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# **АНГЛИЙСКИЙ ЯЗЫК ДЛЯ МЕНЕДЖЕРОВ ТУРИСТСКИХ ОРГАНИЗАЦИЙ**

*Методические рекомендации*

*Витебск  
УО «ВГУ им. П.М. Машерова»  
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Целью данных методических рекомендаций является обучение специалистов в области туризма и гостеприимства профессионально-ориентированному общению на иностранном языке, развитие умений и навыков устного и письменного общения в контексте как будущей профессиональной коммуникации, так и непосредственного общения с иноязычными партнерами.

Рекомендации предназначены для слушателей переподготовки по специальностям «Менеджмент туристской организации» и «Туроператорская и турагентская деятельность», для специалистов, работающих в сфере туризма и сервиса, а также для самостоятельно изучающих английский язык.

**УДК 802.0**  
**ББК 81.2 Англ**

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## ВВЕДЕНИЕ

Специфика работы менеджера по туризму предполагает общение с иноязычными клиентами, поэтому ведение профессиональной деятельности на иностранном языке является необходимым условием профессиональной компетенции будущего специалиста. Развитие международных и туристических связей актуализирует необходимость подготовки высококвалифицированных кадров для отрасли туризма, поэтому целью обучения иностранному языку является подготовка к профессиональному межкультурному общению.

Настоящие методические рекомендации «Английский язык для менеджеров туристских организаций» предназначены для слушателей переподготовки по специальностям «Менеджмент туристской организации» и «Туроператорская и турагентская деятельность», а также для специалистов, работающих в сфере туризма и сервиса и самостоятельно изучающих английский язык.

Целью данных методических рекомендаций является обучение специалистов в области туризма и гостеприимства профессионально-ориентированному общению на английском языке, развитие умений и навыков устного и письменного общения в контексте как будущей профессиональной коммуникации, так и непосредственного общения с иноязычными партнерами.

Материал методических рекомендаций имеет коммуникативно-речевую направленность и представлен в виде хорошо разработанной системы предтекстовых и послетекстовых упражнений, самих текстов, заданий по развитию навыков устной речи.

Рекомендации направлены на формирование лексических навыков и речевых умений по блоку тем «Основные сферы индустрии туризма и гостеприимства», «Основные понятия и определения в сфере туризма», «Основные профессии в туризме, их функции и должностные обязанности» и др. Предлагаемая система упражнений предусматривает закрепление речевых образцов и лексических единиц в устной и письменной речи в результате их многократного повторения и использования в процессе речевого общения.

Представляется обоснованным включение в методические рекомендации наиболее сложных тем и разделов из тематического плана (например, “What is tourism?”, “Tour operators”, “Transport and accommodation”, “Rural tourism” и др.).

Методические рекомендации составлены в соответствии с программными требованиями и предполагают как аудиторную, так и самостоятельную работу. Аудиторная работа направлена на изучение

лексического материала, самостоятельная работа ориентирована на закрепление и использование речевых моделей в ситуациях профессионального общения (например, разделы рекомендаций “Eating out”, “Transport in tourism” и др.).

«Английский язык для менеджеров туристских организаций» является коммуникативно-ориентированным учебным пособием, в основу которого положен принцип интегративного обучения иностранному языку, предполагающий комплексную организацию учебного материала и взаимосвязанное обучение всем видам речевой деятельности.

## TOPIC 1

### WHAT IS TOURISM?

*1. Read and translate the following jobs connected with the sphere of tourism.*

pilot  
tour guide  
flight attendant  
tourist information officer  
travel agent  
receptionist  
waiter  
resort rep  
chef  
porter  
hotel manager  
airline check-in clerk

*2. Put these jobs into categories, for example, **travel jobs**, **hotel jobs**. How many different categories are there? Can you think of other tourism jobs for each of the categories?*

*3. What is the best job in tourism in your opinion?*

*4. Look at the adjectives for describing people. Find six pairs of opposite adjectives. Choose one of the jobs in exercise 1. Say which three qualities are the most important.*

calm  
nervous  
disorganized  
scruffy  
friendly  
lazy  
creative  
practical  
flexible  
smart  
confident  
organized

extrovert  
shy  
hardworking  
unfriendly

5. Read the information about Andrew Sharpe ***“It’s my job”*** and answer the questions.

1. When did Andrew start working in tourism?
2. What jobs has he done in tourism?
3. What does he do now?
4. What does he think is important when you work in tourism?
5. What does he want to do in the future?

### **It's my job**

#### Tourism experience

Started in tourism at the age of twelve, as an assistant in a restaurant. Trained on the Cayman Islands – one-year work experience as a chef. Other tourism jobs: hotel front desk, car rental supervisor, night manager of a small hotel, check-in clerk for a charter airline

#### Present job

Runs his own tour company (“Authentic Caribbean Holidays Ltd.”). Promotes “Unique Jamaica” programme (adventure travel). Attends trade fairs. Runs in-school programmes for Jamaican students to teach tourism development, sustainability, and community tourism. Offers internships and work experience for university students.

“There’s so much to do in tourism. There are many aspects: hotels, water sports, tour operation, travel agents”.

#### What do you need to succeed in tourism?

“Working in tourism is about love – love for the industry. If you don't love it, forget it. It’s a people industry. It’s providing service. It's people enjoying and experiencing your culture. That’s crucial. If you don’t have that love, it doesn’t make sense. If you work in the industry, you’ve got to love it”.

#### What do you like about tourism?

“You get to experience different cultures, coming to Europe to see how they operate and live, what they like ... In Europe you see something done differently which can help you with the same procedure back home, looking at it from a different angle. Even travelling inter-islands, visiting various islands, then you see “OK, this island does it this way, we do it that way”, and so forth”.

#### What do you do to relax?

“As a Caribbean, part of our life is enjoyment – having fun, our music, food, culture – it’s natural for us. I play cricket. I love cricket, with friends, on the beach, and football ...”.

What’s the future for you?

“My goal is hopefully to become Minister of Tourism, Director of Tourism, that’s my main goal. You have to have a rounded knowledge of the industry, from ground level to the top”.

6. Read the text **“Tourism today: facts and challenges”**. Decide whether these statements are true or false.

1. One in fifty of all workers are employed in tourism related industries.
2. The number of international tourism arrivals will more than double between 2004 and 2020.
3. Tourists often worry about international security.
4. Tourism has only had a good influence on the modern world.

### **Tourism today: facts and challenges**

Tourism is one of the biggest businesses in the world. There are nearly 800 million international tourist arrivals every year. It employs, directly or indirectly, one in fifteen of all workers worldwide, from A to Z, from airport cleaners to zookeepers, and includes bar staff, flight attendants, tour guides, and resort reps. It is a huge part of the economy of many countries – in countries such as the Bahamas, over 60% of the economy is based on tourism.

Tourism is a fast-growing business. When Thomas Cook organized his first excursion from Leicester to Loughborough in 1841, he probably didn’t know what he was starting. Key developments in the last 150 years or so have led to the rise of mass tourism. There have been technological developments in transport, particular the appearance of air travel and charter flights. There have been changes in working practices, with workers getting paid holiday time and working shorter and more flexible hours.

