbound from France and incoming to the UK. Overseas visitors or incoming tourists to the UK spent about £11,9 billion in 2003.

Domestic tourists are those people who are travelling within their own country for tourism purposes.

We have already noted in the tourism definition that, strictly, people are only tourists if they stay in a place outside their usual environment. This means that people on day trips are not officially tourists, which statistics count as those who stay at least one night in a place. A day-tripper is also known as an excursionist.

Day trippers spend money in the tourism sector and boost the economy, so it is important to measure the value of their spending. In the UK, this is measured in the Day Visits Survey. Day visits are defined as trips which last three hours or more and which are not taken on a regular basis. Day visitors spent almost £10 billion in 2003, even more than those on overnight stays, so they must be taken note of.

Outgoing tourists are those who leave their own country, in this case the UK, to visit another country. Thus, if you go on summer holiday to France or Spain, you are an outgoing tourist.

Adventure tourists are those who are participating in sports or adventurous activities whilst on holiday, for example whitewater rafting. It is difficult to measure them statistically as there is no agreement on what actually constitutes 'adventure'. Many tour operators use the term loosely to attract certain types of customer.

Package holiday tourists are those who have booked a "package" from a tour operator. This will include their holiday accommodation, transport and transfer to resort.

Independent tourists are those people who have arranged all their own transport and accommodation without using travel professionals. This group is increasing as the Internet becomes more widely used.

ACTIVITIES

I. True or false? Give the right answer.

1. Leisure travellers look for discovery of new places.
2. Business tourists move from one place to another for pleasure and entertainment.
3. Modern hotels and resorts provide all facilities for business.
4. Visiting friends and relatives tourists desire to get away from the crowds.
5. Incoming tourists are those who travel abroad.
6. Domestic tourists are those who travel alone or in small-organized groups in a country which is not their country of residence.
7. Day trippers boost the economy by spending money in the tourism sector.
8. Day visitors prefer long trips that last many days.
9. Outgoing tourists are those who leave their own country.
10. Adventure tourists look for activities that promote good health.
11. Package holiday tourists book in advance their holiday accommodation, transport and transfer.
12. Independent tourists tend to travel to dangerous places or participate in dangerous events.

II. Fill in the gaps with the appropriate verb from the table below in the right form

to make up to provide to book to earn to accept to separate

1. How does a country ... money from tourism?
2. Tourism ... one of the largest sectors of the UK economy.
3. Our new hotel is ready ... tourists and guests of the city!
4. For the purposes of statistics tourists are ... into ten categories.
5. Some hotels may ... a number of additional guest facilities such as a restraint, a swimming pool or childcare, and have conference and social function services.

6. If you ... your flight at least a month in advance, you will have greater control over your seat and will book for a cheaper price.

III. Study each of examples below. What kind of tourists are they? Note that the examples might fit into more than one category. Use a geographical map to find the location of some places!

Example	Type of tourist
Janine is taking a holiday in the UK. She lives in France.	
Salim is going on holiday to Brighton. He lives in Loughborough.	
Miguel and Jose are visiting Wales on holiday from Spain. They are going on a hang-gliding course. They booked the course, accommodation and flight with a Spanish tour operator.	
Maria and Ken are going to Spam for a weekend break. They live in Glasgow.	
Marguerite is a doctor. She has to attend a conference in Tenerife.	
The Patel family is going on holiday to Disney in Florida. They booked directly with Thomson in their home town of Swansea.	
Suzie is going to New York for two days and has booked a flight on the British Airways website. She also booked a hotel on the Novotel website.	
Peter goes to visit his sister in Ireland every Christmas.	
Miguel is visiting the UK to attend a language course for two weeks.	

IV. Match the type of tourists from A with the purposes of their travel from B. Attention! There are more purposes than types!

For example: Independent tourists are those who often travel by automobile, because this gives them the freedom to go where they want.

A. Types of tourists	B. Purposes
Outgoing tourists	This type of tourists travels in very limited numbers, who look for discovery of new places by involving with local people for information.
Package-holiday tourists	They desire to get away from the crowds.
Independent tourists	They heighten the excitement of their vacation by doing something beyond the norm.
Domestic tourists	They usually look for recreation. They are not interspersed so much in local flavor or local customs and culture. They prefer to sit on the beach and relax, read a book, play golf or just rest.
Business tourists	Inquisitive and inquiring, these travellers get beneath the exterior of strange new worlds and seek to get the most experience out of a destination as possible.
Leisure tourists	Their trips last 3 hours or more. They are also known as excursionists.
Explorers	They prefer to go abroad.

	They prefer modern hotels with all facilities for meetings, conferences.
VFR tourists	They don't use accommodation facilities provided by hotels. They stay in their relatives' house.
Day trippers	They move from one place to another for pleasure and entertainment. They prefer short trips that last one day.
Adventure tourists	They book in advance their holiday accommodation, transport and transfer from a tour operator.
	They arrange all their own transport and accommodation without using travel professionals.
	They tend to travel to dangerous places or participate in dangerous events.

SPEAKING

Describe each type of tourists and say what type of tourists you and your family belong to. And what type would you like to belong to?

PROJECT

Make a report about "The World Tourism Organization". Don't forget to mention

- ✓ *organizational aims*
- ✓ *history of its creation*

- ✓ *structure*
- ✓ *members*

PART 2 TRAVELLER TYPES AND HOLIDAY MINDSETS

VOCABULARY

Read and memorize the following words

Mindset _n	adult couple	to drive
to reach	to avoid	favour
to derive	fair _n	to aspire
luxury	in depth	to blaze a trail
peer group	to seek	immersion _n
male ≠ female	challenge _n	to share
indulgent	to nest	frequent
skew _n	to be keen (on)	to potter
frame of reference	quintessential	
conscious	be forced	

COMMENTS

Shoulder market – low season in air transportation, when ticket prices are cut down

Off-peak – not at the most popular and expensive time

"Darby & Joan" – a happily married couple who leads a placid, uneventful life (from Random House Dictionary)

LANGUAGE FOCUS

Compound Adjectives

A compound adjective is an adjective that comprises more than one word. Usually, hyphens are used to link the words together to show that it is one adjective. For example: it is a *six-page* document. Claire worked as a *part-time* keeper at the Safari park. That is *all-too-common* mistake.

