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Кафедра иностранных языков

АНГЛИЙСКИЙ ЯЗЫК для сферы туризма

Методические рекомендации

В 3 частях

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В методических рекомендациях рассматриваются основные понятия, связанные с секторами туризма, такими, как размещение, нестандартные типы размещения, транспортные услуги на туристическом рынке, а также профессиями в гостиничном бизнесе, туроператорами и турагентствами. Издание также содержит дополнительные тексты для самостоятельной работы студентов.

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 высших учебных заведений дневной формы обучения специальности «Музейное дело. Туризм».

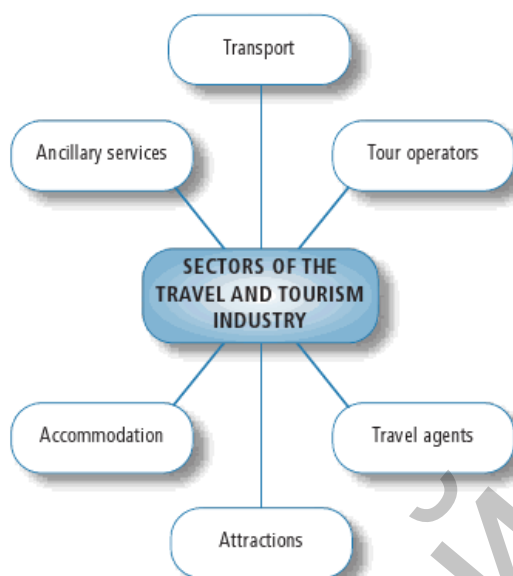
Цель методических рекомендаций – развить навыки использования английского языка в сфере туризма, извлекая и интерпретируя информацию, содержащуюся в оригинальных профессиональных текстах.

Учебное издание состоит из трех тематических разделов, содержащих профессионально-ориентированный текстовый материал и объединенных общей тематикой, а также приложения, включающего тексты для дополнительного чтения. Целенаправленный подбор текстов и упражнений призван сформировать у обучаемых систему образов и понятий, относящихся к профессиональным знаниям, а также стимулировать речевое взаимодействие для получения и обмена информацией. Разработанная система упражнений обеспечивает активизацию словаря и развитие навыков и умений устной и письменной речи. Коммуникативные упражнения ориентированы как на аудиторную, так и на самостоятельную работу студентов. Организация материала предполагает также развитие творческой активности студентов.

UNIT I

SECTORS IN TOURISM

The tourism industry has been divided into eight different sectors or areas. The following sector descriptions are brief overviews.



Do you know anything about each of these sectors?

PART 1

ACCOMMODATION

Make a list of different types of tourist accommodation in your country.

Which of these have you stayed in? Tell your partners about the best / worst / most unusual accommodation you have ever stayed in.

VOCABULARY

Read and memorize the following words

ability	dormitory	rental
accommodate	employee	rooftop terrace
air-conditioning	entertainment	saddle (up)
ambience	facilities	sleeping bag
amenities	family room	snack bar
appeal	franchise	suburbs
award-winning	furnishing	suite
ballroom	indoor bar	tent
buffet	half-board	transfer
cabin	hookup	twin room
campground	landmark	wafts
cater	laundry	washroom
chain	meeting room	WC (water closet)
chalet	outhouse	wilderness
cliff	price	
convention	properties	

COMMENTS

All-suite hotel – a hotel in which every room has an attached living room and/or kitchen.

B&B (Bed and Breakfast) – a private residence, several rooms of which are set aside for overnight guests whose paid accommodations include breakfast.

Dinner theatre – a theater at which dinner is included in the price of admission.

Franchise – authorization granted to someone to sell or distribute a company's goods or services in a certain area.

Personal touch – an original or special quality or something that is done for every single person in a group in order to make them feel special.

Motor home – a large motor vehicle that is designed to be lived in while travelling. It contains cooking equipment, one or more beds, and sometimes a toilet.

WORD STUDY

I. Match the pictures to the different types of accommodation.

apartment
bed and breakfast
campsite
caravan
chalet
country house
country house

cruise ship
farmhouse
guest house
hostel
hotel
lodge

log cabin
motel
motor home
mountain refuge
university hall of residence
villa



1.



2.



3.



4.



5.



6.



7.



8.

II. Which of these types of accommodation do you have in your country?

III. Think about each type of accommodation. Is it serviced (meals are provided) or self-catering (you cook your own meals)?

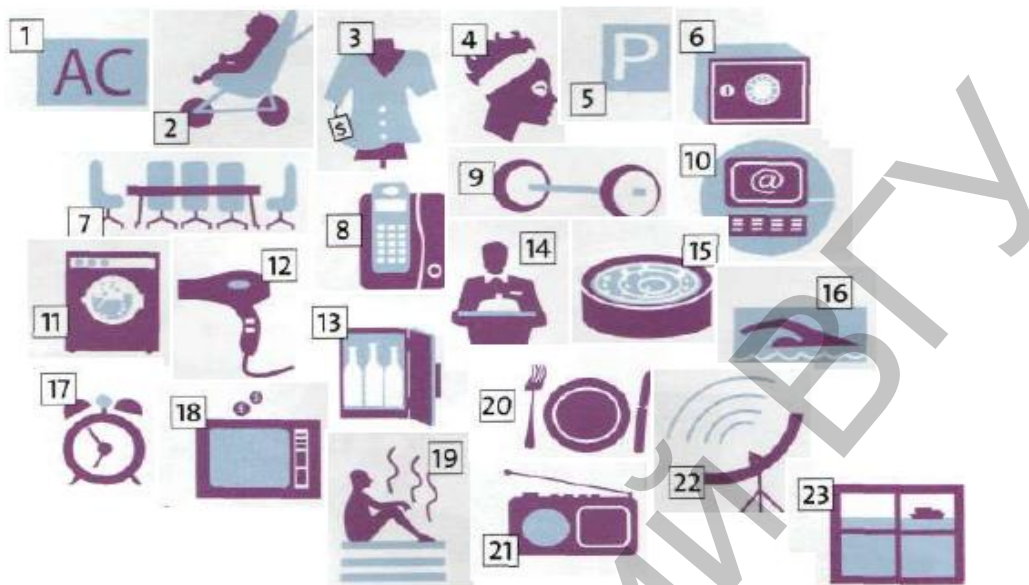
IV. Match these facilities and services with the icons.

- a. air conditioning
- b. baby sitting
- c. beauty parlour
- d. boutique
- e. car park
- f. conference facilities
- g. safe box
- h. direct dial telephone
- i. gymnasium

- j. hairdryer
- k. internet connection
- l. jacuzzi
- m. laundry service
- n. minibar
- o. outdoor swimming pool
- p. pay TV
- q. radio
- r. restaurant

- s. satellite TV
- t. room service
- u. wake-up call

- v. sauna
- w. sea view



V. In your opinion, which are the five most important hotel services and facilities in

1. a hotel for business people and conference delegates?
2. a holiday hotel complex on the coast?
3. a small hotel in the countryside?

Explain your choice to your partner.

VI. Complete the chart with the words from the list.

- | | | |
|-----------------------|-----------------|--------------------------|
| book a | round trip | self-catering flat |
| holiday/ticket/flight | plane | taxi rank |
| coach | guest | guesthouse |
| stay in | boat | arrive at |
| harbor | sightseer | cabin |
| motel | youth hostel | terminal |
| train station | pay the bill | port |
| business trip | cottage | abroad |
| depart from | travel to | bed & breakfast |
| visitor | guide | hotel |
| voyage | package holiday | reserve a seat/room |
| host(ess) | custom officer | get in at time |
| inn | camp | tourist |
| plan an itinerary | travel agent | check in/out |
| bus | train | gate |
| airport | bus stop | miss the train/bus/plane |

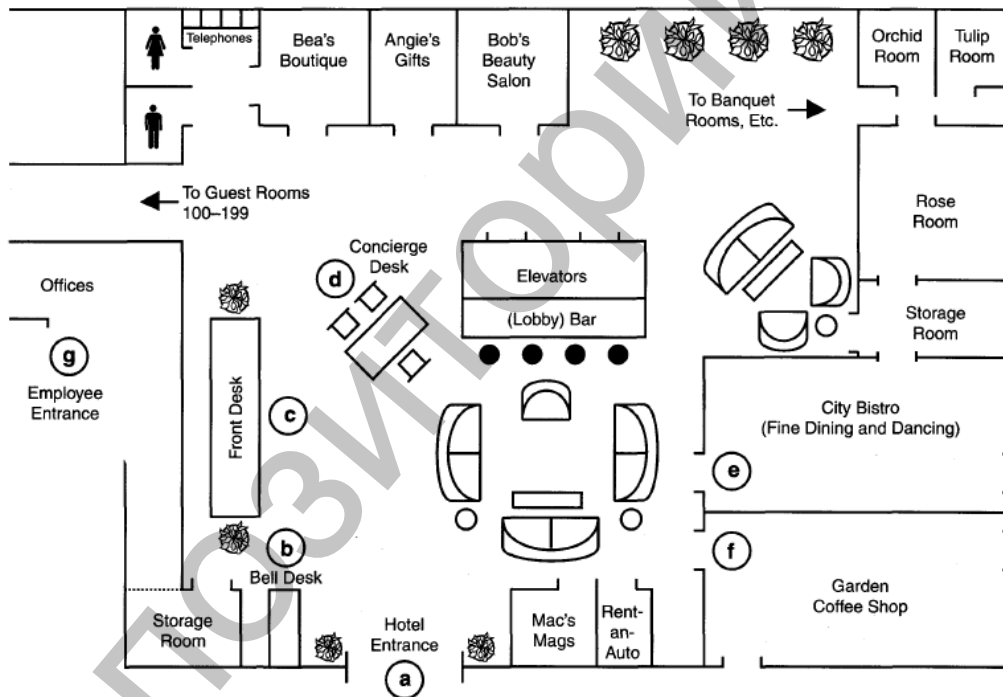
accommodation	
journey	
transport	
people	
places	
actions	

VII. Match adjectives from A with nouns from B.

Which adjective can describe most nouns? Which adjectives combine with only one of the nouns?

- | A | B |
|------------------|----------------------|
| 1. five-star | a. apartment |
| 2. country | b. bed and breakfast |
| 3. converted | c. cabin |
| 4. budget | d. cottage |
| 5. friendly | e. farmhouse |
| 6. metropolitan | f. guesthouse |
| 7. medieval | g. hostel |
| 8. modern | h. hotel |
| 9. self-catering | i. motel |
| 10. stylish | j. villa |

VIII. Choose different adjective-noun combinations and use them to write sentences to describe accommodation you have stayed in as a tourist.



IX. Examine the hotel map. You are at the entrance. Read the sentences below. Circle the word or words in parentheses that best complete each sentence.

- Mac's Mags is (opposite, beside) Rent-an-Auto.
- The front desk is (across from, past) the concierge desk.
- Bob's Beauty Salon is (opposite, beside) the elevators.
- The restrooms are at the back of the hotel, (beyond, opposite) the front desk.
- The Rose Room is (past, across from) the elevators.

X. You are a greeter at the City Garden Hotel. Have a partner ask you how to reach three places in the lobby. Give directions from the entrance to each location.

READING

Accommodation is one of the largest and fastest growing sectors in the tourism industry. In Canada, for example, in 1997, approximately 173,000 people were employed in hotels and other lodging operations. Between 1986 and 1996, accommodation services experienced growth of 39%.

Reasons for this are:

- demand is extending beyond traditional seasons, e.g. conferences during the summer at ski resorts
- growth of large chains and increased interest in vacation or time-share concepts
- increased interest in Canada as a destination.

The benefits of growth are reaped by those looking for careers in this sector. New jobs are being created, movement along one's career path is accelerated, opportunities for positions and careers in different regions and types of establishments are increasing.

TEXT 1

Hotels

- Hotel properties usually cater to both business and pleasure travellers and offer a wide range of accommodation types.
- Deluxe, airport and convention hotels are generally located in urban centres or near airports. They are often large (over 150 rooms) and have a wide range of facilities and services (e.g. convention rooms, restaurants, shops, fitness centres). Many are members of a chain, meaning that the property is part of a larger company and has sister properties in other areas. The benefit of working at a chain to an individual employee might be the ability to transfer to other properties in the chain.
- All-suite hotels are increasingly popular. Each unit contains the same facilities as an apartment, meaning the traveller has a private place for meetings (i.e. the dining room table) and a kitchen for cooking meals.
- Smaller, privately owned hotels offer lodging and many also contain a cafe or restaurant, and a beverage room.
- Resort hotels and lodges are usually located in or near recreational sites. Many offer guests a wide range of activities, such as golf, skiing, tennis, riding or water sports. They may also offer entertainment (e.g. nightclubs, shops, piano bars, casinos, dinner theatre) and have convention facilities.
- Motels, motor hotels and inns are often much smaller (less than 150 rooms), less expensive facilities that appeal to overnight or short-stay travellers. Some motels are franchise or chain operations, others are independently owned and operated. Motels are often found in smaller communities, the suburbs of cities and along major highways.

