



ENGLISH @ TOURISM

АМУРСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ
ФАКУЛЬТЕТ МЕЖДУНАРОДНЫХ ОТНОШЕНИЙ

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ENGLISH ON TOURISM

АНГЛИЙСКИЙ ЯЗЫК ДЛЯ СТУДЕНТОВ СПЕЦИАЛЬНОСТИ
СОЦИАЛЬНО-КУЛЬТУРНЫЙ СЕРВИС И ТУРИЗМ

УЧЕБНОЕ ПОСОБИЕ

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Учебное пособие по английскому языку для студентов заочно-сокращенной формы обучения специальности 100103 “Социально-культурный сервис и туризм”. – Благовещенск: Амурский гос. ун-т, 2007 г. – с.76

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ВВЕДЕНИЕ

Учебное пособие по английскому языку предназначено для студентов заочно-сокращенной формы обучения по специальности 100103 «Социально-культурный сервис и туризм» и включает в себя краткий грамматический справочник в основном в виде таблиц, тренировочные упражнения для текущего контроля усвоения грамматики, тексты для чтения по тематике, предусмотренной программой специальности, упражнения по речевой коммуникации как устной, так и письменной по темам, изучаемым в рамках дисциплины «Деловой английский язык в туризме». Задания по устной речевой коммуникации снабжены аудиосопровождением. Тексты для чтения предназначены не только для понимания и перевода; на их основе развиваются навыки говорения и письма, выполняются задания контрольных работ.

За весь период обучения студенты выполняют четыре контрольных работы: контрольная работа № 1 в пяти вариантах и контрольная работа № 2 в трех вариантах выполняются за первый год обучения в период изучения дисциплины «Иностранный язык (английский)». Контрольная работа № 3 в пяти вариантах подводит итог работы над дисциплиной «Деловой английский в туризме»; контрольная работа № 4 в трех вариантах завершает курс «Речевые коммуникации». Контрольные работы № 3 и № 4 выполняются за второй год обучения.

Требования к выполнению контрольных работ:

Все контрольные работы выполняются студентом собственноручно в отдельной тонкой 12-тилистовой тетради. Формулировка задания, а также исходные предложения, равно как и отрывок для письменного перевода должны быть аккуратно переписаны в тетрадь. Задания должны быть выполнены полностью в соответствии с условием. Никаких других заданий в тетради с контрольной работой выполнять не следует. Вариант контрольной работы выбирается в соответствии с последними 1-3 цифрами номера зачетной книжки.

Контрольные работы № 1 и № 3, имеющие 5 вариантов, студенты выполняют таким образом:

- если номер зачетной книжки заканчивается на цифры 1, 6 - это первый вариант;
- если номер зачетной книжки заканчивается на цифры 2, 7 - это второй вариант;
- если номер зачетной книжки заканчивается на цифры 3, 8 - это третий вариант;
- если номер зачетной книжки заканчивается на цифры 4, 9 - это четвертый вариант;
- если номер зачетной книжки заканчивается на цифры 5, 0 - это пятый вариант.

Три варианта контрольных работ № 2 и № 4 следует выбирать так:

- если номер зачетной книжки заканчивается на цифры 1, 4, 7, 10, 40, 70, 100, 400, 700 - это первый вариант;
- если номер зачетной книжки заканчивается на цифры 2, 5, 8, 20, 50, 80, 200, 500, 800 - это второй вариант;
- если номер зачетной книжки заканчивается на цифры 3, 6, 9, 30, 60, 90, 300, 600, 900 - это третий вариант.

Учебное пособие может быть использовано на практических занятиях в аудиторной работе, а также во время самостоятельной работы в период подготовки к сессиям.

GRAMMAR

to be

	Affirmative	Negative	Interrogative
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Present	I am He (she, it) is We (you, they) are	I'm not He (she, it) isn't We (you, they) aren't	Am I? Is he (she, it)? Are we (you, they)?
Past	I (he, she, it) was We (you, they) were	I (he, she, it) wasn't We (you, they) weren't	Was I (he, she, it)? Were we (you, they)?
Future	I (he, she, it, we, you, they) will('ll) be	I (he, she, it, we, you, they) won't be	Will I (he, she, it, we, you, they) be?

Practice reading the sentences:

1. I **am** a dentist and he **is** an actor.
2. What **are** you busy with? – I **am** writing an essay.
3. They **are** athletes.
4. I'**m not** an interpreter.
5. She **isn't** a tour guide.
6. We **aren't** salesmen.
7. **Am** I a student? – No, you **aren't**.
8. **Is** he a lawyer? – Yes, he **is**.
9. **Are** you a geologist? – No, I'**m not**. I **am** a painter.
10. He **was** a driver when he **was** young.
11. They **weren't** doctors, they **were** physicists.
12. I'**ll be** a pilot, when I **am** 25.
13. I **wasn't** a teacher, my father **was**.
14. Cambridge University **was** founded in the thirteenth century.
15. **Were** they writers? – No, they **weren't**.
16. They **won't be** engineers, they **will be** managers.
17. **Will** you **be** ready in 5 minutes? – Yes, I **will**.

to have

	Affirmative	Negative	Interrogative
Present	I have He (she, it) has We (you, they) have	I (we, you, they) don't have He (she, it) doesn't have	Do I (we, you, they) have? Does he (she, it) have?
Past	I (he, she, it, we, you,	I (he, she, it, we, you,	Did I (he, she, it, we,

	they) had	they) didn't have	you, they) have?
Future	I (he, she, it, we, you, they) will ('ll) have	I (he, she, it, we, you, they) won't have	Will I (he, she, it, we, you, they) have?

Practice reading the sentences:

1. The room **has** a balcony with a view of the sea.
2. We usually **had** breakfast at 7 a.m.
3. **Do** you **have** money to pay for the lunch? – No, I **don't**.
4. She **won't have** those conveniences she **has** at present.
5. **Does** the hotel **have** a swimming pool? – Yes, it **does**.
6. You **will have** a son and a daughter when you **have** a family of your own.
7. **Have** you translated the article? – No, I **haven't** yet.
8. What kind of car are you going **to have**?

FORMS OF THE VERB

	V1 (Infinitive)	V2 (Past Simple)	V3 (Participle II or Past Participle)	V4 (Participle I or Present Participle)
Regular	(to) look – смотреть	looked - смотрел	looked -смотревшийся	looking – смотрящийся, смотря
Irregular	(to) see - видеть	saw - видел	seen - увиденный	seeing – видящий, видя

ACTIVE

Tense	Simple	Progressive	Perfect
Present	V1 don't / Do? V1(s) doesn't / Does?	am is } + V4 are	have has } + V3
Past	V2 /irregular/ didn't/ V1 + ed /regular/ Did?	was were } + V 4	had + V3
Future	will +V1 won't/ Will?	will be +V4	will have +V3

PASSIVE

Tense	Simple	Progressive	Perfect
Present	am is } + V3 are	am is } being + V3 are	have has } been + V3
Past	was were } + V3	was were being } + V3	had been + V3
Future	will be + V3	-	will have been + V3

Read and translate the sentences, define the Tense and the Voice:

1. We **are** often asked.
2. You **are being looked for** everywhere.
3. My cousin **lives** and **works** in Germany.
4. The children **are playing** in the garden now.
5. I **saw** a beautiful flower when I **passed** by her window.
6. We'**ll go** to Tokyo next week.
7. We **were watching** TV from 8 to 11 p.m. yesterday.
8. He **has** just **finished** his report.
9. I'**ll be working** in my office all day tomorrow.
10. Before I **left** the room I **had switched off** the lights.
11. I **haven't had** breakfast yet.
12. She **has been shocked** hearing the news.
13. He **was found** in the back yard lying under the apple tree.
14. The damaged goods **were being examined** when you **phoned** us.
15. I'**ll have read** the book by tomorrow morning.
16. You **will be fined** if you **litter**.
17. The criminals **will have been caught** by the end of this week.
18. **Has** the doctor **been sent for**?

PERFECT CONTINUOUS

Present	Past	Future
have (has) been +V4	had been +V4	will have been +V4

Read and translate the sentences:

1. She **has been working** here for seven years already.
2. He **said** he **had been living** in Italy since his childhood.
3. They **felt** very tired since they **had been walking** for ten hours without rest.
4. By the end of this month I **will have been collecting stamps** for twenty years.
5. It **has been raining** since yesterday.

FUTURE IN THE PAST

	Simple	Progressive	Perfect
Active	should (would) + V1	should (would) be + V4	should (would) have + V3
Passive	should (would) be + V3	-	should (would) have been + V3

Read and translate the sentences:

1. I thought I **should be** careful while traveling alone.
2. They **said** I **wouldn't be lost** in the unknown place.
3. She **said** she **wouldn't be waiting** for me if I didn't come on time.
4. I **knew** I **shouldn't have left** her.
5. Your passport **should have been kept** in a secure place.

ADJECTIVES AND ADVERBS. DEGREES OF COMPARISON

I.

	Comparative	Superlative
new	newer	the newest
big	bigger	the biggest
large	larger	the largest
easy	easier	the easiest

II.

	Comparative	Superlative
difficult	more difficult less difficult	the most difficult the least difficult

III.

	Comparative	Superlative
many, much	more	the most
little	less	the least
good, well	better	the best

bad, badly	worse	the worst
far	farther	the farthest
	further	the furthest

Read and translate the sentences, paying attention to the form of adverbs and adjectives:

1. Mike is **cleverer than** Tom.
2. My sister is **the prettiest** girl in the neighborhoods.
3. Our **further** step is to sign the contract.
4. I wish there were **more** trees and flowers, **fewer** cars and **less** pollution.
5. If you walk **farther**, you'll see a church.
6. This task is **more difficult than** that one.
7. Baikal is **the deepest** lake in the world.
8. Moscow isn't **so old as** Rome.
9. **The better** quality, **the higher** price.
10. The job of a miner is **as dangerous as** that of a sailor.
11. Men are **better paid than** women.
12. I was **as well** educated **as** my sisters and brothers.
13. **The more often** you practice, **the better** skills you have.
14. I am **as tired as** my wife.