Often adjectives are formed from proper nouns, which should be written using capital letters and without hyphens. For example: *They continue their "Darby & Joan" lifestyle when travelling.* The words "Darby & Joan" are one adjective describing the lifestyle.

WORD STUDY

I. Match the words in the box to make acceptable pairs

Example: holiday mindset

white	couple
adult	market
family	period
middle	preferences
keen	collar
range of	focused
peak	group
limited	observed
peer	budget

II. Match the words with their definitions

mindset	done carefully and in great detail
keen	to have a strong want or hope to do or have something
in-depth	beautiful
to seek	allowing someone to have or do what they want
to aspire	a person's way of thinking and their opinions
peer group	to escape
indulgent	to participate, partake
to share	to look for
fair	the group who are approximately the same age as you and come from a similar social group
to avoid	very interested, eager or wanting (to do) something very much

READING

TRAVELLER TYPES AND HOLIDAY MINDSETS

In 2000, See Australia conducted a study into 'holiday mindsets' i.e., Traveller Types, based on a 'state of mind'. From this research, five holiday mindsets were derived: **Pompadours, Compatriots, Wanderers, True Travellers and Groupies**. Different names were given to each mindset in order to distinguish them. From this research, the segment names are: **Luxury Travellers, Family Travellers, Touring Travellers, Adventure Travellers and Peer Group Travellers**. A description of each Traveller Type and Holiday Mindset is shown below:

Pompadours – Luxury Travellers

Up-market, DFY (do-it-for-you), indulgent, female skew, white collar and professional skew, using an overseas travel frame of reference, fashion-conscious, travelling in adult couples, 5-star product preference, avoid young children/family destinations.

Compatriots – Family Travellers

Quintessentially middle market, female skew, wanting DFY (do-it-for you) but forced to compromise, family-focused, role-driven, good shoulder market, activities focused, budget conscious, like resorts and don't like camping, favour 3-star, but aspire to 5-star.

True Travellers – Adventure Travellers

Experimental, adventurous, trail-blazing, immersion travellers who want to experience a single destination in depth, active, physical, overseas orientation, seeking difference and challenge, opinion-leaders, white collar skew, male skew, take longer holidays, will spend more getting there than being there, definitely DIY.

Wanderers – Touring Travellers

Marked older skew, adult couples, empty nesters, frequent tourists, DIY, great off-peak market, keen observers, widest range of preferences in transport mode, favour difference, continue their 'Darby & Joan' lifestyle when travelling, like to potter.

Groupies – Peer Group Travellers

Younger male skew, student skew, DIY except for cooking, travel in peer groups, travel in peak periods, strong repeat visitation, fairly physical, want party time, strong on shared activities and reunions, limited budgets, share accommodation, share transport, want bright lights, clubs, pubs etc.

ACTIVITIES

I. *Fill in the gaps with the appropriate word from the box*

customers	valued	seeking	focused	well-off
escape	differ	luxury	high	tour operator

1. Current trends in ... tourism are ... on ideas of exclusiveness, personalization, the unusual and wellbeing.
2. Luxury travellers today are ... to live through unfamiliar sensory experiences and to ... the ordinary.

3. Luxury tourists expect a ... degree of personalization, want to be ... as individuals, and expect attention to details.
4. In France there are about 20 ... offering luxury travel options.
5. There are 3 main groups of clientele for luxury tourism ... namely exclusive or ultra-rich, ... and occasional ...
6. These 3 groups ... in their perception of luxury, their expectations and their purchasing power.

II. Guess where are the statements of Luxury, Family, Adventure, Touring and Peer Group travellers.

1. "When I travel I like to truly experience the place. Holiday and adventure go hand in hand for me. I'm comfortable about taking some risks when I travel – I want some depth to my travel experience. It's important for me to have plenty of physical activity when I'm on holidays. I'm definitely not interested in packaged holidays – I prefer to find my own accommodation and make my own arrangements. I'm OK with travelling on my own. I don't mind a bit of discomfort. Staying in luxury hotels can obscure the real experience of the place. I prefer to mix with the locals, immerse myself in the local flavour. "
2. "I like to have fun with other people when I'm on holidays – I enjoy the social atmosphere. It's great to holiday with friends, enjoying things together, sharing experiences. I'm not interested in holidaying by myself. I like to be physically active. I enjoy excitement and adventure on my holidays. I don't like to be bored or go places where there is not enough to do. I rarely stay in luxury hotels, especially as they are so expensive. Budget is an important factor. As and when I have the money, I prefer to travel abroad – it seems more interesting than holidaying in my country."
3. "I like luxury and a bit of pampering on holiday. I'm not interested in slumming it when I'm on holidays, or being less comfortable than I am at home. Good quality is so much nicer. I'm not into family-holiday-type places – I prefer to go places where there are no children around. "
4. "I holiday with my children. Holidays are the time when we can be a family again without work, school and other commitments getting in the way. Holidays are about going to a place to relax without hassles – if the children have a good time on holiday, then I can too. I believe you should see your own country first before exploring others. Overseas travel seems too much hassle. Although I'd appreciate a bit of luxury, self-contained accommodation offers the best value for us."
5. "Holidays are a time to explore and discover new things. I enjoy looking at things at my own pace. I don't mind being active on holidays, but I'm not looking for excessive physical activity or extreme adventure. I enjoy staying in a small B&B or a self-catered cottage in a scenic place, where we can explore the region at our own pace. "

SPEAKING

Make up a dialogue between a travel agent and a client. The agent asks about client's desires and the client explains in detail what kind of trip he wants to make.