In recent years we have seen the growth of the Internet and globalization, making the world seem a smaller but very fascinating place. The tourism industry grows faster and faster each year. In 1950, there were 25 million international tourist arrivals. In 2004, the figure was 760 million, and by 2020 it is predicted to be 1.6 billion.

But what are the challenges today? The tourism industry is affected by many different things: international events, economic change, changes in fashion. New concerns and worries appear every year, for example as people become more worried about security and international terrorism, or as the value of their currency



changes. But new destinations and new sources of tourists also seem to emerge every year.

Tourism survives. It is a powerful and sometimes dangerous force in the modern world. Tourism creates many good jobs and careers, but it also produces many poor and badly paid jobs. Tourism can help to protect environments and animal life, but it can also damage them. Tourism can save cultures and the local way of life, but it can also destroy them. Tourism can change countries – and people for the better, but it can also change them for the worse. Tourism is one of the biggest industries in the world. It is perhaps also the most important.

7. Read the text “**Tourism today: facts and challenges**” again and discuss the following questions.

1. What do these numbers in the text refer to?
  - a) 1841
  - b) 25 million
  - c) 760 million
  - d) 1.6 billion
2. What are the four positive and four negative effects of tourism mentioned in the text?
3. How many jobs in tourism can you think of?
4. Which of the key developments in tourism do you think were the most important?
5. Can you think of some recent international events that have affected the tourism industry?
6. Do you think tourism is a positive or a negative influence in the world?

8. Discuss the following points.

1. Which countries have you visited as a tourist? Which countries would you like to visit? Why?
2. What famous attractions have you seen?
3. Which was your favourite, and why?
4. Which countries do you think generate the most tourists?

9. Look at the word grid and complete the sentences.

**earn** (v) to get money by working

**receive** (v) to get or accept something that somebody sends or gives to you

**spend** (v) to give or pay money for something

Verb	spend	earn	receive
Noun (person)	spender	earner	-

<b>Noun (thing)</b>	expenses expenditure	earnings	receipt
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1. If you \_\_\_\_\_ more than you \_\_\_\_\_, you will get into debt. But if you \_\_\_\_\_ more than you \_\_\_\_\_, you can save.
2. The IT manager is one of the highest \_\_\_\_\_ in the company. His total \_\_\_\_\_ are twice what I \_\_\_\_\_.
3. When you are on a business trip you can claim things like travel and hotel costs as \_\_\_\_\_. But you must remember to get a \_\_\_\_\_.
4. The travel agency didn't make a profit last year because the \_\_\_\_\_ was greater than the \_\_\_\_\_ from customers.

10. Which of these countries do you think are the biggest tourist spenders, and which are the biggest tourist earners?

Austria  
Canada  
China  
France  
Germany  
Greece  
Italy  
Japan  
the Netherlands  
the UK  
the USA

11. The things that attract tourists to a particular country can be divided into different groups. Look at the table.

<b>Climate</b>	<b>Natural features</b>	<b>Built attractions</b>	<b>Events</b>	<b>Food, drink, and entertainment</b>	<b>Lodgings</b>	<b>Transport</b>
rainy	beach	cathedral	folk dance	restaurant	hotel	train
sunny	desert	museum	concert	bar	motel	plane

12. Decide which column the words in the list should go in (there may be more than one possibility).

harbour castle damp  
music festival carnival metro  
campsite countryside nightlife  
waterfall art gallery temperate  
chilly heritage coastline

13. Complete the sentences.

1. I don't really like the city. I prefer to live in the \_\_\_\_\_.
2. There aren't many beaches on the island. The \_\_\_\_\_ is mainly rocky with steep cliffs.
3. The Netherlands has a \_\_\_\_\_ climate, with mild winters and cool summers.
4. These beautiful old churches are part of our national \_\_\_\_\_.

14. Can you think of any other words to add to the table?

15. Describe your region with the help of the table from exercise 11.

16. Read the texts **“Stricken cities want tourism as national economic priority”** and **“Double blow to UK’s tourist industry”** and find out:

1. what crisis badly affected the US tourist industry in 2001;
2. what two crises affected the UK tourist industry in the same year
3. how much money each country lost as a result of these events.

### **Stricken cities want tourism as national economic priority**

ATLANTA – Mayors and tourism officials, shaken by the loss of more than 500,000 travel and tourism jobs since the Sept. 11 terrorist attacks, are meeting here today to seek federal help.

It’s not just New York and other big cities that haven’t been bounced back. The drop in international tourism has cost US cities more than \$ 12.5 billion, according to the US Conference of Mayors. Tourism-related jobs in Nashville, for example, have dropped 14% since the attacks. Chicago lost 36,000 such jobs, Los Angeles 33,600 and Atlanta 28,600. Alarmed by these numbers and seeing no immediate relief, the mayors of 17 cities are holding a summit to draw attention to the importance of tourism to the nation’s economic health.

As in many other cities, Atlanta’s economic well-being is tied to tourism. “It’s people’s jobs”, Mayor Shirley Franklin says. “If hotel occupancy is low, they

don't have jobs for people. For cities like Atlanta, Las Vegas, Honolulu, San Francisco and New Orleans, the economic impact is tremendous."

Tourism officials say the USA has fallen to third place as an international tourist destination, behind France and Spain. Before the terrorist attacks, it came second only to France.

### **Double blow to UK's tourist industry**

The British Tourist Authority has predicted that the combined effect of the foot-and-mouth epidemic and the terrorist attacks in the US will cost the UK tourism industry £2.5 billion in lost business this year.

Stratford-upon-Avon is one of the tourist destinations that has been hit hard by overseas tourists staying away from the UK. Although the county was free of foot-and-mouth, some tourist attractions such as Shakespeare's birthplace were closed as a precautionary measure. Many accommodation bookings have been cancelled, particularly after the Ryder Cup Golf Tournament, due to be held elsewhere in Warwickshire, was postponed until next year.

According to Warwickshire's tourist authority, four out of five visitors to Stratford come from the UK, but overseas visitors spend much more money there. The largest number of overseas visitors to Stratford come from the USA, and spend an average of £25 million per year. Most importantly, Americans are prepared to come at off-peak times as well as high season.

*17. Answer the questions about the American news article.*

1. Which American cities suffered a large drop in tourism after September 11<sup>th</sup> 2001?
2. How many city mayors met in Atlanta?
3. What was the reason for their conference?
4. Which country is the most popular tourist destination in the world?
5. Before September 11<sup>th</sup>, where was the USA on the list of top tourist destinations?

*18. Read the British news article and find out:*

1. the most famous tourist attraction in Stratford.
2. a famous sports event that took place in that region.
3. the name of the county in England where Stratford-upon-Avon is situated.
4. what percentage of the region's tourists come from the UK.
5. how much money American tourists spend there each year.