ACTIVITIES

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

whole	manage	travellers	dormitory-style	
home-like	facilities	guests	accommodation	
stays	positions	touch	washroom	
areas	sleeping bags	motor home	cater	except

Bed and Breakfasts and Farm/Ranch Vacation Sites

These ... to people wanting a personal ..., a unique heritage or lifestyle setting, or a ... atmosphere. Few accommodate more than 8–10 people. Prices and amenities vary greatly from operation to operation. There may not be many ... at these sites, as many are owner-operated sites and small enough that just one or two people can However, a position at

one of these sites can be as varied as any in the industry. Helping the ... saddle up in the morning might be part of the 'front desk' position!

Cabins, Cottages and Houseboats

Often located in recreation ..., and offering ... such as a beach, fishing rentals, playgrounds, etc., these are often destination sites for travellers. Generally, ... are longer than a night or two and involve the ... family, including the dog.

Campgrounds

Campgrounds cater to ... who have their own roof, usually a tent or ..., but require a serviced site for it. Campgrounds range in the services they supply, from 'wilderness sites' with no services ... maybe an outhouse, to full power and water hookups, with complete restaurant, laundry, entertainment and ... facilities. This type of ... generally appeals to travellers who want an inexpensive outdoor experience and/or related activities, such as hiking, canoeing, fishing, hunting or boating.

Hostels

These are usually non-profit facilities catering to budget-conscious or adventure travellers. Guests supply their own ..., cook their own meals, and often sleep in ... rooms.

TEXT 2

What makes a good hotel? What do people want from a hotel? A good bed? A comfortable room? A modern building? Work in pairs. Make a list of five things you would expect from a good hotel. Look at the hotel web pages. Which hotel:

1. is the best for business travellers?
2. sounds the most luxurious ?
3. is the most attractive to you?

El Hana Beach

Tunisia

Official Rating – 3* – Bed and Breakfast / Half-board

A comfortable, 3-star hotel situated in a garden of palm trees, next to the lovely Sousse beach and within walking distance of the Medina.

Accommodation

Twin and family rooms that can accommodate up to 4 guests. Modern furnishings with bright colours. Air-conditioning, telephone, private bathroom with WC. Balcony with partial sea view.

Facilities and Services

The main restaurant in the hotel serves a large American-style breakfast buffet and dinner buffet. There are 3 indoor bars and a comfortable snack bar.

Radisson SAS Hotel

Nice, France

Discover a new world of sensations at French Riviera – stay at the landmark. Radisson SAS Hotel in Nice where excellence meets originality in a modern ambience.

The hotel features 331 rooms and suites decorated in three imposing and original designs.

With 11 excellent meeting rooms, our hotel can accommodate 400 in the new ballroom and 300 for lunch or dinner on the rooftop terrace.

Ideally located on the famous Promenade des Anglais between the romantic old town and the Arenas Business Park, the Radisson SAS Hotel in Nice is easily accessible by train, plane, and car. The hotel is a five-minute drive from Nice International Airport, and a ten-minute walk from the train station.

Ballymaloe

Cork, Ireland

Ballymaloe is a large country house on a 400-acre farm 20 miles east of Cork City, Ireland. The hotel is family run. Guests enjoy comfortable accommodation and an award-winning restaurant in pleasant rural surroundings.

Ballymaloe is 5 km from several seaside villages that provide fishing, bathing beaches, and beautiful cliff wafts. Hotel facilities include an outdoor swimming pool, small golf course, tennis court, woodland walks, and a children's play area. There is often live music in the evening.

Holiday / vacation and small conference venue.

ACTIVITIES

I. Complete the chart and compare these hotels.

	type of accommodation	location	facilities /services	entertainment	special features
El Hana Beach					
Radisson SAS Hotel					
Ballymaloe					

II. Match the symbols with the hotel and room facilities.

bath or shower	twenty-four hour room service
television in all rooms	single-rate rooms available
non-smoking rooms	rooms for more than two people
restaurant	pets allowed
hotel parking	minibar
lift	caters for children
	air conditioning



III. Read the hotel descriptions and choose the most suitable hotel for the following people.

1. Candy Olsavsky, 45

I'd like something special for my retired parents. The hotel needs to have a lift because my mother can't walk up and down stairs very easily. Somewhere quiet with old-fashioned service would be good for them. They don't like going out at night so the hotel should have a nice, comfortable lounge.

2. Kerstin Meyer, 23

I'm an art student and I'm going to Amsterdam on my own for a few days to see the museums. I haven't got much money and I just want a clean, simple, single room. I'll be out all day visiting the city so I don't want any special hotel facilities. I don't expect to have a room with its own bathroom.

3. Jocelyn Monroe, 28

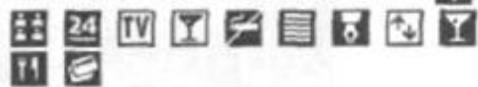
My friend Sue is getting married next month and we're having a weekend away with about ten other girls to celebrate. We want to find a hotel with big family bedrooms so three or four of us could be in the same room. Two of the women are bringing their children and Marie wants to bring her dog.

4. Bruce Phillipson, 32

I'm looking for a hotel for our director of marketing and two other members of the department. They are going to the city to meet some important new clients. The hotel must have non-smoking rooms and room service. There must be a bar and restaurant too, because they might want to entertain the clients.

Swissôtel Amsterdam

Damrak, 96-98, 1012 LP. Rooms: 109 



This smart hotel on the corner of Dam square is popular with business people who are looking for something more intimate than a large chain hotel. Breakfast, lunch and dinner are served in an attractive marbled, but informal, French brasserie. Marble also features in the bathrooms of the hotel's stylish, modern and well-equipped bedrooms. Rooms facing the square are more expensive. But it is better to ask for a quieter room at the back of the hotel.

Van Onna

Bloemgracht 102/104/108, 1015 TN.

Rooms: 39 

Loek van Onna's charismatic B&B was originally three canal-side houses. The middle house was recently modernised and now contains an attractive staircase and breakfast room, and neat, modern rooms with en suite bathrooms. The two buildings on either side offer much more basic accommodation with shared bathrooms.

Canal House

Keizersgracht 148, 1015 CX. Rooms: 26

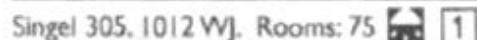


Of all the city's small hotels, the Canal House is the most elegant. It occupies two old houses, and all the rooms have magnificent views.

Downstairs there is an atmospheric bar with gold mirrors, an ornate breakfast room and a lounge with a grand piano. Antique furnishings are also found in the bedrooms.

Those at the front have views of the canal, while back rooms overlook a secluded garden. To preserve the ambience there are no televisions and children are not welcome.

Estheréa

Singel 305, 1012 WJ. Rooms: 75 

The Estheréa occupies four elegant seventeenth-century houses. It is within easy walking distance of Dam square and Spui. This long-established hotel is popular with groups. More than half the bedrooms have a canal view, but rooms at the rear are bigger.

SPEAKING

I. Think of three different hotels in your area. Write a sentence describing the location for each hotel. Call the hotels Hotel 1, Hotel 2, and Hotel 3. Show your partner your descriptions. Do they know which hotels you are describing?

II. Work in pairs. Student A, you are a travel agent. Look at the information below. Student B, you are the client. You want a hotel in Tenerife in the Canary Islands. Telephone your travel agent and ask about:

1. the location of your hotel
2. hotel restaurants
3. facilities and services for your children
4. car rental
5. night-time entertainment.

<div style="background-color: #f96; padding: 5px; display: flex; justify-content: space-between; font-size: 0.8em; font-weight: bold;"> Home Hotels Resorts FAQ </div> <div style="background-color: #f96; padding: 5px; font-weight: bold; margin-top: 5px;">H10 Las Palmeras (Tenerife) ★★☆☆</div> <p style="font-size: 0.9em;">The H10 Las Palmeras hotel is located in Playa de las Americas, surrounded by generous subtropical gardens with direct access to the seaside-promenade and only 15 km from the airport.</p> <p>Food & drink</p> <p style="font-size: 0.8em;">In the hotel you can find the 'Las Palmeras' restaurant, where there is a buffet with show cooking, a Barbecue Restaurant near the swimming pool, a Pool Bar, the 'Big Ben' Bar, which offers evening entertainment, a Piano Bar in the Hall, and the 'Ballena Bar', a snack-bar near the beach.</p>	<div style="background-color: #f96; padding: 5px; display: flex; justify-content: space-between; font-size: 0.8em; font-weight: bold;"> Home Hotels Resorts FAQ </div> <div style="background-color: #f96; padding: 5px; font-weight: bold; margin-top: 5px;">H10 Las Palmeras (Tenerife) ★★☆☆</div> <p>Sports & leisure</p> <p style="font-size: 0.9em;">The hotel has two swimming pools (one heated in winter), with a special section for children, three tennis courts, ping pong, and billiards.</p> <p>Facilities & services</p> <p style="font-size: 0.8em;">Hairdresser, internet corner, private parking, souvenir shops, car rental, money exchange, room service, TV, games room, meeting rooms, and day and night-time entertainment are also available in the hotel.</p>
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III. Now change roles. Student B, you are the travel agent. Look at the information below. Student A, you are the client. You want a business hotel in Frankfurt, Germany. Telephone your travel agent and ask about:

1. the location of your hotel
2. access to the financial district of the city
3. business facilities and services
4. access to the airport
5. restaurants and bars.

<p style="text-align: center; font-weight: bold; margin-bottom: 10px;">InterCity Hotel Frankfurt***</p> <p style="text-align: center; font-weight: bold; margin-bottom: 10px;">Description</p> <p style="font-size: 0.9em;">This modern hotel in the city centre, styled for international business traveller's needs, is within walking distance of the city's busy fairground and the financial district with its characteristics skyscrapers, and offers guests free use of all Frankfurt public transport, including the return trip to the airport.</p>	<p style="text-align: center; font-weight: bold; margin-bottom: 10px;">Business Facilities</p> <ul style="list-style-type: none"> • Meeting Facilities • Secretarial Services • Internet Access • Black and White photocopy • fax Service • TY and Video hire 	<p style="text-align: center; font-weight: bold; margin-bottom: 10px;">Hotel Facilities</p> <p style="text-align: center; font-weight: bold; margin-bottom: 10px;">General Services</p> <ul style="list-style-type: none"> • Dry Cleaning/ Laundry Service • 24-Hour Front Desk • Safety Deposit Boxes • Left Luggage/ Storage Facilities • Cots/ Cribs • Restaurant • Lounge/ Bar
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PROJECTS

Go to the Internet or your local tourist information office. Find serviced or self-catering accommodation in your area that would be suitable for:

- a) a family (two adults, two small children) on holiday, but with a limited budget
- b) a business traveller staying in your area for three days for a conference
- c) a retired couple who want to see the important monuments in your area
- d) a student like you.

PART 2 UNUSUAL TYPES OF ACOMODATION VOCABULARY

Read and memorize the following words

hilarious	sacrifice	ingenuity
cockpit	transparent	playfulness
device	inflatable	ensuite
whimsy	shelter	bespoke
nuttness	spice up	log cabin
bother	trump	debris
wacky	rekindle	garbage
vault	spot	shimmer
bark	barn	encase
deck	edge	hazelnut
chain saw	clad	orchard
loft	tile	teak
alcove	cantilever	
muzzle	meadow	

COMMENTS

The Solent – a channel between the northwestern coast of the Isle of Wight and the mainland of southern England

Beagle – a dog with short hair, a black, brown and white coat, short legs and long ears

Brainchild – an idea or invention considered to be a particular person's creation

Igloo – a circular house made of blocks of hard snow, especially as built by the Inuit people of northern North America

WORD STUDY

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

A	B
hilarious	absurdity
shimmer	connected
loft	border
ensuite	amusing
ingenuity	gleam
nuttness	room on upper floor
edge	cleverness

II. Complete the sentences with the following words: *Hilarious, edge, shimmering, bespoke, rekindle, meadow, bother, sacrifice, en suite, brainchild*

1. Many women ... interesting careers for their family.
2. There was a path through the ... to the village.

3. They built the church on the ... of the village.
4. All four bedrooms in their new house are
5. He didn't like the film at all – I thought it was
6. The holiday was a last chance to ... their love.
7. Our workshop produces high quality ... furniture.
8. The project was the ... of one of the students.
9. She could see her reflection in the water, ... in the moonlight.
10. Don't ... making the bed – I'll do it later.