PART 3

TOURIST MOTIVATIONS VOCABULARY

Read and memorize the following words

a bunch of	fly-drive	pour in	trade fair
account for	incentive	poverty	trek
be in fashion	high-rise	reunion	unspoilt
break	hillwalking	revenue	vegetation
concrete	hiking	reward	wedding
devide into	lodge	ride horse	
expenditure	long-haul	tailor-made	

WORD STUDY

I. Match the words in A with the definitions in B.

A

1. Sightseeing
2. Trade fair
3. Study tour
4. Trek
5. Conference
6. Wedding
7. Pilgrimage
8. Daytrip
9. Festival
10. Weekend break
11. Familiarization
(or 'fam') trip

B

- a. A long hard walk lasting several days or weeks, usually in the mountains
- b. Tour or excursion that leaves in the morning and returns the same evening
- c. Visiting the famous places in a city or town
- d. Trip, often to a city or countryside hotel that includes Saturday and Sunday
- e. Religious or artistic celebration that comes at the same time every year
- f. Large official meeting, often lasting several days, for members of an organization or company to discuss subjects related to their work
- g. Large exhibition and meeting for advertising and selling a product
- h. Visit organized by an airline or tourist resort, etc. where tour operators and journalists can get to know the facilities and services offered
- i. Trip to a country or an area that includes visits, lectures, and classes
- j. Journey or holiday given to a worker or group of workers as a reward for good work
- k. Travel to an important religious place

12. Incentive tour

1. Ceremony where two people get married

READING

WHY DO PEOPLE TRAVEL?

1. Read the text. How many of the types of trip you listed in **Activity** can you find?

2. Look again at the trips you listed and put them into the categories described in the text.

TEXT 1

Inside tourism: reasons for travel

People travel for many different reasons. In the tourism industry we divide the reasons for travel into three main categories: leisure tourism, business tourism, and visiting friends and relatives (usually abbreviated to VFR).

Leisure tourism can mean anything from excursions, day trips, and weekend breaks to package holidays, pleasure cruises, and longer independent trips such as hillwalking or treks in the mountains. It also includes cultural trips (for example, to music festivals), educational trips (for example, study tours), and religious trips (for example, pilgrims on a walking tour to a holy place).

Business tourism includes any travel away from one's main place of residence, for such events as meetings, conferences, and trade fairs. It also includes special trips when workers are given a reward or a 'thank you' for good work (this is known as an incentive tour). Travel in order to visit friends or family relatives is also regarded as part of the tourism industry. This could be for a special family party, such as a reunion or a wedding, or a regular trip made every year.

TEXT 2

Reasons for travel and money spent on travel

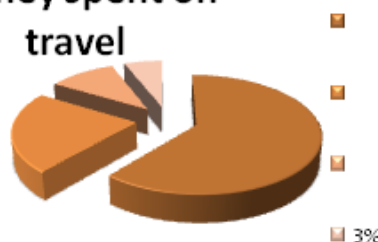
The pie charts show the relative importance of the different categories of travel with reference to British tourists. Read the lecture extract and label the percentages for each category.





For British tourists, like most countries, leisure tourism is the main reason for travel with 53% travelling for this reason. Visiting friends and relatives, VFR, is the next biggest reason with 32%. Business tourism is relatively small at 11%. When we look at the money spent on travel by British tourists, the order is slightly different. Leisure tourism accounts for 70% of expenditure, then business travel at 16%. Tourists and travellers who are visiting friends and relatives, not surprisingly perhaps, spend less money and this is only 11%.

Reasons for travel



Money spent on travel



- | | |
|--|--|
|  Leisure tourism |  Visiting friends and relatives |
|  Business tourism |  Other |

ACTIVITIES

- I. Compare the two charts. Why do you think people travelling for leisure and for business spend more money than people travelling for VFR?**
- II. Write down the last three trips you or members of your family made, and the reason. Example: Paris – weekend sightseeing trip**

TEXT 3

The changing face of tourism

I. Discuss these questions with a partner.

1. How do you think tourists' reasons for travelling have changed in the last twenty or 30 years?
2. What do you think is meant by 'old' and 'new' tourism?
3. Do you think these words are related to 'old' or 'new' tourism?

II. Read the article to check your answers.

In the 1980s and early 1990s, when Africans first realised that tourism could be a way out of their poverty, they built very large concrete hotels on the beaches of Kenya, South Africa, and other countries. For a time the charter flights poured in from Germany and Italy. The tourists hoped to see lions, but also wanted to lie by the pool and to eat food from their own country and enjoy the other comforts of home. The revenue from tourism rose sharply, but most of it went to international tour operators.

That was then. Fortunately, a new kind of travel is now in fashion. Today's tourists are leaving the high-rise hotels and European comforts. Instead they are looking for more authentic experiences. On the wild coast of South Africa, young tourists ride horses on unspoilt beaches and make their way through hills of subtropical vegetation. In the evening they sit round the fire and eat a traditional Xhosa meal of meat and vegetables; they listen to the local Xhosa people tell folk stories, before going to bed in simple tents and lodges. The experience is not offered by an international tour operator but the Xhosa themselves. The Xhosa tour guides are paid two and a half times the average rate of pay.

The change from 'old tourism' to 'new tourism' did not happen suddenly. Interest in the traditional two-week sun and sea package holiday fell gradually towards the end of the last century. Individual tailor-made or independent holidays – such as fly-drive – have steadily become more popular. Nowadays people are taking shorter yet more diverse holidays. Long-haul flights are increasing and are making faraway places easier to get to. More and more tourists are looking for adventure, activity, and authenticity. Adventure travel,

ecotourism, cultural tours, and sports vacations are taking people to more exotic destinations: China, the Maldives, Botswana, Vanuatu.

ACTIVITIES

I. Use information from the text to complete these tables.

In Africa	Old tourism	New tourism
1. What do tourists want to do?		
2. What do tourists want to eat?		
3. Where do tourists stay?		
4. Who are the tourism employees?		

In general	Old tourism	New tourism
1. Types of holiday		
2. Length of holiday		
3. Types of activities on holiday		
4. Destinations		

II. Look at these sentences from the text. Which ones describe:

1. a current trend?
2. a past trend?
3. a trend from the past to the present?

- a. The revenue from tourism rose sharply.
- b. Today's tourists are leaving the high-rise hotels and European comforts.
- c. Interest in the traditional two-week sun and sea package holiday fell gradually towards the end of the last century.
- d. Individual tailor-made or independent holidays – such as fly-drive – have steadily become more popular.
- e. Nowadays people are taking shorter yet more diverse holidays.
- f. Long-haul flights are increasing and are making faraway places easier to get to.