MODAL VERBS AND THEIR EQUIVALENTS

Modal verb	Past	Future	Possible translation
Must = have to, has to	Had to	Will have to	Должен (был, буду), вынужден(был, буду), приходится (пришлось, придется), наверняка
May	might	Will be allowed	Можно, мог бы, можно будет, возможно, может быть, наверное
Can = am (is,	Could =	Will be able to	Могу, умею, мог,

are) able to	was(were)able to		смогу, может быть, наверное
need	(needed to)	(Will need to)	Надо (было, будет)
Be to (am, is, are to)	Was (were) to		Должен (был)
should	should	should	Следует, следовало (бы)
Ought to	Ought to	Ought to	Следует, следовало (бы)

Read and translate the sentences, paying attention to the meaning:

1. I **must** take care of my parents.
2. She **had to** look after her younger sisters.
3. **May** I smoke here? - No, you **may** not. Smoking **is** not **allowed** here.
4. I **can** speak in front of an audience, but only a few months ago I **couldn't** do it.
5. Do we **have to** walk to the station? – No, you **needn't**, I'll give you a lift.
6. Did you **have to** take a taxi? – Unfortunately, I **had to**. There was no bus.
7. The train **is to** leave in five minutes.
8. I am sure I will **be able to** help them.
9. You **should** take your medicine with you.
10. You **shouldn't** have quarreled with them.
11. She **couldn't** have been late. She **must** have missed the flight.
12. You **ought to** take something warm when you are going to Siberia.
13. Drivers **are to** follow the rules.

**PARTICIPLE I, PARTICIPLE II, GERUND, INFINITIVE
THEIR FORMS**

		Active	Passive
Participle I	Simple	writing	being written
	Perfect	having written	having been written
Participle II			written

Gerund	Simple	writing	being written
	Perfect	having written	having been written
Infinitive	Simple	to write	to be written
	Continuous	to be writing	-
	Perfect	to have written	to have been written
	Perfect	to have been writing	-
	Continuous		

THEIR FUNCTIONS

Functions	Participle I	Participle II	Gerund	Infinitive
Подлежащее	-	-	Traveling is exciting. It's no use crying .	To know traditions is helpful. It's useless to discuss it.
Часть сложного подлежащего	They were heard talking .	He was seen killed .	-	He was thought to be honest .
Дополнение	-	-	I enjoy riding .	I decided to go abroad.
Часть сложного дополнения	I heard her coming .	She found him grown .	Wouldn't you mind Bob's coming in ? -	I want you to stay with us.
Часть сказуемого	I am reading .	You will be surprised .	She began speaking . The only way for you is waiting .	We had to join them. My goal is to be a doctor.
Определение	I saw kids playing on the grass.	He noticed the glass broken by me.	I had a feeling of being deceived .	You should take clothes to be worn there.
Обстоятельство	She came in smiling .	When asked , he didn't say a word.	They left without saying good-bye.	We stopped to have lunch.
Часть независимого	The door being open , I	The work completed ,	-	-

причастного оборота	looked in. We left, he staying alone.	we left. He sat, his head dropped.		
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Read and translate the sentences, state the functions of Participles, Gerund and Infinitive:

1. Shakespeare is known **to be born** and **to die** on April 23.
2. **Opening** the door he went out on the terrace.
3. He laughed **reading** the article.
4. **Being written** in pencil the note was difficult to make out.
5. The fence **surrounding** the garden is wet **painted**.
6. He answered through the **locked** door.
7. There's no chance of their **getting married**.
8. Barbara was not a woman **to suffer** in silence.
9. I was too busy **to see** anyone.
10. **Reaching** the door of the room **occupied** by the Miltons, she tapped lightly.
11. George, on **hearing** the story, grinned.
12. He came in without **being invited**.
13. **Talking** mends no holes.
14. Even **to think** of it gave him unbearable torture.
15. She has been **waiting** for half an hour already.
16. I am not **married** yet.
17. The only remedy for you is **going** to bed immediately.
18. We intend **going** to Switzerland and **climbing** Mount Blanc.
19. It was pleasant **to be driving** a car again.
20. Their house was not easy **to find**.
21. He allowed me **to occupy** the seat next to a pile of suitcases.
22. She never succeeded in **taking** things easily.

23. I didn't mean you **to learn** the poem by heart.
24. We ordered our dinner **to be sent** to our room.
25. She asked me to have her car **washed** and **fuelled**.
26. You should have **taken** a guide dog.
27. Your hair needs **cutting**; your clothes need **to be changed** as well.

REPORTED SPEECH; INDIRECT QUESTIONS

1. "I'm an alien", he said. – He said that he was an alien.
2. He said, "She taught languages".- He said (that) she had taught languages.
3. "I'll wait until you come back", she said.- She said (that) she would wait.
4. He said, "Don't cry!"- He ordered her not to cry.
5. "Did you sleep well?" asked the hostess. – She asked if (whether) I had slept well.
6. He asked, "Are you married?" – He asked if I was married.
7. "What are your plans?" he asked me. – He asked what my plans were.
8. "Where can I see a manager?" I asked. – I asked where I could see a manager.
9. She claimed, "I have already seen him". – She claimed that she had seen him.

Practice: Make the sentences indirect:

1. "I am a journalist", I explained.
2. "I have stolen the bag", he confessed.
3. "Where can I have a snack?" he inquired.
4. "Do you want to see the cathedral?" asked the guide.
5. "Don't miss your train", she advised to us.
6. "Could we speak to the manager, please?" the two men wanted to know.
7. "What are you by profession?" he wondered.
8. "Don't leave me alone", she begged him.
9. "I don't pretend that I was faithful to her", he admitted.
10. "I'll be back soon," he promised.
11. "I'll walk out on you if you behave like this", he warned.
12. "I am speaking on the phone, darling!" she shouted.

13. Mother demanded, “Who left the banana skin on the front doorstep?”
14. I wondered, “What are you doing, Jim?”
15. “Would you mind to share this bottle with me?” he invited me.
16. “Can you tell me if/whether there is a restaurant nearby?” the man asked.
17. She asked me, “Do you know how far it is from the station?”

READING

I. Read the text, answer the teacher’s questions.

I’m Hiroko Murata. This is my sister. Her name is Tomoko. We live in Ichinomiya with our parents, but we don’t work in Ichinomiya. We work in Nagoya. Nagoya is a big city near Ichinomiya. I am a travel agent and my sister is a nurse. We work on Saturdays but we don’t work on Sundays. In the evenings my parents like reading, but my sister and I don’t. We like listening to music. My father and mother like playing tennis at weekends, but Tomoko and I prefer watching television.

II. Read the text, answer the teacher’s questions.

Rita Libby is from Canada, but she lives in Manchester. Rita is 22. Her native language is English. She works in a hospital. She likes her job, but she likes the weekends, too. She isn’t married, but she has a boyfriend Eric. Eric came from France. He is two years older than Rita. He is a footballer and plays for Manchester United. He trains from Monday to Friday and plays one or two matches every week. In his free time he likes to see Rita. They hire a car and go to the seaside. They like to spend time together. Now Eric speaks English well. But two years ago, when he arrived in England, he couldn’t even understand what his coach said, because his native language was French. Rita is always happy to help Eric with his English. Eric loves poetry, and he says that he will write poems in English very soon.

III. Read the text, put all kinds of questions to the sentence printed in bold type.

I get up at 7 a.m. I do my morning exercises, wash and dress. Then I sit down to breakfast. I usually have a sandwich and a cup of coffee with milk and sugar. After breakfast, generally at 8 o’clock I leave home for the University. As a rule I come to the University at a quarter to 9. The classes begin at 9 sharp. Today we have two lectures, a seminar and English. Yesterday we had three lectures. Tomorrow we’ll

have a lecture and two seminars. We have English classes three times a week. At our English classes we read texts, ask and answer questions, translate from English into Russian and do a lot of exercises. I am interested in learning English. Now I am not very good at speaking, but I hope next year I'll speak English better. Indeed, the more you study, the better you know the subject. At about 1 o'clock I have dinner at the students' canteen. For dinner I sometimes take salad and meat or fish. I don't always eat soups; I also drink tea or juice. I come home at about 3 p.m. As a rule I go by bus. But today the weather is fine and I walk. I must be at home at 4 o'clock, because I'll have to go to my office, where I work part-time. My working day doesn't last very long. In the office I generally work on the computer, do some tasks that my boss asked me to complete, tidy the room and leave for home. I come back home at 10 or 11 at night. I am usually very tired and go to bed at 11.30. **On Saturday I'll go to the library to read up for my classes.** Last Saturday it took me 8 hours to prepare for the seminar.

IV. Study the vocabulary printed in bold type. Be ready to speak about yourself.

Anita Clayton, 22, is the Housekeeper in Sheraton Hotel in Hong Kong. Her department **is responsible for** cleaning the guests' rooms, keeping everything in the hotel in order, supplying linen. Anita **manages** the team of 12 chambermaids and 30 cleaners. She also **coordinates the work** of Maintenance Engineer.

Anita has strong **leadership qualities**. Besides, she is very **hardworking**. She gets up at 5.30 in the morning and is in her office by 7 a.m. Formally, her working day begins at 8 o'clock, but she is a **workaholic**. She knows that she must **give instructions to her subordinates** and **remind** them **of their duties**. In addition to it, she has to **deal with** a few complaints, **make some urgent arrangements**. As a rule, there is always some misunderstanding between the guests and the Housekeeping department, between the Housekeeper and the Front Desk. Therefore, Anita has to **handle various problems**, speak to a number of people, **answer** a lot of phone **calls**. She is very **efficient**; she never argues neither with her colleagues, nor with the guests. She **expresses her ideas clearly**. She **is good at getting along with** people.

Anita is a very **reliable** employee. The Hotel Manager Mr. Wong wants to **give her a raise**. But Anita **is not interested in tangible benefits**; she **is dreaming of taking a position** of Duty Manager. She **takes part-time** evening **courses** at the local

university. She **listens to lectures, attends seminars, writes essays, makes reports, reads up for examinations.**

Next summer Anita is planning to get a **Master's Degree** in Business Administration. This can give her a chance to **be promoted** soon.

Study the texts, be ready to answer the teacher's questions and speak on the topic "Places that are worth visiting".

New York

Your first impression of New York will be disheartening, if you approach it by rail from the north, through endless blocks of factories and tenements. It will be doubtful if, on the way to New York, you cross the Jersey Meadows by train or car, and from the burning garbage and piggeries a formidable stench arises to your nostrils. It will be a surprise if you ride on one of the parkways, and out of a bright forest landscape you drive into a river scene, the Hudson to your right, the big town to your left. And it will be an interesting sight if you approach New York from the sea and watch its skyline and the Statue of Liberty emerge from the morning mist.