III. Match the words with their definitions

Shelter	orchard	trump	bar	ingenuity
playfulness	vault	debris	inflatable	loft

1. A boat or something similar which must be filled with air in order to float on the water
2. A key resource to be used at an opportune moment.
3. Being able to explore and to do things, for the sheer delight of doing them. It means relaxing, being spontaneous, and allowing a situation to carry you where it will.
4. Someone's ability to think of clever new ways of doing something.
5. A building designed to give protection from bad weather, danger or attack.
6. A large building on a farm in which hay (= dried grass) and grain are kept.
7. A space at the top of a building under the roof used for storage and usually entered by a ladder, or sometimes made into a room.
8. A room or space, such as a cellar or storeroom, with arched walls and ceiling, especially when underground.
9. Broken or torn pieces of something larger.
10. An area of land where fruit trees (but not orange trees or other citrus trees) are grown

READING

Hotels, guest houses, villas, and campsites are all standard types of accommodation. But what about the unusual one?

Look through the hotel descriptions. Which hotel is the most unusual? Which hotel would you like to stay in? Why?

World's Strangest Hotels

You may not believe me, but there are hotels in existence that will cause you to question your own sanity. Sewer pipes, igloos, dinner with giraffes: hotels are pushing the envelope like never before. I've seen some rooms that only belong on cartoons. I'm sure you'll concur. These rooms are a perfect combination of whimsy, creativity, and nuttiness. When you book a room at one of these hotels, don't bother going sightseeing or exploring the city – the hotel itself is where the excitement is!

The Capsule Inn

Don't book a room here if you're claustrophobic. Places like that do exist! This place is hilarious. I'd probably stay there for one night just to say I did it!

A typical Capsule Hotel is composed of two major sections; a public lounge space including bathing and the other is a private space where the sleeping rooms (capsules) are arranged. The actual sleeping room is a capsule unit made of reinforced plastic and designed in the image of a jet airplane's cockpit. In the capsule unit, all the required amenities are provided; TV, radio, alarm clock, adjustable lighting... almost everything is provided! Every device is within your reach and you can control everything in a sleeping position.

For the numerous business people working hard until after midnight and who miss their train, and for all the people coming to Tokyo on a short business trip, or holiday; young and old, men and women, a wide range of people stay at Capsule hotels in Tokyo.

Everybody that travels to Japan should experience this unique accommodation, at least once! One of the most unique accommodations in the world!

Bubble Tent

With these transparent bubble tents, campers can sleep under the stars without sacrificing any creature comforts. Created by French designer Pierre Stephane Dumas, these "Bubble Trees" are designed to help people get intimate with nature. Available only in Europe for now, the inflatable see-through shelters give campers panoramic views of their surroundings. But they don't come cheap. According to the

U.K.'s Daily Mail, one night in a "Bubble Tree" costs about \$650.

The Treehotel

Ever feel as if every hotel room looks like the last one you checked into? Next time, consider spicing up your travel by staying at one of these unique hotels, where style often trumps all else.

The Treehotel in Sweden aims to bring guests close to nature and rekindle joyful childhood memories. A group of modern designers and architects were charged with designing different rooms. The result: six unique spots to stay high above the forest floor.

The Balancing Barn

The Balancing Barn stands on the edge of a tranquil nature reserve a few miles inland from the Suffolk coast, near the historic towns of Walberswick and Aldeburgh. Clad in elegant silver tiles, the house dramatically cantilevers over the landscape, providing views from its huge panoramic windows over woods, ponds and meadows. The house was designed by the Dutch firm MVRDV, who have won a world-wide reputation for the ingenuity, playfulness and comfort of their designs.

The Balancing Barn accommodates up to 8 people: 4 double bedrooms, one of which can be made up as a twin room, all with en suite facilities. Two of the bedrooms (bedrooms 1 & 2) have an in-bedroom bath as well as an en suite bathroom.

Hotel Kakslauttanen

Want to see the Northern Lights and the stars shining brightly in the arctic sky? Stay in a glass igloo at the Hotel Kakslauttanen, which is located above the Arctic Circle in Finland. For those visitors wishing to have a truly arctic experience, you can stay in one of the traditional snow igloos, eat in the snow restaurant or even get married in the snow chapel.

Hotel Kakslauttanen features a glass igloo village, log cabins, and the world's largest smoke sauna. The glass igloos maintain a normal room temperature and the glass ceiling stays clear of snow so guests can enjoy the beautiful night sky.

Conrad Maldives Rangali Island

We've all woken up from deep sleep feeling a bit blue. But at the Conrad Maldives Rangali Island some guests now have the chance to awake under the deep blue with schools of fish swimming by and rays of sunlight shimmering through the water to the new Ithaa Suite. The room sits 16 feet below the Indian Ocean, surrounded by a vibrant coral reef and encased in clear glass.

Boot Bed N' Breakfast

The Boot Bed N' Breakfast in New Zealand is the brainchild of Steve Richards, who designed the two-story cottage in the shape of a giant boot. Outside is a grove of hazelnut trees. Inside, an open fire for a romantic evening in. And when you wake from your fairy tale night, breakfast will be waiting at your door. Make all the footwear jokes you might, this hotel uses free-range eggs offers fresh fruit from its orchard in your meal.

Tram-Inn

The Controversy Tram-Inn offers guests the opportunity to sleep on a train or in two trams that were active several years ago in Germany and Amsterdam. The hotel in Hoogwoud, the Netherlands, strives to have fun with its rooms. It represents a fantastic Bed and Breakfast location with double bed, shower and toilet facilities and a sink top unit for drinks and snacks. The train includes a Jacuzzi built in a Mexican sombrero.

Hotel FOX

For the launch of the new Volkswagen Fox 21 international artists from the fields of graphic design, urban art and illustration turned Hotel Fox in central Copenhagen, into the world's most exciting and creative lifestyle hotel.

Each room is an individual piece of art – from wacky comical styles to strict graphic design, from fantastic street art to simply spaced out fantasies. You will find flowers, fairytales, friendly monsters, dreaming creatures, secrets vaults and so on.

61 rooms, 21 artists, 1,000 ideas. One thing we promise: "You haven't seen anything like it!"

ACTIVITIES

I. Match the sentences with the hotels described above.

1. They maintain a normal room temperature and the glass ceiling stays clear of snow so guests can enjoy the beautiful night sky.
2. Each room is an individual piece of art.
3. The aim of this hotel is to bring guests close to nature and rekindle joyful childhood memories.
4. The inflatable see-through shelters give campers panoramic views of their surroundings.
5. The house dramatically cantilevers over the landscape.
6. If you're claustrophobic don't book a room here.
7. The room is surrounded by a vibrant coral reef and encased in clear glass.
8. It is used to run on the streets of Amsterdam and Germany.

II. Work with a partner. Think about your local area. Discuss buildings or natural structures (e.g. caves) that you could convert into 'unusual' accommodation. You might like to consider the following points:

- type – details of type + natural or made structure
- location-urban or rural
- serviced or self-catering
- luxury or budget
- large or small (number of rooms – how many doubles, singles, etc.)
- details of the rooms, facilities, and services.

III. Present your unusual hotel to the rest of the class. You can start like this.

EXAMPLE: We have decided to make our unusual accommodation from (name of structure). This is a natural/built structure in an urban/rural setting. We are going to make serviced/self-catering accommodation and it's going to be....

WRITING

Local accommodation

Write an introduction to tourist accommodation in your area. You will need to include information about

- the different types of accommodation
- typical accommodation in (a) urban areas and (b) rural areas
- types of accommodation that are typical of your country
- accommodation for people (a) on holiday and (b) on business
- one example of 'unusual' accommodation if you can find one (if there is no unusual accommodation in your area, include your idea from the *Activities*)
- where you can get more information (websites, etc).

PART 3

TRANSPORTS

The function of the transport sector is summarized in this quote from Sir Michael Bishop, chairman of BMI British Midland: "Transport is the backbone of a sustainable economy; it brings people together, facilitates trade and sustains tourism."

Principals in the transport sector include airlines and airports, ferry and cruise companies, car-hire businesses, coach operators, Network Rail and train-operating companies. Each of them has a role to play in the travel and tourism industry.

Do you agree with the Michael Bishop's statement?

Is the transport sector the backbone of a sustainable economy? Why?

VOCABULARY

Read and memorize the following words

Method of travel	Journey types	Transport types	Places and features	Tourism professionals
Air	flight (long-haul) (short-haul)	airplane / jet light aircraft helicopter	airport terminal runway	pilot flight attendant
Water	cruise crossing	cruise ship liner ferry hovercraft hydrofoil	port harbour cabin pier	steward purser
land	ride journey drive tour	train coach bus car motorbike bicycle	station carriage terminus motorway track	guard driver conductor tour guide

WORD STUDY

I. Which sections of the table in Vocabulary would you put these words in?

taxi	collector	hire car	captain	shuttle
marina	jeep	service	scenic route	yacht
ticket	tunnel	station	freeway	

II. Use words from the Vocabulary to complete the text on 'Transport for tourism'.

Inside tourism: Transport for tourism

Transport for tourists can be divided into three main categories: journeys by air, journeys on water, and journeys on ____¹. Within each category there are several types of transport.

Air travel usually means a short-haul or ____² international ____³, operating from large ____⁴, which in big cities often have more than one ____⁵ building. But in some more remote places there may be little more than a small airstrip with only one simple ____⁶ for planes to land and take off. At some tourist destinations air transport may include short transfers or sightseeing trips by ____⁷.

Journeys on water can include luxury ____⁸, which take tourists on all-inclusive holidays of three days or more, visiting a number of different locations. Passengers sleep in ____⁹, and have a full range of services on board. They are looked after by a team of ____¹⁰, with a ____¹¹ in overall charge of tourist services. Ferry ____¹² are usually much shorter journeys connecting two points of land or going between islands. The ferries will stop at a large ____¹³ or a small ____¹⁴.

Land travel is probably the most diverse category. It includes rail journeys by ____¹⁵, departing from a large ____¹⁶ and stopping at ____¹⁷ en route. Passengers sit in separate ____¹⁸ or coaches. The most common form of transport by road for tourists, if they don't have their own car, are also called ____¹⁹. These vehicles can either travel from city to city along fast ____²⁰ (or sometimes quieter roads), or they can be used for transfers from airports and other smaller journeys. Very often they are used for sightseeing trips when as well as a driver there will be a ____²¹ to tell the passengers about the sights.

III. Find pairs of opposites from the adjectives in the list:

boring	exciting
cheap	expensive
clean	fast
comfortable	punctual
crowded	quiet
dangerous	safe
difficult	slow
dirty	uncomfortable
easy	unpunctual

IV. How do tourists use the different types of transport? Put the journey and transport types (from columns 1 and 2 of the table) into the categories below.

1. to and from destination only (e.g. international flight)
2. at destination only (e.g. taxi ride from airport)
3. as a main feature of the holiday (e.g. sightseeing helicopter ride)

V. Which types of transport have you used? Think about the best and worst journeys you have ever made. Exchange ideas with a partner.

READING

Read the text and find out some features of Belarusian transportation services. What unspecified modes of transport are widespread in Belarus? Which of the facilities do you think you would use most as a passenger?

TEXT 1

Belarusian Transportation Services

Today, the Belarusian Railway is one of the leaders of the national economy. 75% of all cargoes and 45% of all passengers of the country are transported by the Belarusian Railway.

The advantageous geographical position of the Republic of Belarus between the Russian Federation and the Western Europe allowed the country to participate in the international economic integration and become a reliable partner of the leading European countries in the provision and development of effective transport links on the European continent.

The Belarusian Railway regularly implements new technical solutions, renovates its facilities and reconstructs railway station buildings. It performs its activities in accordance with the State Program for the Development of the Railway Transport of the republic of Belarus in 2011-2015.

According to the new concept the railway market of passenger transportation will be divided into lines, i.e. international, commercial, regional, interregional and city lines. The lines will be further subdivided according to a comfort level (class). Each line will have specific technical and operational characteristics and will provide particular related services.

The international lines will link Minsk and regional centers to the cities and regions of foreign states. A neat train schedule will ensure travel time saving. The choice of trains for the international lines will depend on distances and routes. Night trains will consist of compartments and sleepers, EMUs will be used as day trains.