III. Divide these verbs into two groups: go up [▲] and go down [▼].

rise	decrease	grow
increase	fall	drop

IV. Put these adverbs in order – from small change to big change.

dramatically
gradually

steadily
sharply

V. Answer the following questions:

1. Have there been similar changes in tourism in your country or region?
2. What was tourism in your country like (a) twenty years ago, (b) ten years ago?
3. How can you find out? Who can you ask?
4. What are the main reasons why tourists come to your country or region now?
5. Use the information you have found out to make a list of 'old' and 'new' tourism features in your country or region.

SPEAKING

1. Changes in tourist motivation

- I. Work in pairs. You are going to look at two surveys on the main reasons given by tourists for their holiday. One is from 1986 and one is current. Choose one of them and then answer the questions.**

Survey A: What were the main reasons for your holiday journey?

1. Switching off, relaxation
2. Getting away from everyday life, and having a change of scene
3. Recovering strength
4. Experiencing nature
5. Having time for one another (friends or family)
6. Getting sunshine, escaping from bad weather
7. Being with other people, having company
8. Eating well
9. Having fun and entertainment
10. Doing what I want being free

Survey B. What were the main reasons for your holiday journey?

1. Going to places I haven't visited before
2. Meeting new and different people
3. Opportunities to increase one's knowledge
4. Experiencing new and different lifestyles
5. Having fun, being entertained
6. Just relaxing
7. Escaping from the ordinary
8. Being together as a family
9. Trying new food
10. Talking about the trip after I returned home

II. Find out what, if anything, your survey says about:

1. the main reason for holiday travel
2. attitudes to food and eating
3. the importance of having fun
4. the importance of weather and nature
5. wanting new experiences
6. meeting people and being with people.

III. Tell your partner and compare answers.

2. Customer care

‘Staff working in tourism must be able to understand the different reasons why tourists have come on holiday. It is important to get to know your customers. Find out why they've come on holiday, what they want to do and then help them to achieve their dreams.’ (*Tourism Training Journal*)

- I. Do you agree that people working in tourism should help tourists and visitors to 'achieve their dreams'? Or should they leave them alone?**
- II. What questions could you ask to find out why a tourist has come on holiday and what they want to do?**

PROJECT

Your country or region

Answer the questions and then write a short article – with graphs and charts if appropriate – about trends in 'old' and 'new' tourism in your country or region.

1. Have there been similar changes in tourism in your country or region?
2. What was tourism in your country like (a) twenty years ago, (b) ten years ago?
3. How can you find out? Who can you ask?
4. What are the main reasons why tourists come to your country or region now?
5. Use the information you have found out to make a list of 'old' and 'new' tourism features in your country or region.

PART 4

RECENT DEVELOPMENTS VOCABULARY

Read and memorize the following words

disposable
income_{n, v}
sophisticate
demand_{n, v}
target_n
accessible
to estimate
up to
to sustain

facilitate
sale_n
offer_{n, v}
inclusive
quote_{n, v}
request_{n, v}
setback_n
threat_n
to cause

earthquake_n
to hamper
interchangeably
similar
to imply
pejoratively
shallow

COMMENTS

WHO – World Health Organization.

Jumbo jet – a very large aircraft which carry a lot of people.

Tailor-made – specially made for a particular purpose.

Clean-up – operation – a military operation that seeks to “cleanse” the city of “anti-social” elements.

WORD STUDY

I. Match the words with their definitions

disposable income	able to be reached or easily got; easy to understand
infrastructure	to provide or supply smth
sale	the money which you can spend as you want and not the money which you spend on taxes, food and other basic needs
sophisticated	to give a price, especially one that will be charged for doing a piece of work
to offer	an extremely large wave caused by movement of the earth under the sea or by an earthquake
to quote	a sudden violent movement of the earth's surface
accessible	the basic systems and services, such as transport and power supplies, that a country or organization uses in order to work effectively
to sustain	an occasion when goods are sold at a lower price than usual
tsunami	to cause or allow smth to continue for a period of time
earthquake	having a good understanding of the way people behave and/or a good knowledge of culture and fashion

II. Match the words from A with their antonyms in B

A. Demand, income, inclusive, similar, shallow, facilitate, sale, setback

B. Different, hamper, supply, purchase, expenditure, boost, profound, exclusive

III. Replace words in *italic* by their synonyms from the box

facilitates	tailor-made	available	request	shallow
affordable	sophisticated	goods	trends	analogous

1. Try to get the best *products* at the lowest price.
2. Covering many different travel tours, our website also offer a wide choice of *cheap* tours to go easily with any budget.
3. Bein Harim is a leading government licensed travel service, specializing in the planning, organization and conducting of *custom-made* guided tours.
4. The *experienced* tourist does not want to be locked up on a resort compound, he wants to experience the culture of his destination.
5. Nowadays, Internet *makes* travelling *easier* than ever.
6. Service provides need to identify customer's latent *demand* for the better offer.
7. The selling points of the hotel are its spacious rooms and facilities, *similar* to those of serviced apartments, which include kitchenware, microwaves, TV's etc.
8. If you have *disposable* money, what would be your top three priorities for spending it on in your daily-life?
9. Beyond a *superficial* reading of immediate customer needs, salespeople must gain a deeper understanding of both the buyer's long-term goals and the overall business climate.
10. The *trends* of the international tourist market through the last few year shows some changes in the behaviour of the real and potential tourists.

READING

TEXT 1

Recent developments

There has been an up-market trend in the tourism over the last few decades, especially in Europe, where international travel for short breaks is common. Tourists have high levels of disposable income, considerable leisure time, are well educated, and have sophisticated tastes. There is now a demand for a better quality products, which has resulted in a fragmenting of the mass market for beach vacations; people want more specialized versions, quieter resorts, family-oriented holidays or niche market-targeted destination hotels.

The developments in technology and transport infrastructure, such as jumbo jets, low-cost airlines and more accessible airports have made many types of tourism more affordable. WHO estimates that up to 500,000 people are on planes at any time. There have also been changes in lifestyle, such as retiree-age people who sustain year round tourism. This is facilitated by internet sales of tourism products. Some sites have now started to offer dynamic packaging, in which an inclusive price is quoted for a tailor-made package requested by the customer upon impulse.