19. *If you had booked a holiday abroad, would you cancel the holiday if there were terrorist attacks or disease there?*

## TOPIC 2

### TOUR OPERATORS

1. *What different types of holiday have you had in the past?*
2. *What was your favourite holiday? Why?*
3. *How did you arrange the holiday – independently (by yourself), through a company, online, or some other way?*
4. *Have you or has anybody you know ever been on a package holiday<sup>1</sup>? Why do you think people go on package holiday?*
5. *Read the article “**Putting a package together**” and answer the questions below.*
  1. What are the components of a typical package holiday?
  2. Who else forms part of the chain of distribution?
  3. How many different types of tour operator are there?

#### **Putting a package together**

Package holidays, which are also known as package tours, include all of the components necessary for a complete vacation:

- transport to and from the destination
- transfers between the airport / station / port and hotel
- food and accommodation at the destination
- other services such as a guide or holiday “rep”.

The professionals who bring these elements together to create a holiday are called tour operators. They buy in advance and in bulk from the principles: airlines, shipping lines, hoteliers, and so on. Because they buy hundreds of seats or rooms

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<sup>1</sup> A *package holiday* is a holiday that is organized by a company for a fixed price that includes the cost of travel, hotels, etc.

from the principle, they pay a much lower price for them than an ordinary member of the public. The tour operator then converts this bulk into individual packages known technically as inclusive tours (ITs). These are marketed to the consumer through travel agents or by other systems.

In the past tour operators sold almost entirely through travel agents, but today they also use direct selling. This strategy eliminates the travel agents from the chain of distribution, and this reduces the final cost of the holiday package because direct sell operators do not have to pay commission to a travel agent. Many smaller tour operators, for example, prefer to deal directly with their clients.

Not all tour operators sell the same type of holiday. The really big operators, the mass market operators, produce low-cost holidays to traditional sea, sun, and sand destinations like Spain, Greece, or Turkey. Other operators limit their product to customers who want a very specific type of holiday. These specific operators sell adventure holidays, holidays for single people, holidays for motor-racing fans, and so on. Domestic operators specialize in tours for people who want to holiday in their own country, whilst incoming tour operators are specialists in providing holiday packages to visitors coming from abroad. For example, “Vastravel”, an Italian incoming tour operator, sells tours over Italy to people from the rest of the world.

6. *There are two other terms that mean the same as **package holiday**. What are they?*

7. *To **buy in bulk** means to buy something*

- on the Internet
- in large quantities
- in secret
- a long time before you need to use it.

8. *Why is it important to buy in bulk in tour operation?*

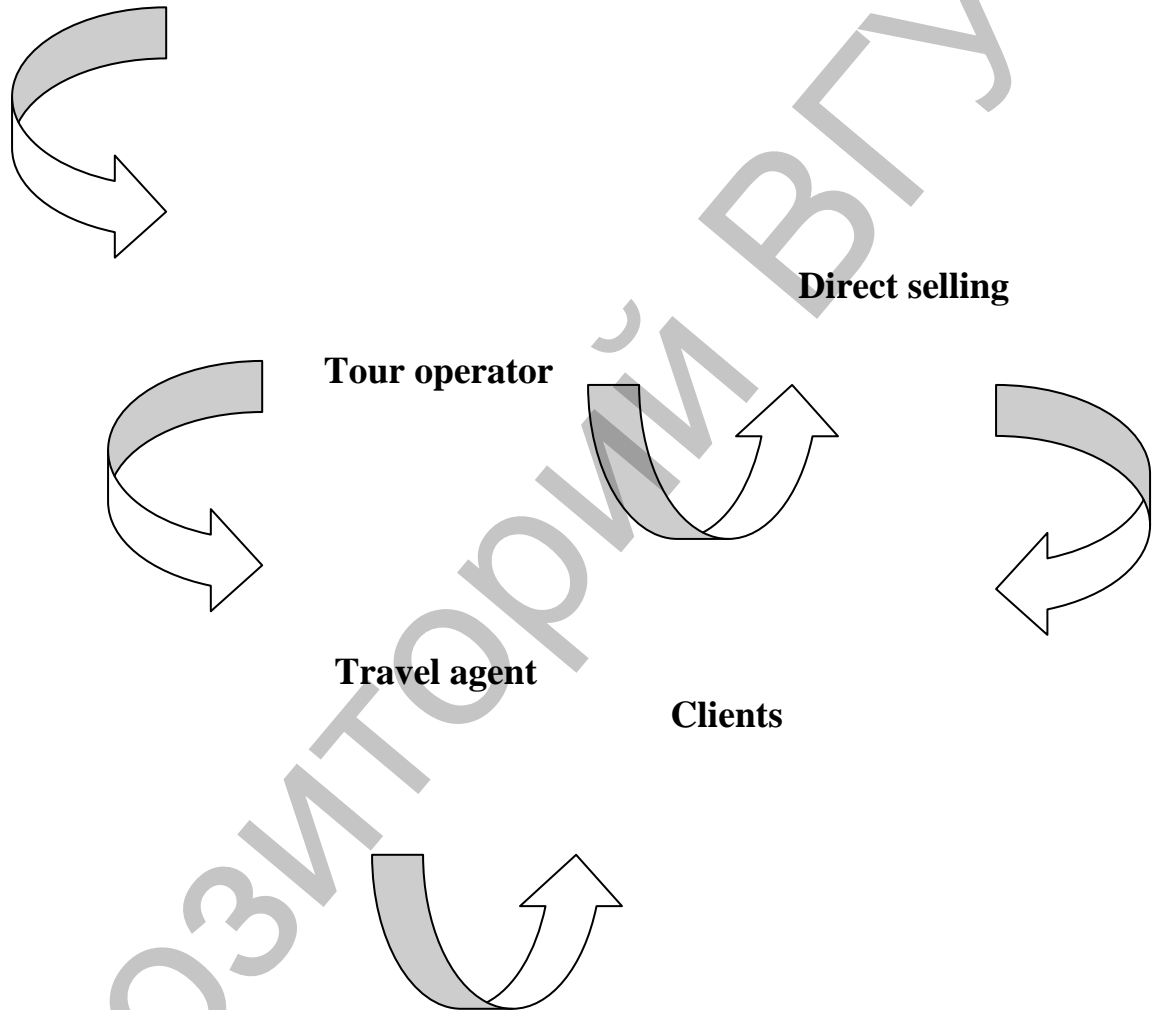
9. *Why do you think special tour operators prefer to sell direct to their clients?*

10. *If you could work for one of the four types of tour operator, which would you choose?*

11. *Comment on the scheme below.*

## Principles

**Transportation + Transfers + Accommodation + Other services**



12. One of your clients is interested in visiting the Baltics. Look at the tour description and find the following information for the client.

1. The length of the tour
2. Departures for the second half of July or beginning of August
3. What type of accommodation will they have?
4. The basic price of the tour
5. How much will the tour cost for one person using a single room?
6. Does the cost of the tour include
  - all food and meals?