The commercial lines are designed to transport passengers on requests from legal entities and individuals. Relevant rolling stock will be provided and will be operated on certain schedules (tourist, special, leased, etc.).

The interregional business class lines will connect regional centers and Minsk. Modern rolling stock will transport passengers with minimal stops. Trains will stop only in communities with a population over 100,000 people.

The trains of the interregional economy class lines will run on radial and circular routes between the communities located the distance of 400 km. Standard trains and EMUs will be used on these lines. The trains will stop at all busy stations.

The regional business class lines will transport passengers from towns to regional centers, district centers, and industrial area, and within Minsk suburbs. The lines will have modern trains equipped with ergonomic seats, air conditioners, stroller areas, environmentally friendly WCs, passenger information systems.

The regional economy class lines will ensure transportation of passengers to places of employment, education, to social facilities. The multiple-unit trains will stop at all stations of routes, including low-density areas.

Modern trains of the city lines will run within the city and its suburbs at certain intervals. They will be equipped with ergonomic seats, air conditioners, environmentally friendly WCs and information displays. The trains are suitable for the disabled. They have low-floors, wide entrance areas and gangways.



Belavia – Belarusian Airlines takes the leading position in passenger air transportations on the Belarusian market. The airline's concept of positive image shaping is based on the safe regular and punctual operations as well as on improvement of passenger service quality.

Belavia is a modern, rapidly growing company that meets requirements of the latest innovations in air transport and is constantly focused on further development and improvement of the airline and attraction of greater number of passengers. Among the priorities of Belavia is its fleet renewal, optimization of resources, implementation of modern information technologies and improvement of service level both in flight and on the ground.

The Airline is customer-oriented and makes its best efforts to provide air travelling possibilities both by its own direct flights and those of its partners to continue their journey immediately to any country in the world as per customer's needs.

Business travellers and tourists can appreciate at its true value Belarusian hospitality and responsible attitude of the airline staff to fulfillment of their functions. Owing to the cooperative team of highly qualified professionals who are proud of their work, for the short period of time Belavia has showed itself as a reliable and competitive air carrier.

ACTIVITIES

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

A	B
1. The advantageous geographical position makes the country	a. Minsk and regional centers to the cities and regions of foreign states.
2. Modern trains of the city lines	b. will stop only in communities with a population over 100,000 people.
3. The international lines will link	c. is based on the safe regular and punctual operations as well as on improvement of passenger service quality.
4. The commercial lines	d. can appreciate Belarusian hospitality and responsible attitude of the airline staff to fulfillment of their functions.
5. The trains of the interregional business class lines	e. are designed to transport passengers on requests from legal entities and individuals.
6. Belavia is focused on	f. will run within the city and its suburbs at certain intervals.
7. Belavia concept of positive image shaping	g. a reliable partner of the leading European countries in the provision and development of effective transport links on the European continent.
8. Business travellers and tourists	h. further development and improvement of the airline and attraction of greater number of passengers.

II. True or false?

1. Belavia takes the leading position in passenger air and land transportations on the World's market.
2. The regional economy class lines will transport passengers from towns to regional centers, district centers, and industrial area, and within Minsk suburbs.
3. The Belarusian Railway regularly implements new technical solutions, renovates its facilities and reconstructs railway station buildings.
4. 45% of all cargoes and 75% of all passengers of the country are transported by the Belarusian Railway.
5. The trains of the interregional economy class lines will stop only in communities with a population over 100,000 people.
6. Modern jets of the city lines have low-floors, wide entrance areas and gangways.

7. The trains of the international lines will run on radial and circular routes between the communities located the distance of 400 km.

TEXT 2 Transport systems and cable cars in San Francisco

Read the information line on transport in San Francisco and say if there is something similar in your city.

Welcome to the San Francisco public transportation information line. San Francisco has a variety of transit options for visitors. For information on ferry crossings In the Bay Area, press 1. For information on MUNI buses and metro services, press 2. For information on the 8ART, Bay Area Rapid Transit train system, including services to San Francisco International airport, press 3. For information on the world-famous cable cars, press 4. For any other information, including bike rental, coach tours, and car rental, please hold for an operator.

You have chosen option 4, San Francisco's historic cable cars have been running since 1873. They provide an unusual and interesting way to see the city with stunning views. There are three lines: California-Van Ness, Powell-Mason, and Powell-Hyde. The cable cars run from 6 a.m. to 1 a.m., Monday through Sunday. At peak times they are approximately every five to ten minutes. Tickets can be bought at special booths or on the car at \$3 for a single ride. Tickets are non-transferable. Special one-day and one-week passes are available. You can board at any of the stops indicated with the brown cable-car sign. Cable car riders should hold on tight and take great care when getting on and off.

ACTIVITY

I. Which of the following transport types does the information line describe?

Ferries, trains, bike rental, cruises, airplanes, coach tours, buses, helicopter rides, walking tours, metro, cable cars, car hire.

II. Complete the information sheet on cable cars.

First introduced.....
 Number of lines.....
 Hours of operation.....
 Days of operation.....
 Cost of single journey.....
 Board at.....

TEXT 3

Look at the three timetables for (a) trips to Akatraz and Muir Woods, (b) BART trains to and from San Francisco airport, and (c) Amtrak train services between Los Angeles and San Francisco.

A.

MUIR WOODS

see the fabulous redwood trees and walk the coastal trails

FISHERMAN'S WHARF, PIER 41 (DAILY)

- 9:15 am 2:15 pm
- Muir Woods Package includes round-trip bus shuttle or the option to return to Pier 41 via the Sausalito Ferry and 45-60 minutes in the woods
- Total tour length approximately 3.5 hours
- Muir Woods Tour does not operate during inclement weather: check with ticket booth on day-of for schedule. Service dogs allowed. No bicycles or scooters allowed.
- No service Christmas Day (Dec.25)



Visit the famous prison of Alcatraz, only accessible by ferry

FISHERMAN'S WHARF, PIER 41 (DAILY)

Depart Pier 41		Depart Alcatraz	
9:30 am	12:15 pm	9:50 am	1:15 pm
10:15 am	12:45 pm	10:35 am	1:45 pm
10:45 am	1:15 pm	11:10 am	2:15 pm
11:15 am	1:45 pm	11:45 am	2:45 pm
11:45 am	2:15 pm	12:15 pm	3:20 pm
		12:45 pm	3:50 pm
			4:30 pm

Access: SEAT (Sustainable Easy Access Transport) is available for wheelchair users and visitors with a mobility need who are unable to walk up to the quarter mile, 12% grade hill.

- Children under 14 must be escorted by an adult.
- Only service dogs allowed.
- No bicycles or scooters allowed on island.

For Daytime Alcatraz Tours: No service Christmas Day (Dec.25) or New Year's Day (Jan.1)

For Evening Alcatraz Tours: No service Thanksgiving Day (Nov.25), Christmas Day (Dec.25) or New Year's Day (Jan.1)

B. BART (Bay Area Rapid Transit):

Services between downtown San Francisco and SFO (San Francisco International Airport)

Trains depart every 15 to 20 minutes and take approximately 30 minutes.

		Inbound		Out bound	
		SFO	Powell St.	Powell St.	SFO
Week days	First train	4:10 am	4:33 am	4:57 am	5:27 am
	Last train	11:51 pm	12:20 am	1:04 am	1:34 am
Saturday	First train	6:05 am	6:34 am	6:34 am	7:04 am
	Last train	11:51 pm	12:20 am	1:04 am	1:34 am
Sunday	First train	8:05 am	8:34 am	8:29 am	9:04 am
	Last train	11:51 pm	12:20 am	1:04 am	1:34 am

Notes:

- Bicycles are not allowed during rush hours
- Free parking is available at most BART stations
- Discount fares available to seniors and people with disabilities

C. Amtrak train services

between Los Angeles and San Francisco

Los Angeles	Dep	1:25 am	7:45 am	10:45 am	1:15 pm
Bakersfield	Arr	4:40 am	10:00 am	1:00 pm	3:30 pm
		# 711	#713	#715	#717
Bakersfield	Dep	4:55 am	10:15 am	1:15 pm	3:45 pm
Fresno	Arr	6:46 am	12:16 pm	3:16 pm	5:46 pm
Fresno	Dep	6:50 am	12:20 pm	3:20 pm	5:50 pm
Stockton	Arr	8:54 am	2:26 pm	5:26 pm	8:01 pm
Stockton	Dep	8:58 am	2:30 pm	5:30 pm	8:05 pm
Emeryville	Arr	10:43 am	4:13 pm	7:13 pm	9:48 pm
Emeryville	Dep	10:47 am	4:17 pm	7:17 pm	9:52 pm
San Francisco	Arr	11:20 am	4:50 pm	7:40 pm	10:15 pm

Notes:

- Services operate daily.
- Bicycles can be carried on all trains. Buses have some bicycle space but this is limited.
- Special discounts for frequent riders.

ACTIVITIES

I. Which trip (or trips):

- is by ferry?
- runs every day?
- involves more than one form of transport ?

- d. provides special transport for people in wheelchairs?
- e. offers cheaper fares for the elderly or disabled?
- f. offers cheaper tickets for people who travel a lot ?
- g. allows bicycles?
- h. does not allow bicycles?
- i. does not operate in bad weather?
- j. allows dogs?

II. Match the two halves of these exchanges.

1. Where does the ferry for Alcatraz leave from?	a) It leaves at 2.15.
2. Can I take my bicycle on the ferry?	b) It takes about 20 minutes.
3. How frequent are the ferries?	c) No, they're not allowed.
4. When is the last ferry back?	d) It departs from Pier 41.
5. How long does the ferry take?	e) They leave approximately every 30 minutes.

III. Complete this paragraph giving recorded information on the Alcatraz ferry service.

Ferries for Alcatraz ¹ approximately ² 30 minutes. The first ferry ³ ⁴ Pier 41 ⁵ 9:30 a.m., and the last ferry is ⁶ ⁷. Return ferries run throughout the day. The last ferry ⁸ Alcatraz ⁹ ¹⁰ p.m. Services are ¹¹ except for Christmas Day and New Year's Day. You ¹² take bicycles or scooters on to the island.

SPEAKING

Timetable information

I. Work in groups. Half of you are tourists asking about cable cars in San Francisco. The other half will ask about Amtrak services from Los Angeles to San Francisco. Think of questions you can ask a travel information officer about:

- times and frequency
- first and last services
- routes
- bicycles, etc.
- facilities (e.g. for disabled people)

II. Work with someone from the other group and take turns to ask and answer each other's questions. To answer the questions you should refer to the texts, but some of the information will not be there, so you will have to think of a likely answer. Return to your groups and compare answers.

III. What is most important for tourists when travelling? Work in groups. Look at the factors that affect a tourist's enjoyment of a journey. Can you add any more?

At the airport	On a train	On a long coach journey	On a four-hour ferry crossing
Quick check-in	Punctuality	A window seat	A private cabin
Good restaurants	Interesting passengers to talk to	On-board toilets	Opportunity to buy tax-free goods
Thorough security check	Comfortable seats	Safe driver	Calm sea

IV. *Discuss which you think are the most important features for a tourist on each journey. Put them in order.*

V. *Compare your ideas with other groups. Give arguments why you think your order is correct.*

EXAMPLE *The most important thing on a coach journey is ...*

Comfort is more important than _____ because ...

WRITING

Transport and timetable information.