For a general survey of the city two excursions are recommended: a trip to the top of the Empire State Building and a steamer tour around the island of Manhattan. From its 102nd storey you will have a view of Manhattan. This huge island looks like a gigantic vessel, loaded with buildings and millions of human beings from every corner of the earth.

The circle tour around Manhattan by steamer will offer you an unobstructed view of a "castle in the sky", will give you a feel of the sea when you hear the hoarse notes of the ships in the river, and will give you a close-up view of New York's bridges, particularly George Washington Bridge and the famous Brooklyn Bridge.

Take a walk along the streets. Is Broadway gaudy and vulgar? You look at the overloud neon signs, the "spectaculars", the shooting galleries and the cheap souvenir stores, and you agree. And then you glance into one of Broadway's side streets of the theater district, and you read the famous names, and find your way through the crowd, and cross the street between slowly moving taxis.

Central Park is an interesting playground for amateur photographers. The line of skyscrapers offers an unusual subject for the camera. Nor must one omit the city's cosmopolitan, foreign districts.

Of the town's more than 50 museums, the Metropolitan Museum of Art and the American Museum of National History are the best known.

London

London is the capital and the largest city of the United Kingdom. The city covers 1,58 square kilometers and has a population of more than 8 million. The first settlement, the Roman Londinium, was founded in 43 AD on a terrace near the north bank of the river Thames, 64 km from its estuary on the North Sea. The river is tidal, and London has been a port for seagoing vessels since the Roman period.

The Roman legions withdrew in the 5th century. Celts, Saxons and Danes contested the area, but it was not until 886 that London emerged as an important town under King Alfred. Under the Normans and Plantagenets the city became self-governing and grew commercially and politically. By the 14th century it had become the political capital of England. The reign of Elizabeth I brought London great wealth, power and influence as the center of England's Renaissance in the age of Shakespeare. A plague (1665) was followed by a fire (1666) that virtually destroyed the city. Sir Christopher Wren played a large role in rebuilding London, designing over 50 churches, notably Saint Paul's Cathedral. London grew enormously in the 19th century, acquiring great prestige in the Victorian era as the capital of the British Empire. The city was heavily bombed during World War II in raids that killed thousands of civilians. Many of the bombed areas were subsequently rebuilt with tall modern buildings.

London's cultural institutions include the British Museum, National Gallery, Tate Gallery, Victoria and Albert Museum. Among its landmarks are the remains of the city's Roman walls, Buckingham Palace, the Houses of Parliament, the Tower of London, Trafalgar Square and Westminster Abbey.

London is a multiracial city, with a large immigrant population from Britain's former colonies, especially from South Asia and West Indies.

London is Great Britain's foremost manufacturing center, light and consumer-goods industries predominating. Food processing is important, as are electronics, light metals, pharmaceuticals and printing. Most branches of heavy industry are located to the east, near the docks, and include petroleum refining and metalworking. London is also the country's main banking and financial center and contains the chief commodity markets. London is one of the largest ports in the United Kingdom.

London is linked with all parts of the country by roads and railroads that radiate from the city. Transportation within the city is by means of a complex but efficient system of subways – the Underground – and by an even more complex system of surface transportation by bus. The principal airport is at Heathrow, 26 km to the west of the city center.

Museums in Britain

There are many different museums in London. The British Museum Library is one of the most famous libraries in the world. The British Museum Library contains of about 6 million books and in the center of the Museum there is a large circular Reading Room with reference section of 30 thousand volumes on open shelves and also the catalogues for the whole library. During the Second World War the Reading Room was badly damaged, over 150 thousand volumes perished in the flames caused by nazy bombs.

The Museum has a priceless collection of rare books and manuscripts including illuminated Bibles, books printed by Caxton in the 15th century and the earliest editions of Shakespeare.

There is a wonderful art gallery in British Museum, too. It has a unique collection of sculpture, ceramics, drawings and paintings from ancient time up today.

If you are in south London you may as well visit the Museum of British Transport. In 1829 an Irishman called Shillibeer started the first bus service in London. His bus was very different from the buses you can see in London today. It was drawn by three horses and looked very much like a large carriage. The first double-decker bus was built in 1851, but the upper deck did not have a roof until about 1930. The passengers were given raincoats to put on if it started to rain. You can see an early petrol-engine bus and one of George Stephenson's later trains in the museum, too.

The world's famous museum of waxworks, Madame Tussaud's is situated in Baker Street. When madam Tussaud was 17 she made a wax portrait of Voltaire and followed this with death mask of Marie Antoinette, Robespierre and other victims of French Revolution. She came to England in 1802 traveling with her exhibition for some thirty years before settling down permanently in Baker Street. Realism of her figures and accuracy of her costumes made the Museum quite famous. You may see here life-size wax portraits of kings, queens, statesmen, well-known writers, singers and even notorious criminals.

Cambridge

Cambridge is one of the old university towns of England. The best time to visit it is in the spring, when all the trees are just bursting into leaf and the meadows along the river Cam, which flows past “The Backs”, that is the backs of some of the oldest colleges, are covered with crocuses, daffodils, narcissi and anemones. They grow in great patches on the grass, the purple, yellow and white crocuses and later the others. It is a wonderful sight and worth going to see.

The university dates back from the beginning of the 13th century and consists of many colleges. Some were built between the 13th and 15th centuries. These colleges are large. They are of gray stone and the students’ rooms are built around courtyards. Many of the rooms are reached by old winding staircases. It is possible to walk through one courtyard after another, from the road to the riverbank.

There are paths along the river and the beautiful old colleges are reflected in the water. Students row on the river or, when they want to relax, they take a punt. Many of the willow trees on the banks trail their branches in the water.

Parts of the town of Cambridge still remain as they were many years ago. The market place has stalls of fruit, flowers and other goods, and in the side streets there are bookshops that have been known to students for many generations. There are always full of people browsing among the bookshelves.

During term time the town is full of bicycles. Students ride along the streets on them, and there are rows and rows parked outside the colleges. In a town of narrow streets, a bicycle is the best means of transport.

Cambridge is perhaps the only town in England, which is really dominated by its colleges and students and it’s a lovely place to visit.

Stratford –on –Avon

The most suitable day to visit Stratford is April 23d. This is the day on which Shakespeare was born and also the day on which he died.

Stratford is a very interesting town. It is situated right in the center of England. There are no mountains there, but there are beautiful woods, green fields and a quiet river – the Avon.

Shakespeare’s birthplace is a small house with small rooms in the center of Stratford. Lots of people who visit the house write their names on the walls. Of course, it is a

wrong thing to do so, still among the names you may find the names of Walter Scott, Dickens, Thackeray and others.

There is a garden behind the house. All the flowers, trees and plants that are mentioned in Shakespeare's plays are growing there.

When Shakespeare became famous, he bought the biggest house in Stratford, called New Place, and there he died in 1616. But nobody can see this house now, because there is nothing left of it but a few stones and the garden. It is hard to believe but it is really so: the man who owned the house was very angry because so many people came to see the house and he pulled it down in 1758.

Shakespeare planted a mulberry tree in the garden but the owner cut that tree down. The people of Stratford took some pieces of the tree and planted one of them in the garden of New Place and the tree is still growing there.

There is a very old hotel in Stratford. It was probably there in Shakespeare's time. The rooms have no numbers on the doors as most hotels have. Instead, every room has the name of a Shakespeare's play on it – the "Hamlet" room, the "Romeo and Juliet" room and so on.

About a mile out of Stratford there is a cottage called Ann Hathaway's Cottage. Ann Hathaway was the woman that Shakespeare married and the cottage is still just it was in Shakespeare's time.

You may meet lots of visitors at the Shakespeare Memorial Theater. The Theater has the best stage in England. Many Shakespeare's plays are staged there.

Read the texts, study the vocabulary, be ready to speak on the topic "Tourism and its components".

The Tourist Industry

The tourist industry has become one of the most important economic influences of modern times. Expenditures for **international tourism** – the travel of tourists from one country to another – should exceed 20 billion dollars a year. The total expenditures for **internal or domestic tourism** – travel within only one country – may total more than 100 billion dollars.

Tourism has been one of the fastest growing industries in recent years. Indeed, the growth rate of tourism has generally exceeded the growth rate for the worldwide

economy. Sometimes it seems as though a new **resort** area springs up every day wherever there are sun and sea. The shores of the Mediterranean and Caribbean Seas and the Pacific coastlines of Mexico, Florida, and Hawaii are only a few of the areas that have been intensively developed in the past few years.

In spite of the rapid growth, it is not easy to define tourism, and accurate statistics are not easy to obtain. Tourism necessarily involves travel; a tourist is usually defined as a person who is visiting some place other than his usual residence for more than 24 hours. A tourist is distinguished by the length of his trip from an excursionist, who is away from his usual residence for less than 24 hours, or at most a weekend.

The question of purpose, however, also must enter into the definition of tourism. Many people travel entirely for the purpose of recreation or pleasure; they are people on holiday. Other people travel for reasons of health. Originally, both Riviera and Switzerland were **tourist destinations** as health resorts. Other people travel to visit friends or relatives, a reason that has become more important because of increased mobility throughout the world. Still others travel in order to educate themselves in accord with the old precept that travel is broadening the mind.

All of these people are generally considered tourists since the primary reason for their trips is recreation. Most tourist statistics also include people who are traveling on business. Among them are businessmen or government officials on specific missions, as well as people attending meetings or conventions. Another kind of business travel is the **incentive trip**. A bonus or reward is given, for example, to a salesman who has exceeded his quota. Many people among those traveling on business often combine pleasure with their work. They also use the same transportation, **accommodations**, and **catering** facilities as the holiday tourists. Accommodation refers to hotels or other places where a traveler can find food and drink.

Not included in the area of tourism are people who travel someplace in order to take up a job there. This excludes from tourism migrants. Students who travel to another region or country where they are enrolled in a regular school are also not included in tourist statistics.

The marketing approaches for the two major divisions among tourists – recreational and business travelers – is somewhat different. The recreational travelers respond to a greater degree to lower fares and other inducements in pricing and selecting the

destination for their trips. In a technical phrase, they make up a **price elastic market**. The business groups, on the other hand, make up a **price inelastic market**. Their trips are not scheduled according to lower fares, the destination is determined in advance, and the expense is usually paid for by their employers. Business travelers also make more trips to large cities or industrial centers than to resort areas, although many conventions are now held at resort hotels. It should be noted, however, that some large cities, such as London, Paris, New York, Rome, and Tokyo, are themselves the most important tourist destination in the world. Because of this, it is difficult to separate pure recreation travel from business travel.