- entry costs to monuments?
  - arrival and departure transfers?
7. Will there be a guide on the tour?

## **A glimpse of the Baltics**

Visit the three independent Baltic republics of Estonia, Latvia, and Lithuania on this short escorted coach tour. The emphasis is on the capital cities.

### **Vilnius – Riga – Tallinn (6 days by private coach)**

FRIDAY. VILNIUS. Arrival. Transfer with private driver and guide. Check in at the hotel. At 7.00 p.m. welcome drink at the hotel where you will be greeted by tour guide or representative. Overnight at Hotel City Park or similar in Vilnius.

SATURDAY. VILNIUS – TRAKAI. Morning city tour of Vilnius, capital of Lithuania for more than 600 years. Afternoon trip to Trakai, former capital of Lithuania. Visit to a 14th century castle. For ages it served as a defensive structure and residence of Lithuanian Grand Dukes. Overnight at Hotel City Park.

SUNDAY. VILNIUS – RIGA. Morning departure by coach to Riga, the capital of Latvia. Visit to Rundale, a beautiful baroque palace south of Riga. It is a splendid example of the work of Italian architect F.B. Rastrelli. Arrival in Riga. Check in at the hotel. Overnight at Hotel Radisson SAS Dougava or similar in Riga.

MONDAY. RIGA – TALLINN. In the morning a city tour of Riga, visiting the medieval town, Riga Castle, St. Peter's Church, the Old Guild Houses. Afternoon departure for Tallinn with a stop in Pärnu. Arrival in Tallinn. Check in at the hotel. Overnight at Hotel Domino Ilmarine or similar in Tallinn.

TUESDAY. TALLINN. Morning city tour of Tallinn, visiting the Old Town of Tallinn – an example of Gothic architecture in the Baltic and Nordic countries. The tour includes the Toompea Castle, the Russian Orthodox Cathedral, and the Town Hall Square. Afternoon free. Overnight at Domina Ilmarine or similar.

WEDNESDAY. TALLINN DEPARTURE After breakfast, the tour ends with individual departures.

Guaranteed departures: Fridays 2007

Jun 8, 15, 22, 29

Jul 6, 13, 20, 27



Aug 3, 10, 17, 24  
From: \$845 per person double  
\$345 single supplement

Includes:

- 5 nights at first-class hotels
- daily breakfast
- 1 welcome drink
- transportation by air-conditioned coach
- private arrival transfer
- sightseeing per itinerary
- local tour guides
- tax and service charges
- individual information package (city guides and programmes)

### TOPIC 3

## TOURIST MOTIVATIONS

1. Study the quotes below and choose one that is close to your character. Explain your choice.

- “I like to be active on holidays – visit museums, galleries, that sort of thing”.
- “We spent last Christmas in the mountains outside Kyoto – that’s where my son lives now, his wife’s Japanese”.
- “I want to see as much of the world as possible. I’m meeting up with a bunch of friends next month and we’re going hiking in the Himalayas”.
- “We go to the beach every summer. I just want to relax and switch off and get some fun”.
- “I have to visit our sales offices in Poland and the Netherlands four or five times a year. It’s hard work, but I really like Warsaw and Rotterdam”.

2. Match the words with their definitions.

1. Sightseeing	a. A long hard walk lasting several days or weeks, usually in the mountains
2. Trade fair	b. Tour or excursion that leaves in the morning and returns the same evening

3. Study tour	c. Visiting the famous places in a city or town
4. Trek	d. Trip, often to a city or countryside hotel, that includes Saturday and Sunday
5. Conference	e. Religious or artistic celebration that comes at the same time every year
6. Wedding	f. Large official meeting, often lasting several days, for members of an organization or company to discuss subjects related to their work
7. Pilgrimage	g. Large exhibition and meeting for advertising and selling a product
8. Day trip	h. Visit organized by an airline or tourist resort, etc. where tour operators and journalists can get to know the facilities and services offered
9. Festival	i. Trip to a country or an area that includes visits, lectures, and classes
10. Weekend break	j. Journey or holiday given to a worker or group of workers as a reward for good work
11. Familiarization (or "fam") trip	k. Travel to an important religious place
12. Incentive tour	l. Ceremony where two people get married.

3. *What is the purpose of each of the travel activities: leisure, business, or VFR?*

4. *Have you ever traveled for one of these activities? Share your experience.*

5. *Why do you think people would go to these places?*

Argentina  
Bangkok  
Edinburgh  
Italy  
London  
Madrid  
Mecca  
New York  
Pakistan

6. *Match the questions with the answers.*

1. Can I ask you a few questions?	a. For a week or so.
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2. Where are you traveling to?	b. OK, thanks.
3. What is the purpose of your visit?	c. Certainly.
4. Why are you visiting London?	d. Yes, we want to go to Scotland.
5. How long are you planning to stay?	e. For a study tour.
6. What's the reason for your trip?	f. Bangkok.
7. Why don't you check?	g. It's my brother's wedding.
8. Do you have any other reasons to be here?	h. Business.

7. *Link these sentences with to, for, because, because of, or in case.*

1. We're doing a passenger survey \_\_\_\_\_ help with tourism planning.
2. I've got an open return \_\_\_\_\_ they ask me to stay on.
3. We had to fly to Madrid \_\_\_\_\_ there were no direct flights available.
4. We are going to London \_\_\_\_\_ a study tour for four weeks.
5. We are here \_\_\_\_\_ we want to know about the culture, and not only \_\_\_\_\_ the famous sights.

8. *Complete these sentences spoken by other travellers at the airport.*

1. We're going to Amsterdam \_\_\_\_\_ visit my sister who's just had a baby.
2. We're just waiting for our connecting flight. It's been delayed \_\_\_\_\_ technical difficulties.
3. They say the flight may be delayed, so I think I'll phone the hotel \_\_\_\_\_ we're late.
4. We're going to Rome \_\_\_\_\_ we want to see the Coliseum.
5. I'm going back to my old university \_\_\_\_\_ a special reunion. I've just bought a video camera \_\_\_\_\_ take a film of everyone.

9. *Discuss the following.*

1. How do you think tourists' reasons for traveling have changed in the last twenty or 30 years?
2. What do you think is meant by "old" and "new" tourism?
3. Do you think these words are related to "old" or "new" tourism?  
high-rise package long-haul independent  
concrete authentic fly-drive ecotourism

10. *Read the article "Old and new tourism" to check your answers.*

## Old and new tourism

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

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

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

11. Use information from the text to complete the tables below.

Table 1.

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

Table 2.

In general	Old tourism	New tourism
1. Types of holiday		

2. Length of holiday		
3. Types of activities on holiday		
4. Destinations		

12. Look at these sentences from the text. Which ones describe

- a current trend?
- a past trend?
- a trend from the past to the present?