Prepare a website about transport in your city or region. It should include the following sections:

- A general introduction to transport services
- Getting to and from the nearest airport
- A brief description of each of the different types of transport, including advantages, frequency, hours of operation, and any restrictions and regulations

PROJECTS

I. *What do you really know about transport in your country? With a partner, try to guess the facts in the table.*

II. *When you have made your predictions, research websites of national transport carriers and find the actual figures. Report back in class. How close were your predictions?*

Your country:	Prediction	Actual
No. of city / town bus stations		
No. of city / town train stations		
No. of passenger airports		
No. of kilometers of road		
No. of kilometers of rail tracks		
No. of flights per day		

UNIT 2 TYPES OF POSITIONS IN THE ACCOMMODATION SECTOR

VOCABULARY

Read and memorize the following words

Front Office	Sales Coordinator	troubleshoot
Guest Services	Sales & Catering	emergency
Front Desk Reception	Assistant	respond to
Housekeeping	Executive Housekeeper	encompass
Maintenance	Chief Maintenance	pick up
General Manager	Engineer	drop off
Front Office Manager	Human Resources	circumstances
Bellman	Purchasing	uphold
Van driver	shift	solicitation
Guest Service Agent	schedule	boost
Concierge	settling	giveaway
Night Auditor	completion	replenish
Security	realm	parking lot
Director of Sales	upbeat	carpentry
Sales Manager	supervision	vendor

COMMENTS

Giveaway – something that is given free to a customer

Blitz – a fast, violent attack on a town, city, etc. usually with bombs dropped from aircraft

HVAC – Heating, Ventilation, and Air Conditioning

WORD STUDY

I. Make up derivatives

verb	noun	adjective
uphold		
		managerial
replenish		
	schedule	
	booster	
solicit		
supervise		

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

A	B
realm	supervise
upbeat	plan
encompass	solve problems
parking lot	expensive and of high quality
monitor	field
troubleshoot	raise
posh	car park
schedule	accomplish
boost	optimistic, cheerful

III. Complete the sentences using the words from the box.

expertise	outlet	troubleshoot	schedule	replenished	sale	posh
supervision		emergency	circumstances			

1. A top German engineer has been appointed to ... the cause of the accident.
2. He takes her to some really ... restaurants.
3. Students are not allowed to handle these chemicals unless they are under the ... of a teacher.
4. Everything went according to
5. Obviously we can't deal with the problem until we know all the
6. Food stocks were ... with imports from the USA.
7. Her work provided no ... for her energies and talents.
8. The ... of cigarettes/alcohol is forbidden.
9. We admired the ... with which he prepared the meal.
10. Is the ... exit suitable for wheelchairs?

READING

TEXT 1 POSITIONS IN THE ACCOMODATION SECTOR

Positions in the accommodation sector are as varied as the types of businesses. Most properties have a department, or a person, who specializes in the following areas. There may be people for each area, or one person may have one or more of these roles. The different areas in which one might work in this sector are:

1. Front Office and Guest Services

This is usually the most visible department of a property, and is often where a guest has initial personal contact. Individuals employed in reservations, guest services and front desk reception are all part of this department.

2. Administration

Administrative staff plan and coordinate all operations. Administration includes the areas of management, human resources, finances, purchasing, and sales and marketing.

3. Housekeeping, Maintenance and Fitness

Housekeeping and maintenance are essential departments in any property. Those working in these departments often have little direct contact with guests, however their services add significantly to guest satisfaction. Fitness is a newer area of the accommodation sector, and positions are available for those who have expertise in the monitoring of equipment or products and their use, and in setting programs for those wishing to work out.

4. Food and Beverage

Food and beverage outlets can range from restaurants and bars to nightclubs and posh dining rooms. Kitchen staff, room service staff, food and beverage servers and bartenders are just some of the positions that are available in this area.

TEXT 2

MANAGEMENT

General Manager

The General Manager oversees all aspects of the hotel operations including: guest relations, front desk, housekeeping, maintenance, finances, team building, and staff development. The General Manager must possess strong communication skills, both verbal and written, and demonstrate outstanding leadership. The manager must be able to delegate responsibilities, organize complex projects, and establish priorities consistent with hotel objectives.

Front Office Manager

The Front Office Manager is responsible for all duties of the front desk operation which includes: staff training, inter-department communications, and staff scheduling. The FOM usually works a regularly scheduled front desk shift and must be available to work any shift as needed. The Front Office Manager should possess strong communication skills and demonstrate leadership abilities.

TEXT 3

FRONT OFFICE

Concierge

The concierge is available to answer any guest inquires regarding the city, events, and attractions. This individual will provide exceptional customer service to all of our guests and will support other departments including Sales, Front Office, and Bellman/Van, as needed.

Guest Service Agent

Guest Service Agents are responsible for greeting and registering the guest, providing outstanding guest service during their stay, and settling the guest's account upon completion of their stay. However, the realm of responsibilities will extend beyond that of a typical front desk agent. This allows the Guest Service Agent to expand their skill sets and work in a fast paced environment with new challenges daily. Primary responsibilities include: registering guests, making and modifying reservations, hotel operator, and concierge duties. Guest Service Agents must possess a positive and upbeat personality with a desire to deliver outstanding customer service to our guests. Guest Service Agents must have the ability to multi-task, be detail-oriented, and be able to problem solve in order to effectively deal with internal and external customers.

Night Auditor

Night Auditors are responsible for the front desk operation during the overnight shift. Primary responsibilities include: registering guests, making reservations, preparing daily reports, balancing transactions, and conducting security walks. Night Auditors must be able to work independently and with minimal supervision. They must also be able to problem solve and troubleshoot in order to resolve guest issues that may arise and respond to emergency situations.

Security

The Security position will encompass aspects of both the Night Audit and Front Desk positions as well as overseeing the safety and security of the hotel and guests throughout the evening hours. Additional responsibilities include: conducting security walks throughout the hotel property and responding to guest requests and any noise complaints. Security agents must be able to problem solve and troubleshoot in order to resolve guest issues and respond appropriately to emergency situations.

Van Driver

Van Drivers are responsible for transporting guests to and from the hotel to local area attractions as well as assisting the guest with recommendations for restaurants and tourist activities. The Van Driver is also expected to support with front desk operations. Primary responsibilities include: driving guests to designated locations, assisting guests with luggage, maintaining vehicle cleanliness, and concierge duties. Van Drivers must have strong analytical and navigation skills with the ability to coordinate multiple pick-ups and drop-offs on a schedule under continuously changing circumstances. A valid driver's license and acceptable driving record is required.

TEXT 4

SALES DEPARTMENT

Director of Sales

The Director of Sales is responsible for maximizing the occupancy and the average daily rate of the hotel, while upholding excellent guest service and accommodations to all guests. This position will work closely with the hotel's preferred accounts and group reservations. The Director of Sales manages the sales effort and supports the General Manager on operational issues. This position requires excellent communication skills, both written and verbal.

Sales Manager

The Sales Manager assists the Director of Sales to increase corporate client base through consistent solicitations while establishing trust and rapport with clients to generate and boost revenues for the hotel. The Sales Manager services new and existing accounts to ensure repeat business. This position requires excellent communication skills, both written and verbal.

Sales Coordinator

The Sales Coordinator assists the Director of Sales and Sales Manager in sales operations including: reserving meetings and conferences, coordinating wedding groups, general administrative functions, and arranging sales blitzes and giveaways. This position requires strong communication skills, both written and verbal.

Sales & Catering Assistant

The Sales & Catering Assistant is responsible for assisting the Sales team by booking and servicing groups, meeting rooms, and conferences while providing exceptional customer service to guests and clients of the hotel. This position requires excellent guest service skills and the ability to understand the guests' needs and ideas.

TEXT 5

HOUSEKEEPING

Executive Housekeeper

The Executive Housekeeper is responsible for all duties of the housekeeping operation and cleanliness levels in all areas of the property. Responsibilities include: staff training, inter-department communications, and staff scheduling. The Executive Housekeeper will promote an atmosphere that insures the company mission statement, "Friendliness and Cleanliness". This position requires strong attention to detail, leadership skills, and the ability to effectively deal with department heads, guests, and team members.

Houseperson

The Houseperson is responsible for maintaining the cleanliness and appearance of the hotel and providing customers with quality service in a timely and friendly manner. Responsibilities vary but may include: cleaning and maintaining the appearance of the public areas of the hotel, deep cleaning of assigned areas, setting-up and maintaining complimentary hotel lobby functions including the coffee service and nightly concierge events, cleaning and setting-up meeting room functions, restocking housekeeping stations, delivering service items to guest rooms upon requests from the front desk, and driving shuttle van when needed.

Room Attendant

Room Attendants are responsible for the cleanliness of guest rooms, hallways, and public areas in the hotel. Responsibilities include: servicing guest rooms daily in accordance with hotel procedures, stocking cart with room supplies, and replacing bed linens and replenishing guest room supplies. This position requires strong attention to detail, ability to communicate effectively with guests and team members verbally or in written form, and the ability to bend, lift, and be standing or walking all day.

TEXT 6

MAINTENANCE

Chief Maintenance Engineer

The Chief Maintenance Engineer is responsible for maintaining the overall operation of the maintenance department and the appearance and working order of the hotel. The engineer must be able to work independently, as well as, with others. Responsibilities may include: maintaining the exterior of the building, parking lot, and common areas, driving shuttle van as needed, maintaining all equipment in guest rooms, conducting monthly safety inspections and training the staff on safety and emergency procedures, and working with vendors. The Chief Maintenance Engineer must be willing to respond to emergencies, even if after hours, and work with corporate maintenance on special remodeling projects or capital expenditure needs. This position requires overall maintenance knowledge and trouble shooting ability with skills in painting, HVAC, carpentry, equipment, and tool usage.

ACTIVITIES

I. Match the words with their definitions

Position	Duties
catering assistant	<ul style="list-style-type: none">• answering visitor inquiries about the company• directing visitors to appropriate contacts• sorting mail• answering incoming calls• arranging appointments for guests to meet with company staff
guest service agent	<ul style="list-style-type: none">• designing maintenance strategies, procedures and methods• diagnosing breakdown problems• directing, instructing and supervising maintenance technicians and fitters• controlling maintenance tools, stores and equipment• monitoring and controlling maintenance costs

maintenance engineer	<ul style="list-style-type: none"> • preparing the kitchen • preparing food items • serving meals • washing dishes • cleaning
general manager	<ul style="list-style-type: none"> • greet and register incoming guests • process guest folios and collect payment • administer and manage cash handling responsibilities • handle guest requests and concerns promptly and with courtesy • assist guests with any inquiries regarding local entertainment, restaurants or transportation • maintain efficient and effective flow of information with guests and all internal departments • handle additional duties as needed by guests or management
receptionist	<ul style="list-style-type: none"> • greeting guests at the front desk with a friendly and pleasant demeanor • providing customer service • answering guest inquiries about the city and local events and attractions • handling special requests from guests (i.e. limousine service or making the arrangements for special occasions) • making reservations for guests to eat at area restaurants, procuring tickets for guests to attend to cultural and artistic performances, or booking sightseeing tours • interacting with personnel from other departments within the hotel • inputting data into computerized reservation systems
conciierge	<ul style="list-style-type: none"> • inspect hotels to gather information and monitor surroundings and decide what needs to be done • communicate with other managers to plan large events • make decisions and develop plans for how to manage hotel • analyze financial information on computer and create reports for owners • schedule work activities and communicate duties and hours to staff • answer customers' questions, make them feel at home, and build on-going relationships

II. Read some want ads and guess: Who is wanted?

Food attendants and waiters

Receptionist and telephone operator

Restaurant manager

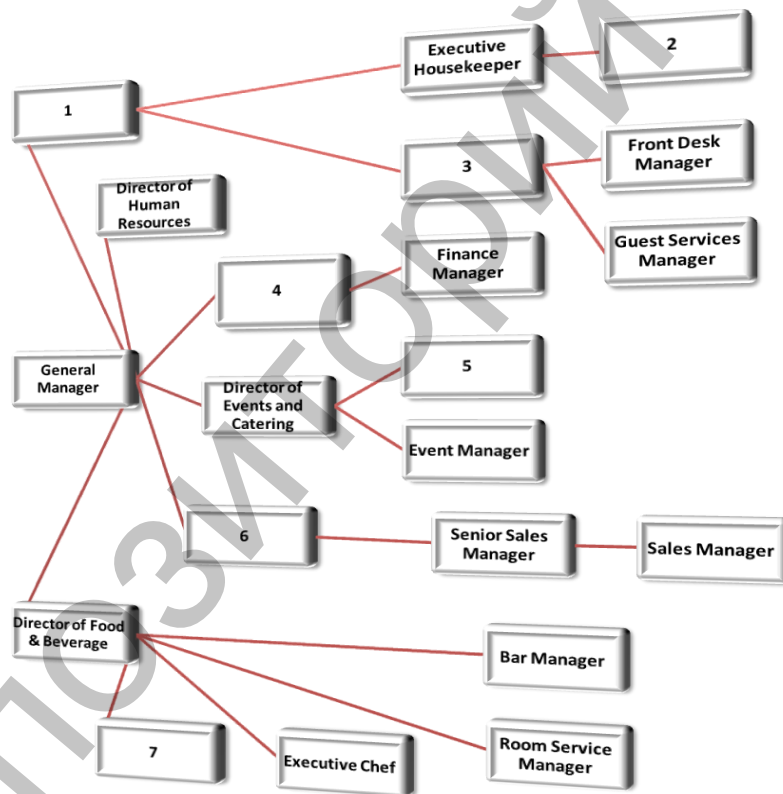
- ✓ must have a good english communication skills (fluent in english)
- ✓ must have a pleasing personality
- ✓ height must at least 5'4" for female, 5'8" for male

- ✓ must have a pleasing personality
- ✓ smart
- ✓ height must at least 5'4" for female, 5'7" for male
- ✓ with experience in at least fine dine-in restaurant is an advantage
- ✓ not more than 30 y.o

must be a graduate of any business related course
 must have at least 2 yrs. working exp. as restaurant manager
 male/ female
 not more than 50 y.o
 with good communication skills

III. Here is a typical organizational chart for a large hotel operation. Suggest the names of the missing jobs?

- Restaurant Manager
- Housekeeping Manager
- Front Office Manager
- Catering Manager
- Director of Sales & Marketing
- Director of Finance
- Director of Room Operations



SPEAKING

I. What do you like about the jobs described in this unit?

II. What qualities and qualifications do you think are needed to work in

- a) the Housekeeping section of a hotel
- b) the Maintenance section of a hotel
- c) the Front Desk Reception
- d) the Guest Service

III. Think about the following: qualities needed, duties, experience and training. Which job would you prefer?

PROJECTS

Imagine you and three/four partners have enough money to buy and run a small hotel. Think about the following questions. Make a PowerPoint presentation to develop your ideas.