Tourism is a relatively new phenomenon in the world. Since being away from home is a necessary component of tourism, its development as a mass industry depended on modern means of rapid and inexpensive transportation. Tourism, as we know it today, began with the building of railroads in the 19th century. In fact, the words tourism and tourist themselves were not used for the first time until about 1800. The first tour in the modern sense was put together by Thomas Cook in England in 1841, and the firm of Thomas Cook and Sons has remained one of the prominent names in the tourist industry. Steamboats also increased tourism, especially across the North Atlantic, the major route of modern tourism. The automobile and the airplane in still more recent times have also become major modes of transportation for recreational purposes. The greatest growth in international tourism has taken place only since the end of World War II in 1945, and it has paralleled the growth of air transportation.

Industrialization has produced the other conditions that are necessary for tourism. Among them is the creation of a large number of people with an amount of **disposable income** – income above and beyond what is needed for basic expenses such as food, shelter, clothing, and taxes. Another important condition is urbanization, the growth of large cities. Residents of the big population centers take more holiday trips than residents of rural areas. Anyone who has been to Paris in August, for example, cannot help but observe that a great many of the inhabitants – with the exception of those who serve foreign tourists – are away on vacation.

Before industrialization, there was a sharp distinction between the leisure class and the working class. This may be the most important factor in modern tourism. Millions of factory workers in northern European countries take their paid vacations in sunny

southern European countries. In many cases the cost of the holiday is subsidized partly or wholly by government, unions, or employers. This subsidized recreational travel is called **social tourism**. In western countries, an example is the incentive trip that was mentioned previously. For residents of Russia and the other Communist countries, social tourism was practically the only kind of recreational travel that existed.

The importance of industrialization can be seen from the fact that approximately 80 per cent of international tourists come from the industrialized countries – Canada and the United States, the nations of western Europe, and Japan. Two of these countries, the United States and Germany, account for about half of this tourist traffic. In addition, all of these countries generate a large amount of internal tourism. As we have already noted, the major cities in these countries are also major tourist attractions in themselves. They offer a great variety of cultural, educational and historical attractions.

Sun-and-sea areas that are near the major markets for tourists derive a large part of their income from tourism. On the Mediterranean, Spain, Portugal, Greece, Morocco and Tunisia all have highly developed travel industries. Off the coast of the United States, the Bahamas and Bermuda among others attract large numbers of tourists. It has been estimated that in the Bahamas an income of more than \$1,500 a year per person can be attributed to tourism.

It should be noted that tourism benefits not only airlines, hotels, restaurants, and taxi drivers, but also many commercial establishments and even manufacturers of such varied items as sunglasses, cameras, film, and sports clothing.

One of the principal reasons for encouraging a tourist industry in many developing countries is the so-called **multiplier effect** of the tourist dollar. Money paid for wages or in other ways is spent not once but sometimes several times for other items in the economy – the food that hotel employees eat at home, for example, or the houses in which they live, or the durable goods that they buy. In some countries the multiplier can be a factor as high as 3, but it is often a lower number because of **leakage**. Leakage comes from the money that goes out of the economy either in the form of imports that are necessary to sustain the tourist industry or in profits that are drained off by investors. In some tourist areas, it has been necessary to import

workers. The U.S. Virgin Islands is one example. However, many of these workers cause leakage in the form of remittances to their home countries.

Another attraction of the tourist industry for the developing countries is that it is **labor-intensive**; that is, it requires a large number of workers in proportion to the people who are served. This is a common feature of service industries, which deal with intangible products – like a holiday – rather than tangible products – like an electric toaster.

The tourist industry is not a single entity. It consists of many different kinds of enterprises that offer different services to the traveler. Transportation, accommodation and catering also play a significant part in tourism. The tourist industry cannot do without tour operators, travel agents and even governments.

Accommodations and Catering

Before the age of railroads, travelers stayed at **inns** in the country or in small hotels – most of them family-owned – in the towns and cities. The first big hotels with hundreds of rooms were built in the vicinity of railroad terminal to serve the flood of new passengers. These new hotels were more impersonal than the old-fashioned family-style inn or hotel. Indeed, they were usually organized as corporations in what we would now consider a more businesslike manner. The cluster of hotels around Grand Central Station in New York is a good surviving example of the impact of railroads on the hotel business.

A wide variety of accommodations is available to the modern tourist. They vary from the **guest house** or **tourist home** with one or two rooms to grand luxury hotels with hundreds of rooms. Many of these hotels, like the famous Raffles in Singapore, are survivors of a more leisurely and splendid age that served the wealthy. A feature of Europe is the **pension**, a small establishment with perhaps ten to twenty guest rooms. Originally, pensions offered not only lodging but also full board, all of the day's meals for the guest. Nowadays, however, most of them offer only a bed, usually at an inexpensive rate, and a “continental breakfast” of coffee and rolls.

Many people travel to Europe because of its rich historical heritage. As a result, many old homes and castles have been converted into small hotels. American travel magazines often carry advertisements for holiday in “genuine European castles.” Many old inns have also been restored to serve people with similar romantic tastes.

The major trend in the hotel industry today, however, is toward the large corporate-operated hotel. Many of these hotels might well be described as “packaged”. A number of large companies have assumed a dominant place in the hotel industry. The biggest is Holiday Inns, which in the 1980s had over 300 thousand rooms. Others that operate on a worldwide basis are Sheraton, Inter-Continental, Trust Houses Forte, Hilton International, and Ramada Inns.

Ownership of these hotel companies is an indication of their importance to the travel industry as a whole. Hilton International is owned by Trans World Airlines, and Inter-Continental by Pan American Airways; Sheraton is a subsidiary of the huge multinational corporation, ITT. Many other airlines and travel companies have also entered the hotel business, and some of the tour operators, especially in Europe, own to operate hotels.

Some of the hotel corporations operate on a **franchise** basis; that is, the hotel and its operations are designed by corporations, but the right to run it is sold or leased. The operator then pays a percentage to the parent corporation. His franchise can be withdrawn, however, if he does not maintain the standards that have been established. Other hotel companies serve primarily as managers. The Caribe Hilton, the first and most successful of the big resort hotels in Puerto Rico, was built by the government of the island, which then gave the Hilton company a management contract.

Large modern hotels contain not only guest rooms, but many other facilities as well. They usually contain restaurants and cocktail lounges, shops, and recreational facilities such as swimming pools or health clubs. Many hotels also have facilities for social functions, conventions, and conferences – ballrooms, auditoriums, meeting rooms of different sizes, exhibit areas, and so forth. Not so long ago, convention facilities were ordinarily found only in large cities or intensively developed resort areas like Miami Beach. Nowadays, they are more often included in resort hotels so that the people who attend conventions there can combine business with pleasure.

Another modern development in the hotel business is the **motel**, a word made up from motor and hotel. The motel might best be described as a place that has accommodations both for automobiles and human beings. The typical motel is a low structure around which is built a parking lot to enable the guests to park their cars as

close as possible to their rooms. In urban areas, a large garage takes the place of the parking lot.

Another trend in the hotel industry is the construction of the self-contained resort complex. This consists of a hotel and recreational facilities, all of which in effect are isolated from the nearby community. Examples include the holiday “villages” that have been built by Club Mediterranee for its members. Another example is the Dorado Beach Hotel in Puerto Rico, built by the Rockefeller-owned Rockresorts. Among other recreational features, Dorado Beach Hotel has two eighteen-hole championship golf courses on its grounds. It is located far enough from the hotel in San Juan to make a trip into the city rather difficult.

Casinos, wherever they are legal, are another feature of some hotels. In Las Vegas, Nevada, the hotels are really secondary to gambling. They feed, house, and entertain the guests, but the real profits come from the casinos. In Puerto Rico and other places, gambling usually acts as an additional, rather than principal, attraction for the hotels.

Still another trend in resort accommodations is **condominium** construction. The condominium is a building or group of buildings in which individuals purchase separate units. At the same time they become joint owners of the public facilities of the structure and its grounds and recreational areas. The condominium has become popular because of the desire of many people to own a second home for vacations. Indeed, many of the owners maintain their condominiums just for this purpose. Others, however, make arrangements whereby they can rent their space when they are not occupying it. It is an obvious attraction for someone who has only a month’s vacation a year to be able to make an income from his property for the remaining eleven months. Many owners make enough money in rentals to pay for the purchase price and the maintenance costs of the condominium.

Caravaning and **camping** reflect another trend in modern tourism, thanks in large part to the automobile. Cars variously called caravans, vans, recreational vehicles (RVs) or campers come equipped with sleeping quarters and even stoves and refrigerators. They are in effect small mobile homes, or at least hotel rooms. Many people also carry tents and other equipment with which they can set up a temporary

home. Facilities are now offered in many resort areas for camping. The operator may rent only space, but he may also provide electricity and telephone service.

A similar kind of arrangements exists for boat owners who wish to use their boats for accommodations while they are traveling in them. This involves the **marina**, a common feature of resort areas on waterways. The coast of Florida, for example, is dotted with marinas.

A few resorts that contain a mixture of several kinds of accommodations have been built in recent years. Probably the most spectacular example is the Costa Smeralda development, constructed on the Italian island of Sardinia by a syndicate headed by Aga Khan. It contains hotels of varying price ranges, residential areas, marinas, elaborate recreational facilities, and even some light industry. The syndicate's own airline flies passengers to the island from such points as Nice and Rome. The Costa Smeralda is the largest and most expensive example in the world of developing not just a resort, but an entire resort area. Careful planning included not only the mixture of facilities, but also the architecture and preservation of the natural landscape.

Some resort areas do not reflect this careful planning. Miami Beach, for example, is a monument to tourism and the accommodations industry that serves it, but the beach now is hardly visible because of the hotels that form a wall along the oceanfront. The Condado Beach section of San Juan in Puerto Rico is very similar. There are also intensive hotel and apartment developments on the Mediterranean, at Torremolinos on the Costa del Sol in Spain, for example, and along much of the coastline of the French Riviera.

In spite of the growth of these and other examples of resort areas blessed with sun and sea, cities like New York, London, and Paris still contain the greatest concentrations of hotels. By 1980, New York has had approximately 100 thousand guest rooms to 40 thousand in Miami Beach. This one again reinforces the fact that the large established cities are still the most important destinations. They can absorb tourism more easily and less conspicuously than areas in which tourism is the principal business.