There have been a few setbacks in tourism, such as the September 11 attacks and terrorist threats to tourist destinations, such as in Bali and several European cities. Also, on December 26, 2004, a tsunami, caused by the 2004 Indian Ocean earthquake, hit the Asian countries on the Indian Ocean, including the Maldives. 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.

The terms tourism and travel are sometimes used interchangeably. In this context, travel has a similar definition to tourism, but implies a more purposeful journey. The terms tourism and tourist are sometimes used pejoratively, to imply a shallow interest in the cultures or locations visited by tourists.

TEXT 2

Adjectival Tourism

What types of tourism do you know? Read the information below and try to explain the goals of each type.

Adjectival tourism refers to the numerous niche or specialty travel forms of tourism that have emerged over the years, each with its own adjective. Many of these have come into common use by the tourism industry and academics. Others are emerging concepts that may or may not gain popular usage. Examples of the more common niche tourism markets include:

Agrotourism	Heritage tourism	Religious tourism
Culinary tourism	LGBT tourism	Space tourism
Cultural tourism	Medical tourism	War tourism
Ecotourism	Nautical tourism	Wildlife tourism
Extreme tourism	Pop-culture tourism	
Geotourism	Poverty tourism	

ACTIVITIES

I. Answer the following questions:

1. How did the tastes and demands of modern travellers change? What do you think is the reason for that?
2. What technological inventions made tourism affordable?
3. How did the Internet affect the development of tourism?
4. Are there any factors adversely affecting the development of tourism?

II. Complete the texts using the words from the box

A.

promote	owners (x2)	middle class	nature		
production	industry	best-established	resorts	hotels	
customers	islands	leisure-oriented	summer	various	
official	seafront	increasing	associated	formed	

Leisure travel

Leisure travel was ... with the Industrial Revolution in the United Kingdom – the first European country to ... leisure time to the ... industrial population. Initially, this applied to the ... of the machinery of ..., the economic oligarchy, the factory ... and the traders. These comprised the new... . Cox & Kings was the first ... travel company to be ... in 1758.

The British origin of this new ... is reflected in many place names. In Nice, France, one of the first and ... holiday resorts on the French Riviera, the long esplanade along the ... is known to this day as the Promenade des Anglais; in many other historic ... in continental Europe, old, well-established palace ... have names like the Hotel Bristol, the Hotel Carlton or the Hotel Majestic – reflecting the dominance of English

Many ... tourists travel to the tropics, both in the ... and winter. Places of such ... often visited are: Mexico, Bali in Indonesia, Brazil, Cuba, the Dominican Republic, Malaysia, the ... Polynesian tropical ..., Queensland in Australia, Thailand, and Florida and Hawaii in the United States.

B.

people	benefits	technology	space of time
begin		seaside resorts	interest
style	Continental	developed	greater

Mass tourism

Mass tourism could only have ... with the improvements in ..., allowing the transport of large numbers of ... in a short ... to places of leisure ..., so that ... numbers of people could ... to enjoy the ... of leisure time.

In the United States, the first ... in the European ... were at Atlantic City, New Jersey and Long Island, New York.

In ... Europe, early resorts included: Ostend, popularized by the people of Brussels; Boulogne-sur-Mer (Pas-de-Calais) and Deauville (Calvados) for the Parisians; and Heiligendamm, founded in 1793, as the first seaside resort on the Baltic Sea.

III. Translate into English:

1. После второй мировой войны в спросе и предложении на рынке туризма произошли коренные изменения.
2. Массовый туризм трансформировался в дифференцированный.
3. Следует отметить, что отныне туризм доступен не только элите, но и среднему классу, а с середины и населению с низким уровнем дохода.
4. Для дифференцированного туризма характерен не столько широкий, сколько глубокий ассортимент услуг. Иными словами, тур фирма предлагает не огромное количество видов тур продукта, а огромное число видов, каждый из которых имеет большое число вариантов.
5. Туризм становится стилем жизни. Популярными становятся индивидуальные туры.

6. В настоящее время туристический сектор растёт, появляются новые тренды, растут требования туристов к сервису.
7. Что касается видов туризма, то наряду с уже известными массовым, индивидуальным, деловым турами, появляются экологический, экстремальный, медицинский, религиозный, кулинарный, агро и другие.

SPEAKING

What types of tourism exist in your country? What types you think are the most suitable for your country? Why? What types could be developed?

PROJECT

Using internet websites make a PowerPoint presentation about one of the type of tourism. Don't forget to mention

- ✓ aims pursued by this type of tourism
- ✓ possible itineraries (countries)
- ✓ etc.
- ✓ potential customers

PART 5 THE MOST POPULAR FORMS OF TOURISM. ECOTOURISM

VOCABULARY

Read and memorize the following words

responsible <i>adj</i>	goal <i>n</i>	tool <i>n</i>
pristine <i>adj</i>	insight <i>n</i>	malpractice <i>v</i>
strive <i>v</i>	appreciation <i>n</i>	realm <i>n</i>
purport <i>v</i>	habitat <i>n</i>	carry out <i>v</i>
empowerment <i>n</i>	conventional <i>adj</i>	in the name of
foster <i>v</i>	evaluate <i>v</i>	splendid landscape <i>n</i>
generation <i>n</i>	recycling <i>n, adj</i>	detriment <i>n</i>
untouched <i>adj</i>	energy efficiency <i>n</i>	sensitize <i>v</i>
intervention <i>n</i>	tranquil <i>adj</i>	condemn <i>v</i>
appeal <i>v</i>	unpolluted <i>adj</i>	disagree <i>v</i>
volunteering <i>n</i>	conserve <i>v</i>	currently
involve <i>v</i>	well-being <i>n</i>	controversial <i>adj</i>
heritage <i>n</i>	marginal <i>adj</i>	
primary	misunderstand <i>v</i>	

COMMENTS

The International Ecotourism Society (TIES) unites conservation, communities and sustainable travel while promoting responsible travel to natural areas while conserving the environment and improving the well-being of local people. TIES works by creating an international network of individuals, institutions and the tourism industry, educating tourists and tourism professionals.