1. Which country/city/town/village/street would it be in?
2. How many rooms? With what sort of views?
3. What kind of clientele would you try to attract?
4. What special activities would you offer?
5. What would you call it?
6. How would you divide the work?
7. Which jobs would you like most?
8. Which jobs would you like least?

UNIT 3 PART 1

TOUR OPERATORS AND TRAVEL AGENCIES THE SALES PROCESS

VOCABULARY

Read and memorize the following words.

advert (advertisement)	coach	investigate
agency window	consultant	half-board option
airfare	convince	to move on
applications	currency	to select
awareness	flight	skilled
benefit	full-board option	to spell
body clock	to get used to	straight away
brochure	to go along	transfer
to browse through	insurance	traveller's cheques

WORD STUDY

I. Match the words in the list with their definitions.

- | | | |
|---------------------|----------------------|----------------------|
| a. airfare | e. advantage | i. awareness |
| b. brochure | f. benefit | j. browse |
| c. insurance | g. adverts | k. full board |
| d. transfer | h. consultant | l. convince |

1. a person who gives information or advice in business.
2. a useful, positive effect that something has.
3. a picture, short film, song, etc. which tries to persuade people to buy a product or service.
4. to move someone or something from one place, vehicle, person or group to another.
5. when all your meals are provided at the hotel or rooms that you are paying to stay in.
6. an agreement in which you pay a company money and they pay your costs if you have an accident, injury, etc.
7. knowing about something and probably being interested in it.
8. something that helps or that gives a better chance of success.
9. to spend time looking at something without a clear idea of what you want.
10. a type of small magazine that contains pictures and information on a product or a company.
11. to succeed in making somebody believe something.
12. the price of a passenger ticket for travel by aircraft.

II. Use your dictionary. Find three more terms in the Vocabulary. For each one write out the definition from your dictionary.

III. Complete the sentences using the words from the box.

consultant	advantage	benefit
awareness	half board	browse
convince	insurance	coach
	investigating	

1. A good does not necessarily know the answers to every question, but does know where to find the answer
2. I hope this will ... you to change your mind.
3. Adverts on TV and in magazines are used to create of new products.
4. The of using a travel agent is that they can help you to find the best holiday.
5. ... the customer's needs is also an important part of the sales process
6. The main of learning English is that most people in tourism speak it.
7. Expect to pay about £350 for a week's ... in a three-star hotel.
8. I'll need to take out extra car ... for another driver.
9. There is so much information to through on the Internet that it is easy not to find what you want.
10. We're going to the airport by

IV. Fill in the gaps with the right word from the box. Which product or service do they want?

non-smoking	booked	round-the-world tickets	visa
accident	double	adventure	

- a). Hi. I'm taking a year off when I finish my studies and I want to go around the world. I'm told there are ... (1), and I wanted a bit of information about them.
- b). Could you book me a ... (2) somewhere central in Helsinki for next weekend I Arrive Friday midday. Depart Monday morning. Oh, and ... (3).
- c). Hello. I wonder if you can help us. We want to go to Mexico to see the Aztec rums, but we're a little nervous. We don't speak Spanish, you see. And at our age we don't want too much ... (4).
- d). Hi. Can you tell me what I need for Kazakhstan? Will be OK with US dollars? And I suppose I need a ... (5)?
- e). Hi. We ... (6) with you last week to go to Orlando – you know, Disney and all that. But we're just a bit worried about it. I mean if something happens while we're there. I'm not saying an ... (7), but anybody can fall ill.

V. Look at the typical travel agency products and services. Which of them are free, and which of them does the travel agent make money from?

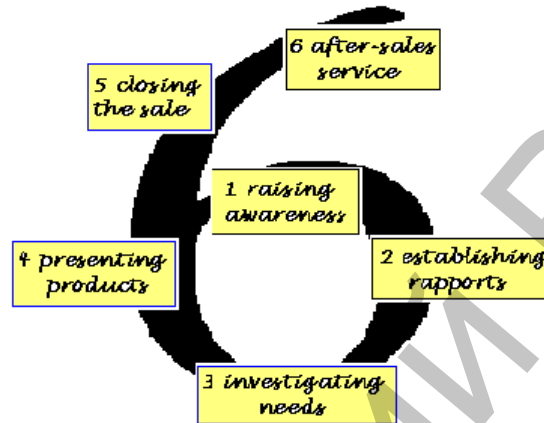
1. Advice on visa and passport applications
2. Airline tickets
3. Brochures for tour operators
4. Coach tours and trips
5. Foreign currency and traveller's cheques
6. Hotel bookings
7. Package holidays

8. Train tickets
9. Transport information
10. Travel insurance

READING

Six Steps to Success Selling

Your job as a travel agency sales consultant is to help your customers to choose their next holiday. This is a skilled job, and in order to do it well, you need to follow an established routine called the sales process.



Stage 1

To begin any sales process, it is important to raise your customer's awareness of the products your agency offers. Adverts in the agency window, for example, attract people's attention, and may bring them into the shop.

Stage 2

This is possibly the most important stage in sales. Many people are nervous about buying because they think that sales consultants only want to get their money. From the very first moment with a new client, you need to convince them that you are really interested in helping them find the right holiday.

Of course, sometimes people go into a travel agency just to browse through the brochures. In this case, do not stand next to them and ask questions. Let them know you are there, but leave them alone. Give them time.

Stage 3

When a customer asks for help or information, we move on to the next stage – investigating the customer's needs. This is also an important part of the sales process; it is only when you have a clear idea about where a client wants to go, when they want to travel, who with, and so on, that you can select the best products for them.

Stage 4

When you have selected the most suitable products, you need to present them in terms of:

Features — these are what a holiday has, such as the hotel facilities, transfers from the airport, excursions, etc.

Advantages – these are what make the holiday better than other similar holidays. The fact that the price of a holiday includes all the excursions, or all your bar costs, for example, would be an advantage.

Benefits – why a particular feature is good for the customer you are talking to at that moment.

At this point in the process many customers will want time to think. The best thing to do is to get their contact details and invite them to take the brochures home and browse through

them. If you have done a good job of presenting the product, they will probably be back a few days later.

Stage 5

When the customer returns to your agency...

ACTIVITIES

I. Answer the following questions:

1. In which stage does a sales consultant do most of the talking?
2. In which stage does a sales consultant have to listen most carefully?
3. Can you think of any other ways of raising customer awareness?
4. If customers are looking at brochures, why should you leave them alone?
5. Features, advantages, or benefits – which is the hardest for a sales consultant to explain to a customer?

II. The last two stages are not described in the article. What do you think happens in each stage?

PART 2

ALL IN A DAY'S WORK

READING

TEXT 1

Investigating a client's needs

Karl and Anita want to go to Australia. They go to a travel agent's for advice. Read their conversation and answer the questions:

1. *Which two stages of the sales process do you hear?*
2. *Does the sales consultant finish the second stage?*

Travel agent: Hello. Can I help you?
Karl: Hello. Yes. We want to go to Australia.
Travel agent: Australia? OK. Have a seat and we'll see what we can do.
Anita: Thanks. Our daughter's there and we want to go out and do a bit of travelling with her.
Travel agent: So, were you thinking about a package tour, perhaps?
Karl: Well, we were, but the problem is that Nicki's already out there. I mean, there's not much point paying an airfare for her.
Anita: We haven't really got a lot of money for this.
Karl: We just want to travel around out there with her, you know.
Travel agent: So you'd prefer to do things on your own? Be free to move around in your own time?
Karl: Yes!
Travel agent: You want something not too expensive...
Karl: No.
Travel agent: ... but you want to book your flights and so on before you go?
Karl: Yes, that's right. What do you think? What should we do?
Travel agent: Well, probably your best option is to travel out to Australia independently, and then once you're there, take a tour run by a local tour operator. Where is your daughter, by the way?
Anita: In Melbourne.
Travel agent: Ah, that's great. There's loads you can do from there. And when exactly did you want to travel?
Anita: Well, ideally on the 20th of July. We can't really go any earlier.

Travel agent: And what about your stay? How long would you like to be away?
Anita: Three weeks, we thought. It would be nice to stay longer, but ...
Travel agent: Three weeks is fine. Now, let's see. Your daughter's in Melbourne, you said?
Karl: Yes, so we thought we'd spend a couple of days there at the beginning while we get used to the time difference.
Travel agent: Good idea. It's a big difference. It's a bit of a shock for the body clock. So, let's see... It's Mr. and Mrs. ...?
Anita: Chodkiewicz.
Travel agent: And have you booked with us before, by any chance?
Anita: We haven't actually. We were passing and ...
Travel agent: That's no problem, Mrs. Chodkiewicz. It was just to see if we had you on the computer. Now, what have we got that might interest you ...

ACTIVITIES

I. True or false? Give the right answer.

Karl and Anita want:

1. to travel around Australia with their daughter
2. a package holiday for the three of them
3. to fly to Adelaide
4. to travel out to Australia in July
5. to stay for longer than three weeks
6. to stay in Melbourne for twelve hours.

II. Do you think the sales consultant did her job well in these stages? Why / Why not?

TEXT 2

Presenting a product

Travel agent: ... what have we got that might interest you... Hmm, let's see... there are a couple of things that I can think of straight away. Of course, a lot depends on what you're interested in doing in Australia. Did you have anything in mind?
Karl: I'd like to see Ayers Rock.
Anita: I want to go to the Great Barrier Reef.
Travel agent: Ah. They're quite a long way apart.
Karl: Yes, we saw that – we were looking at the map. It's big!
Travel agent: Not to worry. Melbourne is a good base, and if I can just show you this. This company specializes in independent tours and they have two in Australia that you should think about, in my opinion. One's called All Australia. That's nineteen days. It goes along the coast to Adelaide then by train to Ayers Rock. Then you fly to Darwin in the north, and then to Cairns. That means you both get to see what you want.
Anita: Is everything included?
Travel agent: Everything. The flights, the train, the coaches when you go anywhere by road.
Karl: And the hotels? And all the meals?
Travel agent: The hotels... and you can take the full-board option with all the meals. But if I were you, I'd take half-board. Full-board is too much food for most people, and with half-board you have the fun of choosing where to have lunch each day.
Anita: That's a good idea!

Karl: Nineteen days did you say?
Travel agent: That's right.
Karl: Hmm. It's a bit long, perhaps. It doesn't leave much time in Melbourne.
Anita: No.
Travel agent: Well then, why don't you think about the Australia's Best tour? That's only thirteen days. Here we are. It's like the last one but you go direct from Melbourne to Alice Springs.
Anita: That's where you go to Ayers Rock?
Travel agent: That's right
Karl: And it goes to the Great Barrier Reef?
Travel agent: And Sydney. And as I said, it's only thirteen days so you'll have more time in Melbourne.
Karl: This is harder than I thought.
Anita: Yes, it's complicated.
Travel agent: Look, why don't you leave your contact details with me and I'll have a look on the Internet and in our brochures, and see if I can find anything else for you. Then if you can come next week ...
Karl: OK.
Travel agent: Could you give me your name so I can set up a file for you?
Anita: Chodkiewicz. Anita Chodkiewicz.
Travel agent: Could I ask you to spell that?
Anita: Yes, it's C-H-O-D-...
Travel agent: C-H-O-D-...

ACTIVITIES

I. Answer the following questions:

1. Which place does Karl want to visit?
2. Which place does Anita want to visit?
3. Which two tours does the travel agent recommend?