The hotel business has its own load factor in the form of the **occupancy rate**. This is the percentage of rooms or beds that are occupied at a certain point in time or over a period of time. One of the hazards of the hotel business is a high occupancy rate

during one season and a very low one during another. For instance, Miami Beach is essentially a winter resort. Hotels there try to increase occupancy in the summer by offering very low rates. On the other hand, many summer resorts – like those in New England – have built winter sports facilities to attract people during their **off-season**. Catering, providing food and drink for transients, has always gone together with accommodations. Food services are a feature of hotels. The typical modern “packaged hotel” includes a restaurant, a coffee shop for quicker and less expensive meals, and a bar or cocktail lounge. Many larger hotels have several restaurants, often featuring different kinds of foods, as well as different prices. Hotels also normally provide **room service** – food and drink that are brought to the guest’s room. In addition, catering service is usually provided in the hotel’s recreational areas. The poolside bar and snack bar, for quick food, are normal parts of the service at a resort hotel.

Restaurants, bars, and nightclubs outside the hotels are a standard feature of the resort scene. Indeed, many resorts could not really operate without them. They provide not only catering, but also some kind of entertainment for the tourist who is bored with the limits of hotel life. In some areas, like Miami Beach, they have sprung up without any apparent design, but in others, like the Costa Smeralda, they are carefully coordinated features of the total plan. In the cities like New York, London, or Paris, restaurants and other catering establishments that serve the resident population obtain additional business from the tourists who flock to those cities.

Food, in fact, may be one of the reasons why people travel. Many people go out of their way to visit France, for example, because of the gourmet meals that are served there. Similarly, the excellent restaurants of Hong Kong constitute one of its principal tourist attractions.

It should also be pointed out that many grocery stores, delicatessens, and liquor stores make money from tourism. This is true in large tourist cities like New York and in resort areas like Miami Beach. There is usually a food store at or near most marinas and camping areas.

The accommodations and catering service industries employ large numbers of people. According to the United States census of 1970, more than 733 thousand people were working in hotels, and more than 3.3 million in restaurants. Today the figures are of

course much more impressive, taking especially the fast growing Chinese tourist industry into account. All this indicates the amount of labor involved in these businesses. At a luxury hotel, there may be as many as two or three employees for every guest room. At a large commercial hotel, there are usually about eight employees for every ten guest rooms.

This intensive use of labor is one of the reasons why tourism is so attractive to developing countries. Furthermore, many of the hotel and restaurant jobs are semiskilled work, so only a small amount of training is necessary to fill them.

Read the text, study the vocabulary, and write an essay “Advantages and disadvantages of being a tour operator/travel agent /tour guide/social director”

Careers in Tourism

Like most service industries, tourism is labor-intensive; that is, it employs a high proportion of people in comparison to the number that it serves. The range of jobs is also very wide, from unskilled, like a dishwasher in a restaurant, to semi-skilled, like a waiter or a chambermaid, to skilled, like a travel agent or a statistician. In addition, tourism generates many jobs that are not usually considered to be within the industry itself—jobs in construction, manufacturing, and merchandising.

Tourism is not a single industry, but rather a group of related enterprises that are joined together in the common purpose of providing services for the traveling public. Among them are the transportation companies—air, rail, ship, and bus; the accommodations companies—hotels, motels, camping grounds, and marinas; catering services—restaurants, bars, night clubs, and food stores; and the wide variety of stores and entertainment that contributes to the amusement of the tourist. In other books in this series, there are detailed discussions of careers in the airlines, in the merchant marine, in hotels, and in restaurants. Here, we will discuss the positions that pull the entire field of tourism together into a single entity—travel agents, tour operators, guides, and so on.

A majority of the jobs in tourism, regardless of which part of the industry they concern, have one common denominator: contact with the public, including both the positive and negative aspects of dealing with ordinary human beings. We have pointed out that openly expressed resentment of tourists has caused a decline in

business in some resort areas. Anyone who has chosen a career in tourism should enjoy working with people and be tolerant of their failings, especially since the irritations of travel can bring out the worst qualities in some people.

In many of the jobs in which it is necessary to deal with the public, language skill is necessary or desirable. People who hold jobs of this kind include travel agency employees, ticket and reservations agents, airline flight personnel, front-desk employees in hotels, tour conductors or guides, waiters, barmen, and so forth. The degree of language skill may vary, from using special terms in catering service jobs to speaking fluently among travel agents and tour guides. The degree of language skill may also vary according to the location of the job. Greater skill is required in tourist destination areas than in market areas. In the latter, travel personnel usually work with their own nationals. However, there is not always a clear distinction between a destination and a market area. Paris is an excellent case in point, since it both receives and generates large numbers of tourists.

The tourist industry differs from many others in that it employs more women than many other kinds of business. Indeed, women are found at all levels—from the semi-skilled to management positions—in the transportation companies. Many successful travel agents are women who have established independent enterprises after gaining experience elsewhere in the industry.

Tour operators can be considered the wholesalers of the tourist industry. Their product, which of course is a service rather than tangible merchandise, is the **packaged tour**. Among the major tour operators or packagers are not only people, but usually large travel, airline and shipping companies. This puts them in an advantageous position, since they can set aside blocks both of airplane or boat seats and hotel rooms for their own tours.

Tour operators sell tours to the general public through retail **travel agents**. Even where the airlines do have ticket offices, many travelers still prefer to use the services of a travel agent. The traveler can make all the arrangements for his trip without having to go to separate places for the airplane seat, the hotel reservation, or whatever else he may want for his trip. In a word, it is a travel agent who makes a journey convenient and comfortable.

Experience is necessary for the successful operation of a travel agency. It has been estimated that a minimum of ten years' work in the industry is a prerequisite for setting up an agency with the expectation of making it a success. There are many different ways to acquire the necessary experience. Some agents begin as clerical workers or secretaries in travel agencies or in the transportation companies. Particular jobs that provide useful knowledge include those of **ticket agent** and **reservations agent** for the airlines.

In addition to dealing with the public, the travel agent must deal with people who work for the other components in the industry. One of the most important aspects of the job is keeping informed of the highly complex pricing policies of both scheduled and nonscheduled airlines, and the resort hotels as well. Even when help is available, as it usually is from the airlines, the agent who can compute fares accurately has an advantage over one who cannot. The agent must also keep up with other developments in the industry—new resorts, changing travel regulations, new services, and so on.

We have already touched on some of the advantages the travel agent has. One of the most important is the economic independence that comes from owning and operating a small business. There is of course an element of risk. A change in the business cycle as a whole may cause a sharp decline in tourism, which is after all a luxury for most people. Another advantage that we have mentioned is the opportunity to travel. The treatment that is given to travel agents on familiarization tours is often lavish so as to impress them favorably with the services that are being offered.

The people who write about travel also receive lavish treatment from the tourist industry. There are relatively few travel writers, but they fill an important place in publicizing the industry. Some of them work full-time for magazines or newspapers. Others are **free-lancers**; that is, they work for themselves and sell their articles to any publication that is interested in them. There is also a small industry involved in writing and publishing travel guidebooks. Some of these, like the Baedeker guides that were very popular in the 19th Century and the Michelin guides that have wide circulation today, are sold all over the world. The Michelin series, incidentally, is essentially a public relations effort on the part of the French automobile tire

manufacturer. Travel writing appeals to people who have a talent with words and who like both travel and independence.

The tour operators work much more within the framework of ordinary corporate practice than the small retail agencies do. That is, they have the usual hierarchy of clerical workers and management personnel. Companies like Cook and American Express employ people in nearly all phases of tourism, ranging from the jobs that would be found in a retail travel agency to those that deal with packaging tours or establishing overall policy for the companies. They also employ a large staff to work on advertising and publicity. The large companies are an excellent place to gain experience. People often start with clerical work and later move on to more travel-oriented jobs.

Official and semi-official tourist bureaus also employ many people who perform different kinds of work. Some of the jobs—including both advertising and publicity—are related to promotion, which is extremely important to the whole industry. Others are involved with research, such as gathering travel statistics and trying to work out systems that increase their accuracy. Still others are concerned with planning and development of new tourist facilities, or with the maintenance and improvement of existing facilities. The heads of the government bureaus may control official policy concerning tourism within an entire country or region. This may be important enough to the government so that the top official holds the rank of cabinet minister. A great deal of the work in government tourist bureaus involves contact primarily with people in other aspects of the industry, but some may have direct contact with the public in giving information or in solving complaints or problems for tourists.

Consulting firms also play a part in the tourist industry. A **consultant** offers the expertise he has acquired through study and experience to individual clients on a fee basis. In tourism, consultants are called in to give advice to government tourist bureaus or private developers. Some of them may perform market research; some may analyze statistics that have been collected; and some may help in the planning of new resorts.

Perhaps the most distinctive and difficult job in the entire industry belongs to the tour guide or conductor. There are in fact two types of tour guides, one in charge

of local sightseeing, and the other accompanying a group throughout its travels and making all the arrangements for the group. The term **guide** is often used for the first of these jobs and **conductor** for the second. The sightseeing guide must of course be familiar with the points of interest that he is showing to the visitors. He usually gives a prepared talk that describes the points of interest, but he must also be prepared to answer a lot of questions. And of course he has to deal with any problems that occur during the tour or excursion. These may include bad weather, sudden illness, an accident-it would be impossible to name everything that might happen. A sightseeing guide needs two qualities above all-an outgoing personality and language skill.

The guide or conductor who stays with a group throughout its trip needs these same two qualities. He also needs to have a thorough knowledge of the workings of all kinds of transportation systems and of the regulations and red tape that the tourists will meet when going from one country to another. One of his jobs involves handling the baggage for his group; another concerns easing them through government formalities; and yet another involves making sure they get the kind of accommodations, food, and entertainment they have paid for. These are the aspects of travel that are likely to cause the most problems and create the most irritation when they go wrong. The guide often has to display the qualities of a diplomat, not only in dealing with the tourists themselves, but also with all the officials, baggage handlers, hotel clerks, and the many other, people who are constant figures on the travel scene.

Another distinctive job in tourism is that of **social director**. Many resort hotels and nearly all cruise ships employ a person who is in charge of the activities that are supposed to entertain and amuse the customers. The social director not only has to organize these activities, he must also involve the willing and the reluctant guests in the fun and games. An extroverted person is essential to a job of this kind; a good social director should really enjoy the games and parties that are planned for the guests. In addition to social directors, resorts employ people to supervise activities in which the resorts specialize - golf and tennis pros, or swimming, skiing, and scuba diving instructors. These people, like entertainers, have talents acquired outside the field of tourism, yet their employment in resorts indicates the wide range of occupations that draw on tourism for economic support.