LANGUAGE FOCUS

Many prefixes such as un-, in-, im-, ir-, il-, mis- and dis- essentially mean *not* and create a negative.

prefix	meaning/use	example
il, im, in, ir + adjective	opposite	illegal, impossible, indirect, irregular
dis + verb	negative/opposite	dislike
mis + verb	wrongly/badly	misunderstand
un + adjective/ verb	negative/opposite	unhappy, unlock

- ✓ *Ir-* is used with words that begin with *r*: *regular* – *irregular*
- ✓ *Il-* is used with words that begin with *l*: *legal* – *illegal*
- ✓ *Im-* is used with words that begin with *m* or *p*: *possible* – *impossible*

WORD STUDY

I. Add the correct prefix to the following words and translate them:

...polluted	...moral	...take
...agree	...hear	...read
...touched	...interpret	...known
...dependent	...relevant	...rational
...polite	...believe	...recoverable
...do	...believable	...resistible
...approve	...fire	...liberal
...behave	...appointed	...logic

II. Make up derivatives

verb	noun	adjective
	empowerment	
	recycling	
disagree		
		(un)polluted
involve		
		condemned

III. Match the words with their definitions

1. goal	a) things that have been passed from one generation to another
2. generation	b) an understanding of something
3. heritage	c) to put smth into practice
4. evaluate	d) smth than you try to do or to achieve
5. well-being	e) the state of being harmed or damaged
6. carry out	f) health or happiness
7. detriment	g) all the people born about the same time
8. insight	h) to estimate the value of smth

IV. Find the synonyms

- a) responsible, pristine, to strive, to purport, intervention, heritage, goal, tranquil, realm, condemn
- b) purpose, to mean, liable, interference, sphere, blame, to try, original, inheritance, placid

READING

Have you ever heard of Ecotourism? What is this? Do you really know its objectives and characteristics? Read the text and say what new information about ecotourism you got.

TEXT 1

Ecotourism is a form of tourism that involves travelling to tranquil and unpolluted natural areas. According to the definition and principles of ecotourism established by The International Ecotourism Society (TIES) in 1990, ecotourism is "Responsible travel to natural areas that conserves the environment and improves the well-being of local people." (TIES, 1990).

It purports to educate the traveller; provide funds for ecological conservation; directly benefit the economic development and political empowerment of local communities; and foster respect for different cultures and for human rights. Ecotourism is held as important by those who participate in it so that future generations may experience aspects of the environment relatively untouched by human intervention.

Ecotourism may appeal to ecologically and socially conscious individuals. Generally it focuses on volunteering, personal growth and environmental responsibility. Ecotourism typically involves travel to destinations where flora, fauna, and cultural heritage are the primary attractions. One of the goals of ecotourism is to offer tourists insight into the impact of human beings on the environment, and to foster a greater appreciation of our natural habitats.

Responsible ecotourism includes programs that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, an integral part of ecotourism is the promotion of recycling, energy efficiency, water conservation, and creation of economic opportunities for local communities.

For many countries, ecotourism is not simply a marginal activity to finance protection of the environment, but is a major industry of the national economy. For example, in Costa Rica, Ecuador, Nepal, Kenya, Madagascar and Antarctica, ecotourism represents a significant portion of the gross domestic product and economic activity.

The concept of ecotourism is widely misunderstood and in practice is often used as a marketing tool to promote tourism that is related to nature. This is an

especially frequent malpractice in the realm of Jungle tourism. Critics claim that these greenwashing practices, carried out in the name of ecotourism, often consist of placing a hotel in a splendid landscape, to the detriment of the ecosystem. According to them, ecotourism must above all sensitize people to the beauty and the fragility of nature. They condemn some operators as greenwashing their operations: using the labels of "green" and "eco-friendly", while behaving in environmentally irresponsible ways.

Although academics disagree about who can be classified as an ecotourist and there is little statistical data, some estimate that more than five million ecotourists – the majority of the ecotourist population – come from the United States, with many others from Western Europe, Canada and Australia.

Currently, there are various moves to create national and international ecotourism accreditation programs, although the process is also controversial. National ecotourism certification programs have been put in place in countries such as Costa Rica, Australia, Kenya and Sweden.

Ecotourism:

- ✓ Involves travel to natural destinations
- ✓ Builds environmental awareness
- ✓ Provides direct financial benefits for conservation
- ✓ Provides financial benefits and empowerment for local people
- ✓ Respects local culture
- ✓ Supports human rights and democratic movements

The characteristics of ecotourism are:

- ✓ Conservation of biological diversity and cultural diversity through ecosystem protection
- ✓ Promotion of sustainable use of biodiversity, by providing jobs to local populations
- ✓ Sharing of socio-economic benefits with local communities and indigenous peoples by having their informed consent and participation in the management of ecotourism enterprises
- ✓ Minimization of tourism's own environmental impact
- ✓ Affordability and lack of waste in the form of luxury
- ✓ Local culture, flora and fauna being the main attractions

ACTIVITIES

I. Answer the following questions

1. What the definition of Ecotourism did The International Ecotourism Society give in 1990?
2. What are the benefits that Ecotourism provides to the country participating in it?
3. Why does Ecotourism select untouched environment as the main destination?
4. What programs and activities does it include?

5. In which way does the promotion of Ecotourism create opportunities for local communities?
6. Does Ecotourism stimulate countries economically? How?
7. How could you explain the term “*greenwashing practice*”? What is implied by “*greenwashing operators*”?
8. Ecotourist? Who is he in your opinion?
9. What countries are the most “ecotouristic”?

II. Fill in the gaps with the appropriate words from the text:

1. Ecotourism is a form of ... that involves travelling to ... and ... areas.
2. Ecotourism is "... travel to natural areas that ... the environment and improves the ... of local people."
3. It purports to ... the traveller; ... funds for ecological conservation and ... respect for different cultures and for ...
4. It is ... as important by those who ... in it.
5. It focuses ... volunteering, personal ... and environmental r...
6. Ecotourism typically involves travel to destinations where ..., ..., and ... are the primary ...
7. An integral part of ecotourism is the ... of ..., energy ..., water ..., and creation of economic ... for local communities.
8. The concept of ecotourism is widely ... and in practice is often used as a ... to promote tourism that is related to nature.
9. Critics claim that these ... practices, carried out ecotourism, often consist of ... in a splendid landscape, to the ... of the ecosystem.
10. They ... some operators as ... their operations: using the labels of "... and "...", while behaving in ... ways.