II. For each of the two tours recommended, note down:

- the length of the tour
- the types of transport each tour uses
- the accommodation and meals included.

III. Complete the sentences.

1. ... they have two in Australia that you think about, in
2. ... full-board option with all the meals. But if I were ..., half board.
3. Well then, why don't you the Australia's Best tour?

SPEAKING

Investigating a client's needs

I. Work in threes. Take turns to be the sales consultant and the customers.

II. When each conversation is finished, check that the information is correct.

Sales consultant: You are the travel agent. There are two customers browsing in your agency. Go up to them and begin to establish rapport. Invite them to have a seat and then use open questions (They begin with question words such as where, who, what, which, when, why, whose, how, how long, how far, how often, how much / many) to

investigate their initial needs. Make notes of what they want. You should complete the *Initial Enquiry Form* where possible.

Initial Enquiry Form

Customer Name

Booked before with our agency? Yes / No

Contact telephone / fax / email:

Holiday type: Adventure / Beach / Cruise / Family /
Historic / Nightlife / Tour

Dates: Departure: Return:

Size of party:

Type of party: Married couple / Family / Friends / Other

Accommodation preferences:

Meal preferences:

Needs / interests:

Other requirements or details:

Situation 1, Customers:

- You and your partner are customers.
- You are interested in an adventure holiday in South America.
- You are not sure exactly where you want to go – perhaps Peru, Chile, or Argentina.
- You would like some time for independent travel.
- You would like to see some of the famous historical monuments as well, like Machu Picchu in Peru.
- You've got three weeks in August.
- You'll be travelling with five other friends in a group.
- You don't want to spend very much money.
- You want to fly direct to South America – you don't want to change planes anywhere outside Europe.

Situation 2, Customers:

- You and your partner are customers.
- You are interested in a weekend break in a European city but you want something different -you've been to Paris, Rome, Madrid, etc. already.
- You are not sure exactly where you want to go – perhaps one of the Baltic capitals (Tallinn, Riga, or Vilnius) or perhaps Warsaw or Berlin. You are not really sure.
- You would like a tour with guided excursions and visits.
- You want free time to do some shopping.
- You don't really want to spend the whole time looking at monuments.
- You've got four days any time in the spring.
- You'll be travelling with a friend.
- You want half-board and you want a bit of luxury – it's a special occasion.

Situation 3, Customers:

- You and your partner are customers.
- You are interested in a beach holiday in Greece.
- You'd like to see Athens and a bit of history monuments – that sort of thing – but you are really interested in relaxing on the beach on an island.
- You would quite like to do a bit of snorkeling or even try scuba diving, but nothing strenuous like walking.
- You've got two weeks.
- You want try local food.
- You want a villa or apartment so that you can do your own cooking.
- You'll be travelling with a friend.
- You want to hire a car and see the island.

Suggestions and advice

There are several ways of making suggestions and offering advice.

You should	+ infinitive	You should try the Best of Australia tour.
Why don't you	+ infinitive	Why don't you take the full-board option?
You could	+ infinitive	You could look for information on the Internet.
If I were you, I'd	+ infinitive	If I were you, I'd travel in the spring.
Your best option is to	+ infinitive	Your best option is to hire a car.
How about	+ -ing	How about going by bus?
Have you thought about	+ -ing	Have you thought about going by bus?

I. Match the expressions for advice on the left with possible continuations on the right.

- | | |
|---------------------------------|--------------------------------|
| 1. In my opinion, you should... | a. I'd look on the Internet. |
| 2. Have you thought about ... | b. is to look on the internet. |
| 3. How about ... | c. look on the Internet? |
| 4. If I were you ... | d. look on the Internet. |
| 5. Why don't you ... | e. looking on the Internet? |
| 6. Your best option ... | f. the Internet? |

II. Now do the same with these expressions.

- | | |
|---------------------------------|-----------------------------------------|
| 1. Have you thought about.. | a. ... going in the autumn? |
| 2. How about... | b. ... is to hire a car. |
| 3. If I were you... | c. ... taking the coach to the airport? |
| 4. Why don't you... | d. ... take a look at these brochures? |
| 5. In my opinion, you should... | e. ...I'd ask a travel agent |
| 6. Your best option... | f. ...travel overnight on the train. |

III. *Work in groups of four. Each person should think of two travel decisions a visitor to your country or region might want advice on. Take turns to ask your partners for advice. Give marks (a) for each different advice expression used correctly, and (b) for each original piece of advice given.*

IV. *Work in pairs. Take turns to be the sales consultant and the customers. Act out a conversation in a travel agent's going through the three stages of the sales process you have seen in this unit: establishing rapport, investigating needs, and presenting possible products. Finish your conversation by getting your partner to spell out their name.*

Student A: You are a sales consultant. Your partner is a customer. Suggest alternatives from the box for the situation the customer describes. Finish by recommending the best option.

Suggestions

Situation 1	At rip to the Pyramids and the Nile A pass to the Formula 1 race at Monaco A beginner's course in scuba diving (Your own suggestion)
Situation 2	A round-the-world flight A safari and beach package in Kenya A cruise around the Caribbean (Your own suggestion)
Situation 3	An opera tour of Germany and Italy A tour of the Greek Islands A trip to Patagonia (Your own suggestion)

V. *Now you are the customer. Go into the travel agency and ask for advice for each situation. Ask the sales consultant for at least three alternatives for each situation.*

Situation 1	You and your friends have just left university. You want to travel together around Canada.
Situation 2	You want a family holiday for you and your wife / husband and your two small children
Situation 3	You want a very special holiday for your parents who are about to celebrate their 25th wedding anniversary.

VI. *Now think about your own area of the world. Your partner will be a customer who does not know the area suitable recommendations, and then present possible products. And don't forget to get your client's name!*

PROJECTS

I. *How good is the service in your local travel agencies? Think of a holiday or a journey you would like to go on. Visit a local travel agency and ask for information. During your visit carefully observe:*

- the shop window (Attractive ? Original? etc.)
- the interior (Organized? Spacious? etc.)

- the greeting (Immediate? Warm? etc.)
- the sales consultant's manner (Friendly? Attentive? etc.)
- the result of the visit (As expected? Better than expected?)

II. Write up your experience at the local travel agency as a report. Use the following structure:

Title:	Travel agency quality assessment
Assessor:	Put your name and contact details
Agency:	Put the name of the agency you visited
Date of visit:	Put the full date of your visit
Address:	Put the contact details of your agency
Features:	Write one or two sentences describing and evaluating the window. Do the same for the interior, the travel agent's greeting, and their manner.
Result:	Write one or two sentences describing and evaluating the result.
Grade:	Give each feature a mark from 0 (minimum) to 5 (maximum)
	Window <input type="checkbox"/> Interior <input type="checkbox"/> Greeting <input type="checkbox"/>
	Manner <input type="checkbox"/> Result <input type="checkbox"/>

TEXTS FOR ADDITIONAL READING

TEXT 1 INTERNET MAKES TRAVELLING CHEAPER AND EASIER THAN EVER

Read and translate the text. Divide it into parts, headline them and make a short summary of the text.

London: Over the last 10 years the way we travel has been revolutionised by the web. Many of us waved goodbye to high-street travel agents, newspaper classifieds and hours spent staring at endless Teletext pages, and logged on to new hi-tech services.

As the web began taking hold of the public's imagination, the burst of sites and services began shifting the way we thought about travelling, making the idea of grabbing a bag and jetting off cheaper and easier than ever.

In fact, the swell of activity in the travel industry seemed so lucrative that it was one of the cornerstones of the dotcom boom.

The boom itself may have ended ignominiously, with many of the individual names crashing spectacularly, but our approach to travel itself remained irrevocably altered.

Britain's travel revolution circled around a pair of innovations that had the web at their heart.

First was the ability to search for what you wanted. In the days before Google, web search was a limited business that was finding its feet. In the mid to late 1990s, a number of sites realised that they could offer a clear way to cut through the jumble, underpinned by vast amounts of information going through computerised reservation systems such as Amadeus and Worldspan.

Joining up those dots may seem obvious in retrospect, but it was a revelation at the time.

LOW-COST AIRLINES

Second was the ability to buy low-cost plane tickets online. The low-cost airline model itself wasn't new – it had already been pioneered by American operator Southwest in the 1970s and then closer to home by Ryanair in the early 1990s.

But combined with the deregulation of the European airline industry, the idea went stellar once the web began to find a firm footing with customers. The easy-to-use self-service websites cut out every middleman and let people explore in a way they hadn't done before.

How many of us spent hours weighing up the options of a two-week break in far-flung destinations in corners of Europe we'd never heard of, let alone visited?

In both cases, the benefits were not only clear to customers, but they made sense to businesses too – whether it was a package tour company shifting the last few spaces, an airline making sure it got bums on seats, or a hotel selling off empty rooms on the cheap.

DYNAMIC PRICING

The internet opened the door to dynamic pricing – customising prices to individual consumers or fluctuating demand in the market. "I think it was a combination of exciting new pure play web startups like us and traditional players like EasyJet offering unbeatable deals online," said Martha Lane Fox, who started Lastminute.com in 1998 with Brent Hoberman and continued as its managing director until 2003.

She said the way the internet increased competition and helped push prices down was pivotal in the travel revolution – when holidaymakers realised that using the web to book a trip directly could prove significantly cheaper, it then became difficult to ignore the idea.

"This then forced all the big players online and the pricing advantage to buying online meant customers had to look," she added.

It's easy to think that the pressure to push prices downward was the only impulse that drove the success of travel on the web – but there have been other factors at work.

People also discovered that (with access to the right tools) it was often better to do the job of finding a flight and hotel themselves.

TEXT 2

STEPS TO SUCCESS

Read and translate the text. Divide it into parts, headline them and make a short summary of the text.

To be successful in today's highly competitive tourism industry you must develop skills in each of the following areas:

1. Planning
2. Research
3. Customer Service
4. Find Your Competitive Edge
5. Financial Management
6. Understand the tourism seasons highs and lows
7. Networking
8. Pricing
9. Distribution and Marketing
10. Product Development
11. Training
12. Technology

1. Planning

The market leaders in tourism take the time to plan. Planning enables you to determine your vision for your business, to anticipate problems, identify opportunities and react quickly to market changes. Before buying or starting a business, and for each year you operate, you need to:

- prepare a detailed feasibility study that includes all areas of your business
- prepare a detailed and realistic business plan that covers the areas of management, marketing, finance and human resource management
- monitor your plan regularly and adapt it as required to meet unexpected market changes.
- Planning also involves developing excellent time management skills and identifying who is best suited to perform the different tasks involved in running your business. Don't waste time and energy (or lose potential income) on tasks that would be better outsourced. For example, many small accommodation operators recognise that it is more profitable to spend their time on marketing and development rather than cleaning. They may employ cleaners or outsource to a professional cleaning contractor, enabling them to concentrate on building their tourism business.

2. Research

Research enables you to understand your market's needs, attitudes and buyer behaviour, and change your business plan accordingly. You need to understand:

1. the tourism industry in Australia
2. the tourism industry in New South Wales
3. the tourism industry in your region and destination
4. your own business by determining:
 - Who will be your customers?
 - How will your customers hear about you?
 - What will their needs be?
 - Where will they come from?
 - When will they come?
 - Why will they come to your business?
 - Why will (or won't) they come back?

Note: Organisations listed in this ‘Getting Started’ section can provide general statistics about the market. Using simple customer surveys or asking questions when taking bookings can collect information about your own customers.

3. Customer Service

To succeed, you must ensure your business is recognised for its excellent customer service. You will need to:

- understand key customer service concepts
- plan and implement a customer service strategy
- become a totally customer driven business
- use qualified customer service trainers to assist in developing your service skills
- consider gaining accreditation in customer service skills through TAFE or industry training programs.

4. Find Your Competitive Edge

Be a tourism operator who stands out from the rest by finding the magical ‘something’ that gives you the edge over your competitors. Experienced operators continually seek to improve their competitive edge. You can do this in two ways:

- **Differentiation** – Making sure your product or service is different from similar operations in your area. Seek to add value. Be unique.

- **Value** – It is not always a good idea to be the cheapest as many customers buy on experience and image. They are often prepared to pay more for a better service or product. However, if you can maintain service standards and be cost competitive then your ‘competitive edge’ could be the value for money your customers receive.