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

13. Can you find any other examples of current trends in the text?

14. Divide these verbs into two groups: go up and go down.

rise  
decrease  
grow  
increase  
fall  
drop

15. Put these adjectives in order – from small change to big change.

dramatically  
gradually  
steadily  
sharply

16. Have there been similar changes in tourism in your country or region?

17. What was tourism in your country like (a) twenty years ago, (b) ten years ago?

18. Think of three typical incidents that can happen to a tourist during a package holiday.

19. Look at the page from the log for the Hotel Ozukara in Turkey.

1. What had happened to the guests affected by the incident?
2. When and where did the incident take place?
3. How many people did the incident involve?
4. What action was taken to solve the problem?
5. Who reported the incident for the tour operator?
6. Whose fault was the incident?

### **Turkish Meditour**

Resort: Bodrum

Hotel: **Ozukara** (3-star)

Incident reported by: **Jacqueline Dakota**

Type of incident: **Overbooking**

Sheet no. TM Bod – 0803 – 10

Post: **Transfer rep**

Date of incident: **15th July**

Details of incident:

On arrival at the hotel with Group ozu – 071508, I went to the hotel reception to book the group in. The hotel arrivals list and the transfer list did not coincide. Three couples (the Coopers, the Fergusons, & the McKittericks) were without rooms. Two clients (Mr Copperthwaite & Mr Spencer) had been put into a twin despite having paid the supplement for single rooms.

The hotel offered alternative rooms in the company's 4-star Kassandra, a sister hotel, 5 km further south. The couples (the Coopers & the Fergusons) accepted this, but the McKittericks refused. They claimed that the alternative hotel was too far from Bodrum. Both single-room clients requested upgrading to the Kassandra.

After a brief negotiation, I opted to put Mr Copperthwaite & Mr Spencer into the Kassandra and gave the room that had been freed to the McKittericks, who accepted it.

The next morning the hotel staff and I compared registration lists. We had failed to update our list. The hotel had responded correctly to the list we had initially sent.

Incident log

Signed

J.

16<sup>th</sup> July, 20--

Dakota

## TOPIC 4

### EATING OUT

1. *What is your country's national dish?*
2. *How would you describe this dish to somebody who didn't know what it was?*
3. *What three things would you recommend to a tourist about the food of your region?*
4. *Read the extracts about food tourism. Which title goes with which extract?*
  1. A new type of tourist?
  2. Food tourism – a winner for everything
  3. In celebration of basic food
  4. Sea, sand, sun – and food!
5. *Think of a heading for the remaining extract.*
6. *Which extract(s) is/are*
  1. publicity for a food event or festival?
  2. from an article for tourism professionals?
  3. from a web page describing a tourist region?
7. *Read the extracts again. Decide which sentences are true and false.*
  1. At the end of the bakers' festival in the Philippines, the participants eat the bread.
  2. When you go to the chocolate festival in New York, you don't have to try the chocolate.
  3. "Tasters" are people who try local food when on holiday in Tasmania.
  4. The Central Dalmatia gastronomic guide is a list of all the restaurants in the country.
8. *Which of the food festivals described sounds most attractive to you?*

## Food tourism

**A.** The Tipanay festival (the Philippines) is an opportunity for the local people to give thanks to their patron saint, Our Lady of Peace and Good Voyage. In particular, the festival is an act of recognition of the wonderful breadmaking skills of the bakers of Cuenca. The main event is a unique parade where the biggest and longest breads of different shapes are paraded through the main streets of the town. And the festival is interacted – after the parade everyone gets a taste of the pastries and bread products.

**B.** It is important for tourism managers to realize that food tourism is not just news for the tourist; local people also benefit from it. As one tourism expert pointed out, “Hungry visitors mean good business, not only for our restaurateurs, but also for the farmers and fishermen who are their suppliers”.

**C.** Anybody looking for a truly heavenly experience will think that they have walked into paradise at the Chocolate Show in New York. The festival is a chocolate experience of global proportions with over 60 makes of chocolates on show. Chocolate-makers from all over the world take part, as do the visitors – chocolate tasting is mandatory.

**D.** A study in Tasmania has suggested that a new brand of food-lovers exists. “Tasters” are visitors who are interested in the food of a region as a part of their overall tourism experience. They are looking for the real taste of the area, for something representative and authentic, and they hope to find part of this in local food and wines.

**E.** Cenral Dalmatia is one of Croatia’s regions that takes greatest pride in the quality and diversity of the dishes served on its islands and along its coasts. Recently this richness has become much more than a source of pleasure for the locals. Now it is a significant ingredient in what the region offers tourists. In fact, food is so important for tourism in Dalmatia that local experts have produced the region’s first ever gastronomic guide.

*9. Is food used as a tourism resource in your region?*

*10. What are the most common local ingredients that are used in making dishes?*

*11. Climate can influence the food of a region. What other influences can you think of?*

*12. What do you think are the main influences on Turkish food? Read the first two paragraphs of “The traveller’s guide to Turkish food” to check.*



## The traveller's guide to Turkish food

Turkish food is delicious, rich, and varied. Turkey is self-sufficient in food, and the range of vegetables and fruits available at all times of the year provides a constant source of fresh ingredients. Because of this, the taste and preparation of the wide range of dishes changes with the seasons. We never use tinned or frozen ingredients, unless it is to create a special taste.

Turkish food has some of its origins in the lifestyle of the people that lived in this region during the time of the Sultans. Even today the evening meal is often the evening's entertainment. The equivalent of the western "starter" is mezes, which consist of a huge selection of tasty dishes served in the center of the table, including vegetables, meat, chicken, and seafood all prepared differently. Everyone tastes all of the dishes, which often consist of the same vegetable prepared in a number of very different ways. There are, for example, over 100 ways to prepare aubergines alone.

Eating at home in Turkey or in a traditional Turkish restaurant is never hurried, and the evening meal can last for many hours. The transition from starters to the main course is not always obvious, but typical main course dishes are skewers of succulent lamb or chicken, accompanied by tasty rice dishes.

Desserts are extremely sweet and the perfect complement to the strongly savoury aspect of Turkish food. The wide range of sweet dishes available is a good complement to the equally extensive range of mezes. Visitors to Turkey are often surprised by an unusual Turkish custom. When you eat out, it is not unusual to change restaurants at the dessert stage!

*13. Decide whether these sentences are true or false.*

1. Because of the climate, you get different dishes at different times of the year.
2. Mezes are put in the center of the table for everybody to try.
3. Turkish meals usually take a long time.
4. Lamb or chicken with tasty rice are typical mezes.
5. It is quite common for Turkish people to have their main course in one restaurant and their sweet course in another.
6. Turkish people don't like sweet food.

*14. What's the nicest meal you have had as a tourist?*

*15. What's the strangest food you have eaten on holiday?*

## TOPIC 5

### TRANSPORT AND ACCOMMODATION

1. *How do you prefer to travel – by car, by coach, by train, by boat? Why?*
2. *What was the most uncomfortable journey you have ever made?*
3. *Use the words from the table to complete the text “**Transport in tourism**”.*

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 harbor 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

#### Inside tourism: transport for tourism

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

Air travel usually means a short-haul or \_\_\_\_\_ international \_\_\_\_\_, operating from large \_\_\_\_\_, which in big cities often have more than one \_\_\_\_\_ building. But

in some more remote places there may be little more than a small airstrip with only one simple \_\_\_\_\_ for planes to land and take off. At some tourist destinations air transport may include short transfers or sightseeing trips by \_\_\_\_\_.