We have frequently mentioned experience in this discussion of careers in the tourist industry. In addition, there are many facilities for formal training for several types of jobs in the industry. The airlines, for example, have training programs for ticket and reservations agents and flight attendants. Many hotel companies also give training courses to people who will fill both skilled and semi-skilled positions. In some cases, governments have stepped in to operate schools to turn out people who can fill jobs in the hotel and catering industries. This is often an important part of planning the development of new tourist industries. The willingness of governments to open such schools often acts as an incentive for private investors to settle on a particular area. Commercial schools also provide training for prospective airline personnel or for people who wish to go into the hotel or restaurant businesses. In these schools, the individuals who are interested in the work pay for the training themselves.

A few universities, especially in the United States and the United Kingdom, have also begun to offer courses in tourism as a whole. People who get a university degree after completing such a curriculum can be considered professionals in the field. They are particularly well-qualified to fill positions with government tourist bureaus or with consulting firms. Their education is designed to give an overview of all aspects of the industry. It is particularly useful in research, planning, and development.

Tourism is an industry that is still growing rapidly. It continues to provide people with the choice of a variety of occupations that require many different kinds of skills. No matter what aspect of the industry one may work in, the final result of the effort should be a satisfied customer who remembers his trip or his vacation with pleasure.

Read the text, study the vocabulary.

Safe Tourism

Most resource-poor island states trying to manage to survive in the global economy cannot afford to neglect the economic opportunities tourism offers. As they suffer from the continuing slide of international **commodity prices**, many have no alternative but to offer their natural beauty – and cheap **labour costs** - to attract the

tourist industry. Following the rules for sustainable tourism – while tough – could reduce the risks to the environment.

So, what rules keep you **profitably safe** and **sustainably beautiful**? The first rule is: keep tourists all in one place for as long as you can during their visit to your island. Leaving aside the thorny issues of foreign ownership and oversaturation, Hawaii can teach us a few things about safe tourism. The world's most recognized tourist destination is Waikiki. Now Waikiki was not always a beach - it was a swamp before developers trucked in white sand to create the fabled strand. The hotels on Waikiki all rose out of the same swamp and reclaimed lands. Which neatly encapsulates your second rule of safe tourism: do not displace any existing destinations.

Waikiki itself with some 30,000 hotel rooms, covers little more than seventeen city blocks. Despite its small area, the great majority of the five million tourists who visit Hawaii every year do not venture beyond this luxurious ghetto, much to the delight of the **indigenous communities**. Have you ever tried to get an hotel room outside of Waikiki on the island of Oahu? It is tough to find an hotel. And there are no plans to approve any more, say aides to Governor John Waihe'e, Hawaii's first Polynesian governor. Governor Waihe'e seems proud of the fact that he has not approved a major tourist development since he took office.

Another rule: Take fewer tourists who will stay longer and spend more. A report commissioned by the (former) Hawaii governor's office found that the four million people who visited the islands in 1984 spent an average of ten days and unloaded \$1,000 per head. Not a good sign, because infrastructural construction and **maintenance costs**, already hovering around one billion dollars a year, rise to keep up with such huge numbers of visitors to an island state with a total population of about a million. And do not forget that close to 60 per cent of the **tourist receipts** are immediately repatriated off island.

With the concentration on volume, massive hotels had to be built to cope with the millions of bodies that the airlines were dumping on the island – with competitive fares designed to put bottoms on the much larger numbers of seats in the huge 747s.

In many cases the bigger hotels were relying on package tours for half their **occupancy rates**.

And what is wrong with big hotels? You can imagine the amount of water, energy, personnel, roads and the like which have to be diverted to such large constructions – paid for by local tax-payers. Building huge hotels requires enormous amounts of money which are available only in the metropolitan countries, which in turn means handing ownership over to off-island corporations. Owners from distant places have a history of tying their continued presence abroad to the amount of incentives offered by the authorities, which are already saddled with the infrastructural costs, while the vast majority of **revenues** from tourism are repatriated off-island.

Hawaii has redirected its efforts to attract fewer visitors of a higher caliber. By so doing, the resorts are smaller, less costly, and much more pleasant places to visit. It was ironic that the most successful, and expensive, resorts in Hawaii were the smaller ones like Hana Maui Ranch, which had neither television nor air-conditioning. Hana Maui Ranch did have a cultural show, but it did not feature professional entertainers – those dancing for the guests were the maids, gardeners, accountants and managers of the hotel, all of whom were local Polynesians. Yet it continues to enjoy some of the highest **return rates** anywhere.

That leads me to another rule: involve the local community. Ensure your success is shared by them. Offer local farmers and business folk the first opportunity to provide your resort with food. A letter from your resort to a grower guaranteeing to buy all they can grow of certain vegetables can be used by the farmer to get a favourable loan from the local bank. Instead of importing, for example, an artist-in-residence, which is fashionable in the top resorts, appoint local artists, and import a coastal-botanist-in-the-residence, and give the findings to the local authorities, thereby increasing the knowledge the community has of its own natural resources. Also consider marine biologists, musicologists, agronomists, and for the really confident and savvy, mythologists. In other words try to improve the lot of the locals. If you do not, then you are sentencing yourself to eventual failure which will manifest itself in surly workers and insults hurled at your hotel guests. When you first notice these signs - find a buyer, quick.



Listen to the recording, highlight the useful vocabulary, prepare your own excursion.

Excursion

Good morning ladies and gentlemen. My name is < Jenny > and I welcome you on this tour of <historic Charleston>. Our tour today will take about <three hours>. We'll be stopping to visit a few places and to take photographs. Let's begin.< As we leave the hotel > we're driving <down Meeting Street> towards <the river Front.> On your left is <the Old Market and just coming up> on your right is <the Gibson Museum of Art which contains one of the finest collections of American paintings, prints, drawings ...> Now we are passing <this fine church - St Michael's, the oldest church in the city, built in 1761.> We are now <in the center of the Historic District.> As you can see,<virtually every house here> is a fine example of <southern architecture>.(Historical information) OK, ladies and gentlemen. <The river is >now in front of us. On the left you can see <the Calhoun Mansion>. (Historical information). I'll tell you a little more about it in a moment, as we'll be stopping there soon.(Further information). OK, we'll get off now. Please, stay with me. If we do get separated for any reason, we'll be meeting at the (coach, bus, fountain, etc.) again in one hour's time (in half an hour, in 20 minutes) at < 4 o'clock>.

Welcome back. I hope, you enjoyed the <Mansion>. We are now going to drive a little way of <the historic town> and visit <the Charles Towns Landing>, which will be our final stopping point for today...

We are now passing (crossing, driving past) <the Ashley River Memorial Bridge, and the Charles Towns Landing > is just over there on your right (left). Let me tell you a little about it. (Historical information).

We are now back at the hotel. Thank you for your attention. I hope you enjoyed the trip.

LISTENING AND SPEAKING

Making acquaintance

Question	Reply
What is your name?	My name is ...
Who are you?	I am Rebecca Grevsky /I am a woman/ I am a Canadian/ I am Bob Swenson's sister.
Who is that boy?	He is Mike Bradley/ He is my son/ He is a Japanese.
What/Who are you by nationality?	I'm Russian.
What are you (by profession)?	I am a student/ an economist.
What is your occupation/job/profession?	I'm a teacher.
What do you do?	I'm a journalist /I work as a journalist.
Are you an actor?	Yes, I am/No, I am not.
Are you a poet or a novelist?	I'm a novelist.
You are a student, aren't you?	Yes, I am.
Where do you work?	I work in a Travel Agency.
Where are you from?	I'm from France.
Is he from Spain or Italy?	He's from Italy.
Where do you live?	I live in Madrid.
What is your native language?	My native language is Spanish.
What language do you speak?	I speak Portuguese.
Do you speak Chinese?	Yes, I do/No, I don't.

Useful phrases:

Excuse me!

I'm sorry. I didn't catch. Can you say it again?

Whereabouts from Japan are you?

Glad /Pleased to meet you! – So am I/Me too.

Name	Country/City	Nationality	Language	Occupation
Victor/Olga Koval	Russia/ Vladivostok	Ukrainian	Russian	lawyer
Konstantin/ Marina Teokopulos	Greece/Volos	Greek	Greek	dentist
Pierre/Marie Loran	France/ Marseille	French	French	painter
Patricia/ Fernando Lopez	Brazil/Rio	Brazilian	Portuguese	programmer
Helga/Jan Henderssen	Holland/ Eindhoven	Dutch	Dutch	physician
Van Li	China/Shanghai	Chinese	Chinese	dancer

Meeting and welcoming people

Hello, are you Mr./Ms. ...? I'm I've been looking forward to meeting you, too. Welcome to ...	Yes.(That/s right.) Pleased to met you, Mr./Ms. ... Thanks.
How was your journey/flight? (Did you have a nice journey/flight?)	Not too bad/pretty tiring.(Yes, thank you)
I think, we'll go to your hotel/our office first. Can I take one of your bags/suitcases? (Can I help you with your luggage?)	OK/I don't mind. No, thanks. I can manage. (Oh, yes, thank you.)
Is there anything you'd like to do before we set off? The public phone booths/the rest rooms are over there./The snack bar is over there.	I'd just like to make a quick phone call/to have a cup of coffee/a sandwich/something to eat/to drink/to find a rest room.
The car is waiting outside.	OK



Getting around /Asking the way/Giving directions

<p>Can you tell me how to get to the Museum?</p>	<p>Go to the right as you leave that building. Walk down /up /along that street, then turn left when you get to the Theater. Keep straight on. Cross the bridge. You'll see a railway station on your right. Continue along that road for three blocks till you come to a church. Opposite the church there is a big square. The Museum is on the other side of the square.</p>
<p>Can I go there by bus?</p>	<p>You can take/get on bus 23. At the fifth stop you should get off, cross the road and walk on for about 100 meters. The Museum is on your left, you can't miss it.</p>
<p>How long will it take me on foot/by bus?</p>	<p>It'll take about 20 minutes on foot/by bus.</p>



Eating out

<p>Waiter, can you give me the menu, please.</p>	<p>Here you are.</p>
<p>I'd like to have ... for a starter/for the main course/for a dessert.</p>	<p>What would you like to order?</p>
<p>Can you tell me what ...is?</p>	<p>That's something rather special/It's a specialty of the region. It's a kind of ...</p>