III. Complete the sentences

1. Ecotourism is ...
2. It focuses on ...
3. It may appeal to ...
4. Its typical destinations are those where ...
5. Responsible ecotourism includes ...
6. In addition, the integral part of Ecotourism is ...
7. For many countries it is not only ..., but also ...
8. However, ecotourism is often used as ...
9. Greenwashing practices consist of ...
10. Some operators use the labels ...

IV. Fill in the blanks with an appropriate word from the box below

scuba	adventure	local	protect	satisfaction
	guide fauna about	hiking	brings wonder	
staggering	detail improve	sense	mountains	

species	surroundings	types
---------	--------------	-------

Eco tours are nature ... travel in natural environments which ... the local environment, ecosystem, and culture; and ... the financial and healthful being of ... populations. It can mean ... or viewing all ... of forest, flora and ... , birding, alpine botany; viewing nature & wildlife, animal ..., and sea life with a master naturalist ... as well as canoeing, rafting, ... diving, or volcanoes.

These tours are ... adventurous ... and new cultures. They are a journey back to nature and self-renewal. Communion with nature ... peace and instills the sense of ... and striking solitude within the creative cycles of nature.

These tours surround you with Nature's most ... landscapes and cares for every In the vast stillness of forests, ..., and rivers, you will feel a ... of wholeness and the ... of a meaningful experience.

V. *Read the following documents and give proofs that this tour is ecotour. Complete the grid below.*

TEXT 2

1. Bird Attractions in Florida

Florida is a birdwatchers' paradise. The state is home to close to 500 bird species, most native to Florida, including land birds, such as wild turkeys, red-tailed hawks, whip-poor-wills, ruby-throated hummingbirds and palm warblers. Near lakes, streams and swamplands, bird lovers can find pelicans, snowy egrets, spoonbills and sandpipers. Throughout Florida, it is possible to observe birds in their native habitats, as well as at sanctuaries that care for and protect tropical and domestic species.

Great Florida Birding Trail

Offered through the Florida Fish and Wildlife Conservation Commission, the Great Florida Birding Trail (GFBT) is a 2,000-mile, self-guided highway trail that offers birdwatching opportunities. The GFBT includes 489 birding sites throughout Florida, which can be located using a special Google Maps trip-planning tool on the commission's website. With this tool, bird watchers will be able to find destinations and select from more than 40 specific bird species of interest – including smooth-billed anis, snail kites, mangrove cuckoos and crested caracaras – that thrive along the trail.

Great Florida Birding Trail Florida Fish and Wildlife Conservation Commission 620 S. Meridian Street Tallahassee, FL 32399 850-488-4676 myfwc.com/gfbt

2. All Inclusive Resorts in the Galapagos Islands

Tourists will find many interesting animals in the Galapagos, such as the giant tortoise. The Galapagos Islands are a beautiful place for a cruise stop or a full vacation. For those wanting to stay in the Galapagos and wanting to do it in style, the islands offer a handful of all-inclusive resorts – hotels that offer com-

plete packages. Three of the most popular all-inclusive resorts are the Finch Bay Eco Hotel, the Royal Palm Hotel Galapagos and Hotel Silberstein.

Finch Bay Eco Hotel: Finch Bay Eco Hotel, located on Santa Cruz and operated by Metropolitan Touring, offers a whole range of family-friendly amenities and packages for those wanting to explore the Galapagos. Finch Bay has three naturalist programs divided into three-, four- and five-day lengths. Naturalist programs include island excursions, a guided visit to the Charles Darwin Research Institute, all meals, nightly accommodations and access to pool, beach and sporting activities.

Finch Bay also has two scuba diving programs divided into five- and eight-day lengths, which include nightly accommodation, meals, a visit to the Charles Darwin Research Institute, scuba diving equipment and scenic dives in places such as Gordon Rocks and Daphne Minor.

Aside from packages, the hotel offers a number of other activities, such as mountain bike excursions, trips to nearby islands, snorkeling, bird-watching, hikes, snorkeling and scuba diving lessons. Hotel amenities include a private yacht, outdoor activities such as kayaking and biking, pool and beach access, wireless Internet, balcony hammocks, air conditioning, airport pickup and a restaurant, bar and breakfast buffet.

ACTIVITY

I. Complete the grid using the information above:

	location	specialties	settling	transport	facilities and entertainments
Bird Attractions in Florida					
Galapagos Islands Resorts					

PROJECTS

- ✓ *Think of some picturesque places in your country that could be selected as eco-destinations. Work out an advertising publication for a tourist magazine. Use one of the descriptions in Ex. as a model.*

PART 6

ACTIVE TOURISM VOCABULARY

Read and memorize the following words

crew	rafts	walking
boarder	ski	condominium apartment
competitor	backpack	climbing
apart from	pensioner	rafting
cycling	retired people	

sailing
swimming
account for
go by

border
venue
slope
snowboarding

downhill skiing
chairlift
terrain

LANGUAGE FOCUS

When writing numbers in full, hyphenate all numbers between 21 and 99 (less those divisible by 10). (There is no need to use commas.)

Examples:

51 (fifty-one)

234 (two hundred and thirty-four)

3,567 (three thousand five hundred and sixty-seven)

44,120 (forty-four thousand one hundred and twenty)

23,237,897 (twenty-three million two hundred and thirty-seven thousand eight hundred and ninety-seven)

WORD STUDY

I. Write the following numbers in full:

2 500; 43 498; 22 763; 198 732; 8 332 989; 34; 192; 50; 239 010; 11 330 943.

II. Write the following words as numbers:

Twenty percent, three thousand two hundred and twenty, one hundred and ninety-three, seven thousand and seventy-one, two thousand and ten, thirty thousand, eleven million, three thousand three hundred and fifty.

III. Make up derivatives

verb	noun	adjective
ski		
	backpacking	
walk		
	snowboarding	
		competitive
climb		

IV. Match the words with their definitions

competitor	A mechanized, cable-suspended, aerial chair assembly used to transport skiers up or down a mountain slope.
boarder	One that competes with another, as in sports or business; a rival.
border	To hike while carrying a backpack.
chairlift	One who pays a stipulated sum in return for regular meals or for meals and lodging.

pensioner	A part that forms the outer edge of something.
backpack	One who receives a pension.