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

Land travel is probably the most diverse category. It includes rail journeys by \_\_\_\_\_, departing from a large \_\_\_\_\_ and stopping at \_\_\_\_\_ en route. Passengers sit in separate \_\_\_\_\_ or coaches. The most common form of transport by road for tourists, if they don't have their own car, are also called \_\_\_\_\_. These vehicles can either travel from city to city along fast \_\_\_\_\_ (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 \_\_\_\_\_ to tell the passengers about the sights.

4. Which sections would you put these words in?

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

5. Have you ever stayed in a hotel or other form of tourist / traveller accommodation? Where and when? What was it like?

6. What do you think are the best and worst jobs in a hotel?

7. Make a list of different types of tourist accommodation in your country. Which of these have you stayed in?

8. Tell your partners about the best / worst / most unusual accommodation you have ever stayed in.

9. Have a look at different types of accommodation. Which of these types of accommodation do you have in your country? Categorize these types of accommodation as a) urban or rural; b) static or mobile.

apartment  
bed and breakfast  
campsite  
caravan  
chalet  
country house  
cruise ship  
farmhouse  
guest house  
hostel  
hotel  
lodge  
log cabin  
motel  
motorhome  
mountain refuge  
university hall of residence  
villa

10. *What do people want from a hotel? A good bed? A comfortable room? A modern building? Make a list of five things you would expect from a good hotel.*

11. *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 the 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 walks. 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.

*12. 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?

*13. Read the information about Scotland.*

1. How many different types of accommodation does it offer?
2. Which type of popular, budget accommodation is not mentioned?
3. Which are the most unusual types of accommodation mentioned?
4. Which of the types of accommodation attracts you most? Why?

## Come to Scotland

### Popular locations

Aberdeen Hotels  
Aviemore Hotels  
Oundee Hotels  
Edinburgh Hotels  
Bed and Breakfast Edinburgh  
Fort William Hotels  
Glasgow Hotels  
Inverness Holes  
Loch Lomond Hotels  
Oban Hotels and Bed and Breakfast  
Pillochry Hotels and Guest Houses  
Hotels in St Andrews

Scotland's unrivalled range of holiday experiences is matched only by the variety of quality accommodation on offer. Whether for a short break or a longer stay, you'll be able to choose from chic metropolitan hotels and stylish country houses to friendly bed and breakfasts and comfortable self-catering apartments. Search our wide range of accommodation in Scotland to plan your perfect trip. And for something just a little out of the ordinary – perhaps a converted church, a former lighthouse, or even a medieval castle, there are plenty of opportunities available to fire your imagination. Alternatively search our unrivalled array of self-catering in Scotland. Whatever your budget or itinerary, you can find your ideal place to stay using the online accommodation search facility or by getting in touch with our contact centre. All establishments have been inspected under the Visit Scotland Quality Assurance scheme and of course, a warm welcome and true Scottish hospitality come as standard.

*14. Match adjectives from A with nouns from B.*

A.	B.
five-star	apartment
country	bed and breakfast
converted	cabin
budget	cottage
friendly	farmhouse
metropolitan	guest house
medieval	hostel

modern	hotel
self-catering	motel
stylish	villa

15. Look at the hotel descriptions. Which hotel is the most unusual?

**MAMMUT SNOW HOTEL**

**Type:** Ice / Igloo

**Location:** Finland

Mammul Snow Hotel with its arctic surroundings is a unique place. It is an excellent way to experience the coldness of an arctic night. The temperature in the hotel rooms is approximately -5C, but guests will have a good night's sleep in a warm Ajungilak sleeping bag. In Mammul Snow Hotel there are 30 double rooms, 2 group rooms for five persons, and a suite.

**GAMIRASU CAVE HOTEL**

**Type:** Prison

**Location:** Turkey

Gamirasu is the name of an exquisitely restored eighteen-room cave house, in Ayvali Village near Urgup in the heart of Cappadocia, Turkey. In former times housing the cells of a prison, this ancient monastery is steeped in history. A luxurious cave accommodation is in a traditional Cappadocian village.

16. Which hotel would you like to stay at? Why?

17. Read the information about holiday offers. Find the answers to the questions below.

1. Which is the cheapest holiday destination?
2. If you want information about cheap flights to Hong Kong, what number should you phone?
3. How long is the holiday in Sorrento?
4. Which hotel do you stay in Boston?
5. How much does the holiday in Spain cost?
6. On what day does the holiday in Syria begin?
7. Can you buy a cheap ticket to Sorrento after 31March?
8. Where do you learn salsa dancing?
9. What is the shortest time you can stay in Hong Kong?
10. What's the price of the trip to Lille?
11. Which holiday is cheaper for children?

12. How many days does the tour of Syria last?

**A. Dance and ski in Spain**

*Dance Holidays* (01206 – 5777000) is offering a seven-day holiday combining skiing in the Sierra Nevada and salsa dancing in Granada. The price, £395, includes flights, B&B and ski pass.

**B. Bargain flights to Hong Kong**

*Trailfinders* (020 7938 3366) has cut-price fares to Hong Kong for only £310 on KLM. Departures are from Stansted Airport until 10 April. The minimum stay required is seven days, the maximum is one month.

**C. Tour of Syria**

*The Imaginative Traveller* (020 8742 8612) has a nine-day tour of Syria. The trip, which includes Palmyra and Damascus, leaves on 24 March and costs £695, with flights, hotels and guides.

**D. Eurostar to Lille**

*Time Off* (0870 584 6363) has two nights at the Grand Hotel Bellevue in Lille for £179. This price includes return Eurostar tickets, accommodation and breakfast.

**E. Bargain in Boston**

*Virgin Holidays* (01293 456789) has three nights at the two-star Midtown Hotel in Boston for £299 until 28 March. Flights depart from Gatwick and children under 11 pay half price.

**F. Week in Sorrento**

*Citalia* (020 – 8686 5533) has seven nights in Sorrento for £399. This includes half-board accommodation in the Hotel Bristol and flights. The offer applies to departures on 31 March.

18. *Looks at the words and put them into one of the boxes below.*

passport

sun cream

sunglasses

guide book

swimming trunks

shaving foam

phrase book



towels  
credit cards  
plane tickets  
toothbrush  
travel sickness pills

Things you need during a journey	Things you need for the beach	Things you need in a strange town	Other

19. Read the three postcards below. In each case find:

- 1) who sent the postcard, and from where.
- 2) the relationship between the sender and the receiver.
- 3) is the sender enjoying her / himself?

A.

Hi everyone!

I can't believe we're finally here - it's fantastic, very hot and crowded (a bit like the office really...), lots to see and do; the food is really good (some dishes almost as hot as the weather!!!).