Booking accommodations

	<p>Hotel Concord. Can I help you?</p>
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<p>I'd like to reserve a room for Wednesday, the 23d of April (April 23d).</p> <p>A single room with bath /TV set/ air conditioning/ a balcony/ with a view of the sea/mountain/park/city center (overlooking the sea).</p> <p>What would the charge be /How much are double rooms?</p> <p>Yes, that would be fine.</p> <p>Simons, Mrs. Mary Simons.</p> <p>Two nights, from the 23d to the 24th of April.</p> <p>That's right.</p> <p>Thank you. Good-bye.</p>	<p>What kind of room would you like?</p> <p>Unfortunately, single rooms are not available on April 23d. I can offer you a double room with bath.</p> <p>Our room rates are \$85 per night for a single room and \$100 for a double room including breakfast. All double rooms in our hotel overlook the sea. Would that be suitable?</p> <p>And the name, please?</p> <p>How many nights are you planning to stay, Mrs. Simons?</p> <p>A double room from April 23d to 24th for Mary Simons.</p> <p>We'll be looking forward to seeing you, Mrs. Simons. Good-bye.</p>
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Checking in

	How can I help you?
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<p>Good afternoon. I'd like to check in.</p> <p>Yes, I do. From today till Thursday.</p> <p>Tony Jackson.</p> <p>That's correct. Excuse me, can you tell me if there is a telephone in the room?</p> <p>OK. And what about Room Service?</p> <p>I know. Shall I pay for the room now?</p> <p>What is my room number?</p> <p>Thank you.</p>	<p>Do you have a reservation with us?</p> <p>Your name, please.</p> <p>Let me check. Yes, Mr. Jackson, a single room from October 2nd to 4th. For three nights.</p> <p>Of course, sir. All rooms in our hotel have telephones, TV-sets, refrigerators, air conditioners.</p> <p>Room Service is available from 6 a.m. to 10 p.m. It isn't included in the room rate.</p> <p>No, you can pay when you check out. It'll run you \$240 for three nights.</p> <p>714. Here's the key. Have a pleasant stay.</p>
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Checking out

<p>I'd like to check out, please.</p>	<p>Is there anything I can do for you?</p> <p>Can you tell me the number of your room?</p>
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<p>It's 745.</p> <p>That's right. How much should I pay?</p> <p>How should I pay by a credit card or in cash?</p> <p>OK. Here you are.</p> <p>Is that right?</p> <p>Good-bye.</p>	<p>A single without bathroom?</p> <p>\$35 per night including breakfast. \$105 for 3 nights. Here's the bill.</p> <p>It doesn't matter whether you pay cash or credit cards.</p> <p>Can I ask you to put your signature here?</p> <p>Correct. Good-bye. Have a pleasant journey.</p>
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ON THE PHONE

1.

	Tourist International. Can I help you?
This is Patricia Brown from the Sun Travel Agency. Can I speak to Mr. Mason?	George Mason speaking. What can I do for you?
I am calling about hotel accommodation for a group of tourists from China.	Right, Ms. Brown, 10 double rooms are already booked in Sheraton Hotel from April 1st to 5th.
Thank you very much, Mr. Mason. Could you confirm this information in writing?	Sure, I'll send you a fax. Could you tell me your fax number?
It's 343536.	343536
Right. Good-bye.	Good-bye.

2.

	Tourist International . Can I help you?
Hello. I'd like to speak to Mr. Mason.	I'm sorry, but Mr. Mason is not available /not in/ out/

	away/ not in his office/ at lunch/ at a meeting/on vacation
Can I leave a message for him?	Yes, certainly.
Could you ask him to call me back?	Will you tell me your name and your phone number?
This is Patricia Brown on 565639.	565639. O.K., Ms. Brown, I'll give your message to Mr. Mason.
Thanks. Good-bye.	Good-bye.

DEALING WITH COMPLAINTS

G. Are you the Manager?

D.M. I'm the Duty Manager. Can I help you?

G. Yes. My suitcases have been stolen and I want them back!

D.M. Let's go into my office and you can tell me exactly what's happened.

G. Two suitcases. They've been stolen from outside my room...

D.M. Yes.

G. I put them out for the porter to collect. He was supposed to take them down to the bus. But I've just been down to the bus, and there's a pile of suitcases there, but mine aren't among them. They must have been stolen.

D.M. I see. What time did you put them out?

G. In the morning. About seven –thirty (7.30)

D.M. Can you tell me what they looked like?

G. They are large, grey leather suitcases with Seaways stickers on them. Look!. I want some action on this!

D.M. Yes, of course, Mr. errrr?

G. Cane. Larry Cane.

D.M. I'm very sorry, Mr. Cane. Just let me get clear what happened. You left two suitcases outside your door at half-past seven for the Porter to take them down to the tour bus. You've been to the bus, but there's no sign of your suitcases.

G. Right.

D.M. Well, then, Mr. Cane. Your suitcases might have been put down in the wrong place. So, the first thing I'm going to do is contact the Porter, the Head Porter and the Tour Courier. Together we'll check the hotel and the bus thoroughly. If we don't find your suitcases, I'll contact the Hotel Security Officer, and we'll see then, whether it's necessary to make it a police matter.



Listen to a few more complaints, say what they are about, what explanation is given, what measures are promised to be taken.

WRITING

A Letter of Complaint

Dear Madam,

I am writing to complain about the service in your hotel during my recent stay there.

To begin with, I was waiting for about half an hour at the Reception Desk before the clerk paid attention to me, though guests are supposed to be checked-in promptly enough as a rule.

Furthermore, the room I booked beforehand was given to another guest simply because my flight was three hours delayed and I was unable to warn the reservation clerk about that.

Finally, the room I was provided with was not properly cleaned either before or during my stay. It seems inappropriate in a hotel like yours.

I have stayed in your hotel several times in the past, however, I am unwilling to come again unless there is some guarantee of improvement.

I look forward to your reply.

Yours faithfully,

John Brown

John Brown.

A Reply to the Letter of Complaint

Dear Mr. Brown,

I have received your letter in which you complain about the unsatisfactory service in our hotel.

First of all, I am extremely sorry for the inconvenience caused.

Unfortunately, we had to take on temporary personnel during the period of your stay owing to the illness of some long-serving staff. Undoubtedly, it can make no excuses to such inappropriate servicing you have received.

I am pleased to ensure you that the situation is now back to normal, since we looked into the problem and took several steps that would help us to avoid unforeseen circumstances in the future. I am confident that we are able to provide our usual standards of service.

I do apologize once again and hope that you will return for a further stay.

I am looking forward to seeing you any time.

Yours sincerely,

Amanda Dale

Amanda Dale

Manager

For and Against

Advantages and disadvantages to being a hotel manager.

I'd like to make a career in the Tourist Industry. Among the variety of jobs concerning Tourism I've chosen the job of a hotel manager. He is usually a person who runs the hotel. A hotel manager oversees all the activities of the hotel. There are many advantages and disadvantages to being a hotel manager.

To begin with, the major advantage to working as a hotel manager **is** that you meet a lot of new and interesting people every day, **because** a lot of guests from different parts of the world stay in your hotel.

In addition, the work is rather challenging. **It means that** despite many difficulties a hotel manager comes across, it is very interesting to speak with representatives from different countries and different cultures.

Besides, you have a team of people who help you. **In other words,** your immediate subordinates who include assistant managers, reception clerks, a Housekeeper with her inferiors and even Hall Porters report to you.

However/Nevertheless, there are a few disadvantages.

The greatest disadvantage is that this job involves a lot of responsibility. **It means that** you often have to do everything to make your guests feel comfortable, even though it does not always depend on you personally.

Furthermore, you sometimes have to work around the clock, **because** running a hotel is very similar to running a house, where you do not have days off at all.

Moreover, you usually have to deal with different problems. **For example,** your guests may be dissatisfied with the service they receive from your employees; or your staff is not responsible enough to meet the standards. **In this way,** you try to solve the problems. But in many cases it is not at all easy.

All in all, if you have chosen the career in the sphere of servicing, you should do your best in order to satisfy your customers, **so that** they would be grateful to you.

КОНТРОЛЬНАЯ РАБОТА № 1.

ВАРИАНТ 1.

I. Поставьте глаголы *to be* и *to have* в нужную форму, обращая внимание на обстоятельства времени. Переведите предложения на русский язык.

1. I _____ a student now.
2. She _____ an exam yesterday.
3. _____ you _____ at home tomorrow?
4. He _____ no job at present.
5. There _____ a park behind the house at the moment.
6. _____ she _____ children now?
7. You _____ the only child in the family five years ago.
8. We _____ many friends there last summer.
9. _____ there anybody in the room when you entered it?
10. _____ we _____ any time next week?

II. Перепишите и письменно переведите предложения, обращая внимание на степени сравнения прилагательных и наречий.

1. A lawyer is better paid than a teacher.
2. A flight attendant doesn't earn as much as an airline pilot.
3. That was the happiest day in my life.
4. The earlier you get up, the more you can do.
5. It will be less dangerous if you take public transport.

III. Перепишите предложения, подчеркните в них модальный глагол или его эквивалент. Переведите предложения.

1. May I ask you a question?
2. He won't be able to work under pressure.
3. I must take responsibility for everything.
4. Can you speak any foreign languages?
5. You will have to wait until he returns.
6. She shouldn't eat so much meat.

IV. Перепишите предложения, подчеркните в них глагол-сказуемое, определите его видо-временную форму. Предложения переведите.

1. I have lived in Mexico for about 3 years.
2. It rains heavily here in October.
3. Many specialists were required in our company last month.

4. Mary was sleeping when I came.
5. We paid the bill and left immediately.
6. Uncle Ben will be working in the garden at this time tomorrow.
7. Our scientists will have found a new source of energy by the end of 2010.
8. This book is much spoken about.
9. I'll do my best if they help me.
10. We have just completed the experiment.
11. The plans were being discussed before they achieved an agreement.
12. We couldn't cross the river because the bridge had been destroyed.

V. Поставьте вопросы к подчеркнутым членам предложения.

1. Rita leaves home at half past eight.
2. William Shakespeare was born in Stratford-on-Avon.
3. Mr. Walker invited us to visit him.
4. Ms. Libby teaches them English.
5. I am looking for my slippers.

КОНТРОЛЬНАЯ РАБОТА № 1.