V. Complete the guide book extract with words from the box.

sailing	race	kayaks	yachts	crews
snow	boarders	events	teams	competitors

New Zealand's Sporting Year

The Southern Traverse is in mid-November. It is an adventure race for of three to five people through some of the most difficult terrain in the South Island, finishing in Nelson. Apart from cycling have to use and rafts to cross lakes and rivers.

Yachting has been a popular pastime in Auckland since the 1870s, when the first regattas were held on Waitemata Harbour. The biggest event is the Auckland Anniversary Regatta, in late January. Up to 600 take part in one of the world's largest one-day regattas.

World Heli-Challenge takes place in late July at Wanaka, on the South Island. It is just one of the many adventure sports in New Zealand. International skiers and take part in three days of skiing events.

The International Dragon Boat Championships in February celebrate the Chinese New Year. Competing come from all over the world to on Wellington's Lambton Harbour.

READING

TEXT 1

WIDENING HORIZONS

The concept of backpacking pensioners may sound strange but it is fast becoming a common sight. According to Rory Hegarty at the UK charity, Age Concern, there is a dear trend for retired people to go on increasingly adventurous holidays. 'The stereotype of older people quietly sitting at home is changing, because the way old people think about themselves is changing,' he says. They see no reason why they shouldn't lead active lives and large numbers are now going on walking, climbing, rafting, sailing, swimming and other activity and adventure holidays.

Saga Holidays, a company specialising in vacations for the over fifties, is feeling the benefits of this change, bookings to exotic destinations now account for 20 percent of all holidays sold. 'As we all know, people are living longer than in the past and tend to be fitter and healthier in old age than in days gone by, so it's only natural that they want to continue travelling, comments Michelle Paul, marketing manager for Saga.

She adds that over the last five years, she has noticed that the age of those travelling with Saga has increased. The average age of a Saga passenger is now sixty-six, she reveals. 'But it's not unusual for people in their eighties and nineties to be travelling for exotic places.' Particularly popular destinations with old-

er people are Thailand, China, Australia, New Zealand and South Africa, says Paul. In the last five years sales of holidays to all these countries have increased dramatically. Destinations including Nepal, India and Botswana have also seen growing numbers of bookings from the over sixties.

Adapted from BA High Life, January 2001

ACTIVITIES

I. Read the article on the opposite page. Are the following statements true (T) or false (F)? Correct any false statements.

1. More pensioners are going on adventurous holidays nowadays.
2. Old people don't like to travel as much now as in the past.
3. Saga is a travel company specialising in adventure holidays.
4. Most of the holidays booked with Saga are to exotic destinations.
5. Most people who travel with Saga are aged between sixty and seventy.
6. The oldest passengers who travel with Saga are in their eighties.
7. South American countries are popular destinations.

II. Find a word or expression in the article that has a similar meaning to the following.

Paragraph 1

travelling with a bag on your back – backpacking

tendency –

more and more –

Paragraph 2

holidays –

advantages –

better physical condition –

Paragraph 3

observed –

reservations –

READING

Read the text and choose the best title:

- A. Popular ski resorts around the world
- B. Where to go skiing in North America and Canada
- C. Popular ski resorts in Canada
- D. The ski resort of Whistler-Blackcomb

TEXT 2

The Rocky Mountains, which border the USA and Canada, are a major venue for skiers and lovers of winter sports. The ranges are huge (the peaks average 3,350 m above sea level) and they cover some 3,220 km² from central New Mexico to north-eastern British Columbia.

The southern Rockies include some of the most famous ski centres in North America such as Vail, Aspen and Telluride. Colorado ski country attracts around eleven million skiers annually – 20 percent of the total number of skiers in the USA.

The ski slopes of Colorado, a sunny state known for its powder snow, are among the most difficult in the world. Over half of Vail's 193 runs are 'advanced'. There's snowboarding here as well as downhill skiing. High-speed chairlifts for four and a number of other lifts and gondolas can take visitors to the top in record time.

Colorado has a long season. You can usually ski from late November to mid-April, depending on the weather. Mother Nature is helped by snowmaking machines. To use them, however, temperatures must be cold enough to create the correct mixture.

At the northern end of the Rockies, 120 km north of Vancouver, is North America's number one ski resort – Whistler-Blackcomb. Whistler has 7,071 acres of skiable terrain which are served by fifteen different types of lifts and gondolas taking 30,000 skiers per hour onto the mountains. Whistler has five base stations, including a European-style village with restaurants, bars, hotels, condominium apartments and shops.

Canada has a reputation of being a cold country but because Whistler is not far from the Pacific Ocean, temperatures stay quite mild. Even in the middle of winter, temperatures don't often fall below -15°C.

ACTIVITIES

I. Choose the right variant

1. The Rocky Mountains border

- A. the USA and Canada.
- B. North and South America.
- C. the USA and Mexico.
- D. New Mexico and British Columbia.

2. What are Vail, Aspen and Telluride?

- A. famous ski resorts in the northern Rockies
- B. famous towns in Colorado
- C. famous ski resorts in British Columbia
- D. famous ski resorts in the southern Rockies

3. Why are the ski slopes of Colorado difficult?

- A. because of the mixture of artificial snow
- B. because there's snowboarding and downhill skiing
- C. because many of its runs are 'advanced'
- D. because it takes a long time for skiers to get to the top

4. What makes Colorado's ski season so long?

- A. snowmaking machines
- B. the cold weather
- C. Mother Nature and the weather
- D. snowmaking machines and the cold weather

5. Which of these is not true about Whistler-Blackcomb?

- A. it has fifteen different types of chairlifts and gondolas
- B. it has the lowest temperatures in Canada
- C. it has a European-style village with lots of amenities
- D. it's one of the biggest and best-equipped resorts

SPEAKING

- I. *What do you think is most attractive to the elderly travel?*
- II. *Think about the pros and cons of travelling in retirement?*
- III. *Imagine an average old man in your country. What could be his motives for travel?*
- IV. *What kinds of travel do you consider most appropriate for older people in your country?*

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Составители:

ЛУКИНА Ольга Анатольевна

БЕРЕСНЕВА Анастасия Николаевна

СКОРОХОДОВА Анна Николаевна

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