5. Financial Management

Due to the highly competitive nature of the tourism industry it is absolutely essential for business survival that tourism operators have excellent financial management systems in place. You should ensure:

- all financial and business plans are prepared (or at least finalised) in consultation with your accountant
- weekly and monthly monitoring as well as detailed quarterly reviews are completed. Ideally your accountant should be involved with your quarterly or half
- yearly business review
- you balance your debt and equity ratio
- you closely monitor your cash flow.

After completing all this, ask yourself – Can I really afford to be in this business? Do I have enough equity to support my business plans?

6. Understand the tourism seasons highs and lows

The high and low seasons experienced by the tourism industry are a result of many factors. Tourism operators must understand the flow of their particular market. You must be ready to cope with the demands of the high season and have conservative strategies in place for the low season. Again, this comes back to careful planning and understanding of your tourism business.

Some operators choose to value-add during off-peak seasons (e.g. developing packages for slow months) while others accept seasonality as an industry reality and develop other activities (e.g. maintenance, promotion or business planning).

Tourism is very susceptible to performance fluctuations caused by other factors. Significant international and national events, or an especially hot summer or poor snow season can affect the performance of tourism businesses.

7. Networking

Networking is meeting and greeting industry partners and colleagues and keeping a finger on the pulse. It involves attending industry meetings and events, seminars, conferences, etc. Networking is about talking to people and learning more about the environment your business operates within, for example your local area, region, market segment, industry sector, etc.

Successful tourism operators know the benefits of networking far exceed just working with others to achieve common goals or greater bargaining power. Networking ensures a tourism business is market led. In the tourism industry you have to be prepared to network.

8. Pricing

To be successful in the marketplace, a product must be priced accurately and competitively for the markets you are targeting. This requires a clear understanding of the individual costs of all product components and their impact on total product price. You need to consider all your operating costs to accurately determine how much it costs you to provide your product.

You will also need to consider incorporating commission charges where third parties (such as travel agents and wholesalers) are promoting and selling your product. The capacity to incorporate commissions in prices is vital to operating successfully in the tourism industry. For a sample of commission rates, refer to the FAQs.

Of course, you will also need to make a profit from the price you charge. So your profit margin must be added to all your costs, including commissions, to determine the final price. This price is then your retail price that is the maximum price a customer pays for a product, irrespective of where it is bought.

You will also need to research what your target markets will pay for your type of product and compare this to your proposed rate. If your proposed price is considerably in excess of what your target market is likely to pay you will need to reconsider your rate, your product and/or your market.

Tourism New South Wales has information about Pricing your tourism product, outlining the issues you need to consider.

9. Distribution and Marketing

Tourism is a product that people buy. Tourism is also a product that can be offered in a worldwide market. Tourism operators can be confused as to where their product best fits into the tourism distribution system. With the assistance of the tourism organisations detailed in this guide you will develop knowledge of how and where your tourism product could be placed.

The highly competitive nature of the tourism industry demands that tourism operators have excellent marketing skills. Most tourism operators work with three distinct groups:

- consumers
- trade e.g. travel agents, wholesalers, government tourism agencies and
- other industry and sector associations or professionals, e.g. local VICs, RTOs, similar tourism operators, media, public relations and tourism consultants, industry suppliers, etc.

As a tourism operator you must ensure that you:

- know your market(s) by understanding and analysing all available research data
- develop a marketing plan that is achievable and includes:
 1. Details of your product, especially 'brand' differentiation.
 2. Your key selling points.
 3. Your promotional mix – advertising, public relations and other promotional activities.
 4. Your distribution channels – wholesalers (eg. New South Wales Holidays), the VIC network, RTOs, other operators, direct mail, Internet, consumer shows etc.

5. A competitive pricing policy developed to consider costs of production, distribution and commission. Are you seeking a competitive pricing policy or quality product price?
6. Regular analysis and monitoring of marketing activities.

10. Product Development

Through the on-going research of your business you will be able to determine which of your products and services are the most successful as well as understand various market trends as your customers' demands change. Over a period of time even the best products can become stale and may need to be updated.

Observe, consult and research your consumers, colleagues and industry professionals to determine the best way to develop your product to maintain and increase your customer base.

You may decide to modify your existing product range to maintain or increase market share (e.g. refurbish your accommodation). You may add to your existing range through new products (e.g. add another style of accommodation to attract a different market sector). Or you may delete products from your range if they are not meeting your targets or objectives (e.g. lease out your function room rather than run it yourself).

11. Training

Training is an essential component of the tourism and hospitality industry. There are a number of quality educational organisations including universities, TAFE NSW and private providers offering a variety of tourism, hospitality and management courses. In some instances training is a legal requirement (e.g. responsible service of alcohol, gambling, etc).

It is vital that you:

- understand the training requirements for your business;
- implement a staff training program;
- allocate resources specifically for training;
- attend industry seminars and other learning opportunities;
- nurture a training environment within your tourism business; and
- ensure you gain all the qualifications you require for your type of tourism business.

Besides ensuring you and your staff have the skills needed, training can improve staff morale through your investment in their career development, which will lead to a greater retention of staff.

12. Technology

The tourism industry relies on a range of technological systems including the Internet, banking and credit facilitation, and accommodation booking and management systems. There are programs available to assist you in developing business proposals, manage your finances and monitor your business. It is best to seek professional advice on what are the best technological solutions for your tourism business.

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TEXT 3

HOTELS

Read and translate the text. Divide it into parts, headline them and make a short summary of the text.

The hotel industry is basically a service industry providing food and accommodation to the visitors. It is one which requires a large amount of manpower, with a wide variety of skills. A hotel offers career opportunities in its various departments such as Operations, Front office, Housekeeping, Food and Beverages, Accounting, Engineering/ Maintenance, Sales,

Public relations and Security etc. One can enter this field through direct entry in some departments or through hotel management institutes. There are many institutes that offer hotel management courses. Many hotels also offer overseas training opportunities, which allow young people to gain promotions rapidly.

A hotel is an establishment that provides paid lodging, usually on a short-term basis and especially for tourists. Hotels often provide a number of additional guest services such as a restaurant, a swimming pool or childcare. Some hotels have conference services and encourage groups to hold conventions and meetings at their location.

Hotels differ from motels in that most motels have drive-up, exterior entrances to the rooms, while hotels tend to have interior entrances to the rooms, making them safer and more relaxing to people.

Hotel – Services and facilities

Basic accommodation of a room with a bed, a cupboard, a small table and a washstand only has largely been replaced by rooms with en-suite bathrooms and climate control. Other features found may be a telephone, an alarm clock, a TV, and broadband Internet connectivity. Food and drink may be supplied by a mini-bar (which often includes a small refrigerator) containing snacks and drinks (to be paid for on departure), and tea and coffee making facilities (cups, spoons, an electric kettle and sachets containing instant coffee, tea bags, sugar, and creamer or milk).

In the United Kingdom a hotel is required by law to serve food and drinks to all-comers within certain stated hours; to avoid this requirement it is not uncommon to come across "private hotels" which are not subject to this requirement.

However, in Japan the capsule hotel supplies minimal facilities and room space.

Hotel – Classification

The cost and quality of hotels are usually indicative of the range and type of services available. Due to the enormous increase in tourism worldwide during the last decades of the 20th century, standards, especially those of smaller establishments, have improved considerably. For the sake of greater comparability, rating systems have been introduced, with the one to five stars classification being most common.

Hotel – Boutique hotels

"Boutique Hotel" is a term originating in North America to describe intimate, usually luxurious or quirky hotel environments. Boutique hotels differentiate themselves from larger chain or branded hotels by providing an exceptional and personalized level accommodation, services and facilities.

Typically boutique hotels are furnished in a themed, stylish and/or aspirational manner. Although usually considerably smaller than a mainstream hotel (ranging from 3 to 100 guest rooms) boutique hotels are generally fitted with telephony and wi-fi Internet connections, honesty bars and often cable/pay TV. Guest services are attended to by 24 hour hotel staff. Many boutique hotels have on site dining facilities, and the majority offer bars and lounges which may also be open to the general public.

Of the total travel market a small percentage are discerning travellers, who place a high importance on privacy, luxury and service delivery. As this market is typically corporate travelers, the market segment is referral-rich, non-seasonal, high-yielding and repeat, and therefore one which boutique hotel operators target as their primary source of income.

TEXT 4

CAREERS IN TOURISM

Read and translate the text. Divide it into parts, headline them and make a short summary of the text.

Denis Darkwood, receptionist at Golden Beach Hotel, Jamaica

I'm a hotel receptionist. I usually work from 7 am to 3 pm but occasionally I work nights. I prefer working during the day because I meet more guests. When I'm on night shift I'm responsible for the "close of day". I check both the manual records and the computer to see which rooms are occupied which are unoccupied, which are closed for maintenance and which need cleaning. The manager is not on duty at night or at the weekends so I'm responsible for everything at these times.

During the day shift I send faxes and emails confirming bookings, check in new guests and prepare bills for the guests checking out. I also answer the telephone calls, deal with enquires, take reservations and put calls through to other departments.

Before a large group checks in, we receive a running list of all the names from the booking agents. I check people in as fast as possible because they have usually travelled a long way and I know they are tired. After that I check the running list against the names of guests who checked in. There are often differences so I phone the agency to confirm the group names.

TEXT 5 TRAVEL AND TOURISM: JOB PROSPECTS & CAREER OPTIONS

Read and translate the text. Divide it into parts, headline them and make a short summary of the text.

Being a very wide field, the scope of employment in tourism sector is very bright and the potential is still largely untapped. Career opportunities exist both in the public and private sector. In the public sector, there are opportunities in the Directorates and Departments of Tourism of the center and the state as Officers, information assistants, Tourist guides etc. Another good prospectus for qualified tourism professionals are in the private sector with travel agencies, tour operators, airlines, hotels, transport and cargo companies etc. The opening up of the skies to private airlines and their emerging tie-ups with foreign airlines has removed bottlenecks in the transport and communication network resulting in easy flow of domestic and foreign tourists in the country. Since this is a new area of employment, not many qualified and experienced people are available and the promotion prospectuses are also very bright and rapid. After a few years of experience, one can also start their own business by handling all travel requirements of a client and gradually building up business, taking on additional employees.

TEXT 6

TOUR OPERATORS

Read and translate the text. Divide it into parts, headline them and make a short summary of the text.

Tour operators organise conducted tours to the various tourist spots and manage the travel and stay of the tourists. There are many companies operating tours for the domestic as well as the international tourist. Some may be for the usual destinations like hill stations but others are for unusual activities like river rafting, hang gliding, rock climbing and camping. Tour operators need people for selling the concept and then to accompany the groups to the destinations. For foreign groups, the agencies prefer girls, who are friendly and helpful. For domestic groups, males are preferred. Again, the qualities required are a pleasing and outgoing personality, knowledge of the activities and often participating in them with the tourists. A person hoping to work with a tour operator must be able to travel with the groups and know people at the destinations to make the tours pleasant for the client. Though one may

do a course of tourist guide for this purpose, people with knowledge of the activities can easily join as tour operators. The jobs could be seasonal in some cases.

TEXT 7

TRAVEL AGENCIES

Read and translate the text. Divide it into parts, headline them and make a short summary of the text.

Travel agents assess the needs of tourists and businessmen and help them make the best possible travel arrangements from the many travel options available. Many resorts, travel groups use travel agents to promote their tour packages to travelers. They deal with almost everything connected with travel including the shortest route to the destination, travel mode, the important documents that will be required (visa, passport, vaccination certificates etc.), suitable places to stay, current exchange rates, tourist attractions to visit, climate and they will plan the trip keeping in mind the clients' preferences, budgets and special needs. In travel agencies there are openings for reservation and counter staff, Sales and Marketing staff, Tour escorts and tour operators, cargo and courier agencies etc. A short term course or a diploma in travel and ticketing of 3-6 months duration will help gain entry into an agency. Several large travel agencies also offer short-term training programmes, and tend to absorb most of the candidates. Some agencies take in fresh graduates and train them on the job. Most travel agencies demands persons have a pleasing personality and the ability to deal with customers. A knowledge of destinations and procedures help a great deal.

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CONTENTS

ВВЕДЕНИЕ	3
UNIT 1 SECTORS IN TOURISM	4
Part 1 ACCOMMODATION	4
Part 2 UNUSUAL TYPES OF ACOMODATION	13
Part 3 TRANSPORTS	17
UNIT 2 TYPES OF POSITIONS IN THE ACCOMMODATION SECTOR	24
UNIT 3 TOUR OPERATORS AND TRAVEL AGENCIES	31
Part 1 THE SALES PROCESS	31
Part 2 ALL IN A DAY'S WORK	34
TEXTS FOR ADDITIONAL READING	41
LITERATURE	49

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