Today we visited the famous Golden Temple and tomorrow we're going on an excursion to an island called Ko Sichang.

Don't work too hard! See you when we get back.

Gill & Ruth.

PS: Give our love to the big boss!!

B.

Dear Tanya!

Your father and I are spending a few days here at the seaside. The weather has been very wet so far, and unfortunately dad has got a bad cold so we can't go out; not much fresh air. We've seen some good programmes on TV, though.

Hope you're enjoying yourself in London,

Mum.

C.

Dear Jo,

I'm sure you'll be surprised to get a card from me, but here I am! Last night we spent our first night out in the desert, and I must say it was fantastic. I never knew there were so many stars. And that it could be so quiet.

I miss you, darling, and you know I'll be back one day. I just need some time, that's all. I hope you understand.

All my love,

K.

## TOPIC 6

### HOLIDAYS WITH A DIFFERENCE

1. *What be a special holiday for you?*
2. *Have you ever had a holiday that was "different"?*
3. *Put these "holidays with a difference" into the four categories ("Adventure and action", "Ecotourism and nature", "Escape and enlightenment", "Culture and heritage").*
  - 1) tour of Scotland visiting historic castles
  - 2) mountain climbing
  - 3) conservation work helping to repair coastal damage
  - 4) windsurfing
  - 5) cycling in the mountains and deserts of Mongolia
  - 6) four-week trip to Canada to learn English
  - 7) trip to Beijing for the 2008 Olympics
  - 8) whale-watching off the west coast of the USA
  - 9) week at a health farm to relax and "de-stress"
  - 10) long weekend in London to visit museums and art galleries
  - 11) learning survival skills in the jungles of Borneo
  - 12) pilgrimage to Mecca

- 13) weekend of beauty treatments and relaxation in a country hotel
- 14) off-piste mountain skiing
- 15) weekend break at the Prague Music Festival
- 16) research trip to collect data on ape behaviour in Malaysia

4. *Can you do any similar “alternative holidays” in your country?*

5. *Read the information under the title “KE Adventure Travel” and answer the following questions.*

1. Why is the travel company called the *Karakoram Experience*?
2. How many different adventure activities are mentioned?
3. What types of scenery and landscape are mentioned?
4. What type of traveler do they try to attract?

## **KE Adventure Travel**

### **About KE**

In 1983 two university friends, Tim Greening and Glenn Rowley, decided to take their passion for travel in Asia and in particular the Karakoram mountains, and create a travel company with a difference: “The Karakoram Experience”. Today KE Adventure Travel has grown to become one of the world’s leading independent specialist travel companies. In addition to our extensive range of worldwide adventures, the staff in our UK and American offices organize tailor-made private expeditions, trips for school groups, and charity treks.

### **KE Adventures**

#### **Peru – in the footsteps of the Incas**

Family adventure in the Andes – Horse riding, rafting, biking, and easy trekking – Indian craft market at Pisac – Magical Machu Picchu – Amazon jungle lodge visit.

#### **Swedish Lapland - a Winter Wonderland**

A winter activity holiday north of the Arctic Circle – Travel by snowmobile and by dogsled – Ski touring and snowshoe hiking – Northern Lights – Fish in a frozen lake – Visit the Icehotel – Meet the Sami people and their reindeer.

#### **Costa Rican adventure**

Trekking, rafting, and wildlife adventures – Challenging ascent of Volcan Chirripo (3820 m), Costa Rica’s highest peak – Rafting on the beautiful Pacuare – Fantastic wildlife – Relaxing on idyllic Pacific Ocean beaches.

6. *Discuss these questions in groups.*

1. What do you know about Antarctica – its population, its size and location, the number of tourists who visit?
2. What type of transport do tourists use to visit Antarctica?
3. What activities can tourists do?

7. Read the text ***“Tourism in Antarctica”*** to check your answers.

## **Tourism in Antarctica**

There are no indigenous people in Antarctica. The population varies from fewer than 1,000 in winter to almost 20,000 in summer: 5,000 scientists from 27 of the countries belonging to the Antarctic Treaty, plus 14,000 tourists.

The nearest land mass is South America, which is approximately 1,000 kilometers from the tip of the Antarctic Peninsula.

The surface area of Antarctica is 36 million square kilometers.

Antarctica currently has no economic activity apart from offshore fishing and tourism, and these are run by other nations.

Tourism in Antarctica is mainly by around twenty vessels carrying 45 to 280 passengers each.

Most trips take about ten days to three weeks from port to port.

Antarctic visits are mainly concentrated at ice-free coastal zones over the Antarctic summer, the five-month period from November to March. In high summer there will be more than twenty hours of daylight per day.

8. Look at the list of *“cultural tips”* for tourists when mixing with Mongolian people. Which do you think are *“dos”* and which are *“don’ts”*?

## **Dos and don’ts in Mongolia**

\_\_\_ have long conversations in your own language in front of hosts who don’t understand;

\_\_\_ sit with your feet underneath you or cross-legged;

\_\_\_ walk in front of an older person;

\_\_\_ let a post or fence come between you if you are walking with a Mongolian;

\_\_\_ receive food or a gift from a Mongolian with both hands;

\_\_\_ point a knife in the direction of anyone;

\_\_\_ turn your back on an altar or religious object;

\_\_\_ take a sip or nibble of drink or food that is offered;

- \_\_\_ walk round inside a house or tent in a clockwise direction;
- \_\_\_ take food from a plate with your left hand;
- \_\_\_ keep your hat on when entering a house or tent;
- \_\_\_ touch other people's hats;
- \_\_\_ leave a small gift, other than money, for your hosts;
- \_\_\_ take off your gloves before shaking hands.

9. *Make a list of cultural tips for visitors to your country. Include categories on*

- eating and drinking
- visiting famous and religious buildings
- being a guest in someone's house
- gestures, body language, and physical contact and space
- any other categories you think are important.

10. *Read about the three tours. Which of the tours involve*

1. a private performance?
2. visiting ancient ruins?
3. traveling on a boat?
4. accommodation in the city centre?
5. seeing rare animals in their natural habitat?
6. an internal flight?
7. talks by an expert?

A.

#### **Libya – Lost cities of the Greek and Roman Empires**

- Starting from Tripoli, ancient city and capital of Libya. Nearby is Leptis, probably the best preserved Roman city in the Mediterranean world.
- Fly east to the less often visited region of Cyrenaica, a land of beautiful green hills running down to the crystal turquoise waters of the Mediterranean.
- Discover the ancient port of Apollonia, an enchanting city now partly sunk beneath the sea which forms a dazzling backdrop to its theatre and the columns of its Byzantine churches.
- Visit the city of Cyrene, founded in the 7<sup>th</sup> century BC and for centuries the most important Greek city in North Africa – its stunning temple of Zeus is larger than the Parthenon in Athens.

B.

#### **Ecology of Ecuador – the enchanted islands of the Galapagos**

- A special tour accompanied by guest lecturer, Dr Michael Brooke, Curator of Birds, Cambridge University Museum of Zoology.
- Travel in a specially modified cruiser, adapted for the Galapagos. All cabins are air-conditioned outside cabins with private toilet / shower room.
- The tour begins with a visit to colonial Quito, plus a tour of the Avenue of Volcanoes, among stunning scenery.
- The South American archipelago of the Galapagos Islands is home to an amazing variety of wildlife – giant tortoises, marine iguanas, and many more.
- Optional tour of the Ecuadorian Amazon – a journey to another world.

C.

### **St Petersburg – City of music**

- Tour to one of the world's most magical cities, including a number of concerts in grand settings (e.g. Sheremetev Palace, where students of the St Petersburg Music Conservatory will perform works by Tchaikovsky exclusively for our group).
- Programme covers all the principle sights of Peter the Great's magnificent city, from the Hermitage, with its priceless Scythian gold collection, to the Catherine Palace at Pushkin, with its recently-restored Amber Room.
- We also have the services of Humphrey Burton, one of the Britain's most distinguished television directors and commentators to help bring out the musical magic.
- We stay throughout at the Dostoevsky Hotel in the heart of St Petersburg.

11. Which tour appeals to you most?

12. Fill in the table below with the following words. Explain your choice.

Loud discos, organized tours to places of historical interest, local food, fast-food, mountain-sports, sunbathing, hot sun, sea-sports, cool weather, a very different culture, traveling by public transport, lots of other tourists from your own country, with your family, camping, green fields, romance with a stranger, with friends, alone, big modern hotels, self-catering, no electricity or phone, peace and quiet, non-stop entertainment, no timetable, siestas, organized activities.

<b>The holiday of my dream</b>	<b>The holiday of my nightmares</b>

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13. Put the sentences of the story in the correct order.

1. While he was working in San Francisco, Mr Scotti received an invitation to visit relatives in his native Italy.
2. As he set off on his journey he was feeling excited and was already looking forward to some home cooking.
3. and was amazed to find that she didn't understand Italian.
4. in the police car, she put the siren on and started driving very fast.
5. When the plane landed for one hour in New York to refuel, Mr Scotti thought they were in Italy and he got out.
6. As Mr Scotti was queuing for a bus he looked around and noticed how sad it was that Rome
7. "There", said Mr Scotti, "now I know I'm in Italy because that's how they drive".
8. was as modern as any American city now. Also, the place was full of American tourists!
9. After traveling around the city for several hours, he asked another police officer for directions
10. As soon as he had a day off, he went to the travel agent's and arranged a flight for the following week.
11. When the police officer told him he was in New York, Mr Scotti didn't believe her.
12. The police officer was from Naples so he answered fluently in the same language.
13. Nobody was there to meet him so he asked a police officer, in Italian, for directions to the nearest bus-station.
14. The police officer offered to take him back to the airport, and as soon as they set off

14. Put each of the following words or phrases in its correct place in the passage below.

off the beaten track  
 package holiday  
 cut-price tickets  
 hitch-hiking  
 travel agents  
 youth hostels

leisure  
resort  
off-peak  
peak

People have more money and more \_\_\_\_\_ nowadays and even young people can afford to go abroad. Many \_\_\_\_\_ offer cheap \_\_\_\_\_ for flights to all parts of the world, so youngsters can avoid the crowded, well-known places and get to less famous areas which are \_\_\_\_\_. Instead of using public transport and hotels, they can travel by \_\_\_\_\_ and stay at \_\_\_\_\_. But most people prefer some kind of \_\_\_\_\_ at a popular holiday \_\_\_\_\_, which means that everything is arranged for you and the price you pay includes transport, food and accommodation. Try to avoid taking your holiday during the busy \_\_\_\_\_ tourist season. It's more crowded and expensive. If possible, go to the quieter \_\_\_\_\_ period.

## TOPIC 6

### RURAL TOURISM

1. Which do you prefer – holidays in the countryside, city holidays, or beach holidays?

2. Name some activities that are typical of rural tourism.

3. Have a look at these different resources for rural tourism. Which of these resources can be classified as

- activities that show tourists local culture?
- activities that show tourists the local natural environment?
- something for tourists to watch?
- something for tourists to do?

1. birdwatching
2. brewing
3. cycling
4. farms



5. fishing villages
6. forests
7. landscape
8. lifestyle
9. meadows
10. orchards
11. pottery
12. traditional crafts
13. trekking
14. waterfall
15. watermill
16. weaving
17. wildlife
18. woodcarving

4. *Think of two more resources for each category.*

5. *Which of the resources can you find in your country?*

6. *Which of the resources have you had any experience of?*

7. *Read the text “**Welcome to rural Vietnam**” and decide which of the provinces is best for visitors who want to*

- do things during their stay in rural Vietnam?
- get as close as possible to ordinary Vietnamese people?
- buy authentic souvenirs of rural Vietnamese products?

### **Welcome to rural Vietnam**

Welcome to a corner of Asia where you will find a lifestyle that goes back for centuries. Fishing on the Mekong Delta, farming in Central Vietnam, or crafts in Bac Ninh Province – whatever your own interest, we are sure you will find something to delight you in rural Vietnam.

#### **Vinh Long Province**

Located between the Tien and Hau rivers, the fertile lands of Vinh Long nourish thousands of fruit orchards, while the countless small islands provide ideal conditions for ecotourism and observing wildlife. In addition, you will be able to observe the centuries-old activities of Southern Vietnam, such as processing rice paper and traditional Vietnamese cooking.

Especially interesting in Vinh Long is the opportunity to stay overnight in local residents' homes. There is a small but growing number of private homes that offer home stays. At the moment they provide accommodation and entertainment for up to 150 tourists per night.

### **Quang Nam Province**

For visitors who want to be really active in their holidays, we recommend a visit to one of the vegetable farming villages near the town of Hoi An in the central province of Quang Nam. Here for a day you can toil shoulder to shoulder with a Vietnamese farmer. Hosts and guests work the land, planting rice or collecting vegetables that they sell in the local markets. For lunch you get to eat colocynth (similar to a bitter apple) and tom huu, which is a traditional dish made of vegetables.

### **Bac Ninh Province**

The homeland of Quan Ho art has many traditional trade villages. In Xuan Lai village you can find excellent bamboo products, especially from black bamboo, while Phu Lang is famous for its pottery. Thousands of ancient pots have been found here, and even today there are about 300 families in the village doing pottery work.

Tho Ha is famous for pottery, but nowadays it has also started to produce wine. Another village that is well-known for traditional wines is Van, on the bank of the Cau River. The villagers here are happy to let visitors photograph their wine being made, and to try it or buy it, but the brewing process itself is a secret.

Finally, Da Hoi is a must. This 400-year-old trade village is famous for its traditional silk cloth, and women there still raise silkworms and weave fabulous fabrics that they sell.

*8. Which area of Vietnam seems the most exciting to you? Why?*

*9. Which elements of rural tourism are typical of your area?*

*10. Which adjectives will help you to describe your region and make it sound unique? Which images can be used?*

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Методические рекомендации

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