ВАРИАНТ 2.

I. Поставьте глаголы *to be* и *to have* в нужную форму, обращая внимание на обстоятельства времени. Переведите предложения на русский язык.

1. He _____ 22 years old.
2. Alex _____ a travel agent in two years.
3. We _____ a terrific party yesterday.
4. What _____ you _____ for dinner tomorrow?
5. There _____ nobody at home at the moment.
6. _____ you _____ a car now?
7. There _____ no other guests in the hotel when we arrived.
8. _____ you very busy just now?
9. _____ she _____ anybody to assist her five years ago?

10. My cousin _____ a rich library at present.

II. Перепишите и письменно переведите предложения, обращая внимание на степени сравнения прилагательных и наречий.

1. Susan was one of the prettiest girls at the college.
2. It will be cheaper to travel by train.
3. A journalist has worse benefits than a teacher.
4. The more breaks you take, the less you are tired.
5. The job of a tour operator is as important as the job of an airline controller.

III. Перепишите предложения, подчеркните в них модальный глагол или его эквивалент. Переведите предложения.

1. I couldn't understand what they wanted.
2. You ought to be careful when you cross the road.
3. I know what I must be responsible for.
4. We had to stay at home because it was raining.
5. I'll be able to see different places and meet new people.
6. You may open the window if you can.

IV. Перепишите предложения, подчеркните в них глагол-сказуемое, определите его видо-временную форму. Предложения переведите.

1. My working day usually lasts seven hours.
2. Your resume will be considered in two weeks.
3. Sheila was being interviewed from ten to twelve o'clock.
4. I haven't seen them yet today.
5. The results will have been received by the end of the week.
6. She has been working as a travel agent since 1998.
7. We stayed in this hotel last July.
8. I'll be cooking dinner while you are away.
9. The doctor has already been sent for.
10. If the weather is fine, we'll go swimming.
11. He had paid the bill before he left.
12. I am often asked about my hobbies and interests.

V. Поставьте вопросы к подчеркнутым членам предложения.

1. I came from France.
2. She gets up at 6.30 every morning.
3. Justin went to work by bus.
4. We were received by the Manager.
5. My mom was looking at my dirty shoes.

КОНТРОЛЬНАЯ РАБОТА № 1.

ВАРИАНТ 3.

I. Поставьте глаголы *to be* и *to have* в нужную форму, обращая внимание на обстоятельства времени. Переведите предложения на русский язык.

1. Mr. Brown _____ a wife and two daughters at present.
2. My Aunt Mary _____ 33 next month.
3. _____ you very tired yesterday?
4. I _____ _____ a lot of free time tomorrow.
5. _____ he _____ any other opinion when they asked him?
6. _____ there a flowerbed in front of the house three years ago?
7. _____ she alone just now?
8. You _____ not at home when we came.
9. We _____ a small old house there last year.
10. _____ I the only candidate for this position now?

II. Перепишите и письменно переведите предложения, обращая внимание на степени сравнения прилагательных и наречий.

1. I think I am a little taller than you.
2. John is more generous than his father.
3. A school teacher is not as well paid as a University Professor.
4. The more I look at this picture, the less I like it.
5. My uncle was one of the strongest athletes in his neighborhood.

III. Перепишите предложения, подчеркните в них модальный глагол или его эквивалент. Переведите предложения.

1. I think I must help her.
2. May I smoke here?
3. Can you lend me your dictionary?
4. It is getting cold. You should put on a jacket.
5. You will have to work hard to pass your exams successfully.
6. Who will be able to tell her the truth?

IV. Перепишите предложения, подчеркните в них глагол-сказуемое, определите его видо-временную форму. Предложения переведите.

1. He speaks several languages.
2. I will introduce a new colleague to you.
3. Yesterday I was invited to their wedding ceremony.
4. Final exams are usually taken in June.
5. I was having lunch when you phoned.
6. She will be waiting for you at two o'clock tomorrow.
7. Have you ever been abroad?
8. Dangerous diseases will have been defeated by the middle of the century.
9. She told us that she had not finished her report yet.
10. He visited a lot of countries.
11. By the time you leave home, we'll have come to the station.
12. While he was being looked for, his companions stole the money.

V. Поставьте вопросы к подчеркнутым членам предложения.

1. Lucy returned in the afternoon.
2. She goes to her mother-in-law every weekend.
3. I was listening to the latest news.
4. Mr. Graham gave him some advice.
5. My Dad promised to take us to the countryside.

КОНТРОЛЬНАЯ РАБОТА № 1.

ВАРИАНТ 4.

I. Поставьте глаголы *to be* и *to have* в нужную форму, обращая внимание на обстоятельства времени. Переведите предложения на русский язык.

1. You _____ a family of your own, when you _____ 30 years old.
2. My grandparents _____ not at home when I came to visit them.
3. I _____ a lot of free time last week.
4. He _____ no job at present.
5. _____ there a garden behind the house three years ago?
6. _____ she free just now?
7. We _____ a small old house there last year.
8. _____ I the only candidate for this position now?
9. _____ she _____ anybody to assist her five years ago?
10. He _____ no problem with his car next time.

II. Перепишите и письменно переведите предложения, обращая внимание на степени сравнения прилагательных и наречий.

1. That was the happiest day in my life.
2. It will be cheaper to travel by train.
3. Your sister is more talented than you are.
4. A school teacher is not as well paid as a University Professor.
5. The more I look at this photograph, the less I like it.

III. Перепишите предложения, подчеркните в них модальный глагол или его эквивалент. Переведите предложения.

1. I know what I must be responsible for.
2. Can you lend me your dictionary?
3. We had to stay at home because it was raining.
4. It is getting cold. You should put on a jacket
5. I couldn't understand what they wanted.
6. You ought to be careful when you cross the road.

IV. Перепишите предложения, подчеркните в них глагол-сказуемое, определите его видо-временную форму. Предложения переведите.

1. My working day usually lasts seven hours.
2. We paid the bill and left immediately.
3. I was being interviewed from ten to twelve o'clock.
4. Our scientists will have found a new source of energy by the end of 2010.
5. My wife was sleeping when I returned.
6. Your resume will be considered in two weeks.
7. This book is much spoken about.
8. We couldn't cross the river because the bridge had been destroyed.
9. We have just completed the experiment.
10. The plans were being discussed before they achieved an agreement.
11. I'll do my best if they help me.
12. I'll be cooking dinner while you are away.

V. Поставьте вопросы к подчеркнутым членам предложения.

1. Richard leaves for work at half past eight.
2. Isaac Newton is buried in Westminster Abbey.
3. Mr. Walker invited us to visit him.
4. Ms. Shelby taught us chemistry.
5. I am looking for the keys.

КОНТРОЛЬНАЯ РАБОТА № 1.

ВАРИАНТ 5.

I. Поставьте глаголы *to be* и *to have* в нужную форму, обращая внимание на обстоятельства времени. Переведите предложения на русский язык.

1. He _____ a pet crocodile last year.
2. _____ you _____ at home tomorrow?
3. There _____ a park behind the house at the moment.
4. _____ there anybody in the room when you entered it?

5. _____ you the only child in the family right now?
6. We _____ many friends there last summer.
7. _____ he _____ any other opinion when they asked him?
8. _____ she _____ children now?
9. Her daughter _____ 13 next week
10. _____ you _____ any time next week?

II. Перепишите и письменно переведите предложения, обращая внимание на степени сравнения прилагательных и наречий.

1. A journalist has worse benefits than a teacher.
2. The more breaks you take, the less you are tired.
3. I think I am a little taller than you.
4. Susan was one of the prettiest girls at the college.
5. The job of a tour operator is as important as the job of an airline controller.

III. Перепишите предложения, подчеркните в них модальный глагол или его эквивалент. Переведите предложения.

1. I think I must help her.
2. Can you play tennis?
3. You shouldn't eat so much meat.
4. We had to wait until he returned.
5. May I smoke here?
6. I'll be able to see different places and meet new people.

IV. Перепишите предложения, подчеркните в них глагол-сказуемое, определите его видо-временную форму. Предложения переведите.

1. If the weather is fine, we'll go swimming.
2. I haven't seen them yet today.
3. The results will have been received by the end of the week.
4. The doctor has already been sent for.
5. She has been working as a travel agent since 1998.
6. We stayed in this hotel last July.
7. Dangerous diseases will have been defeated by the middle of the century.

8. He speaks several languages.
9. She told us that she had not finished her report yet.
10. I will introduce a new colleague to you.
11. Final exams are usually taken in June.
12. She will be waiting for you at two o'clock tomorrow.

V. Поставьте вопросы к подчеркнутым членам предложения.

1. My husband returned in the midnight.
2. He goes to the countryside every weekend.
3. I was listening to the latest news.
4. My Aunt Maggie gave me some advice.
5. My elder brother took me fishing.

КОНТРОЛЬНАЯ РАБОТА № 2.
ВАРИАНТ 1.

1. **Перепишите и переведите предложения. Укажите функцию глаголов *to have* и *to be* :**

а) основной (смысловой) глагол-сказуемое;

б) вспомогательный глагол в составе сказуемого;

в) эквивалент модального глагола.

1). London is the capital and the largest city of the United Kingdom.

2). By the 14th century it had become the political capital of England.

3). A plague was followed by a fire.

4). We had to stand in the line before entering the Museum.

5). Visitors are to follow the rules: not to take photos and refrain from smoking.

2. **Выпишите из текста “*Museums in Britain*” все предложения с глаголами *to be* и *to have* и укажите их функции. Переведите предложения.**

3. **Перепишите предложения, подчеркните в них причастия. Укажите, какое это причастие (*Participle I* или *Participle II*) и определите его функцию в предложении. Переведите предложения:**

а) определение;

б) обстоятельство;

в) часть сказуемого;

г) часть независимого причастного оборота.

1). Having got very hungry during the excursion, we decided to have lunch in the nearest snack bar.

2). The rail tickets having been booked, we started to pack our suitcases.

3). The ice cream served for dessert was so delicious, that we asked for a second helping.

4). London was founded by Romans as a small settlement.

5). Passengers going to Amsterdam are invited to board the plane.

4. Выпишите из текста “*Stratford-on-Avon*” все предложения с причастиями. Укажите, какие это причастия, определите их функцию. Предложения переведите.

5. Перепишите и переведите предложения. Подчеркните инфинитив и укажите его функцию в предложении:

а) подлежащее или часть сложного подлежащего (*Complex Subject*);

б) дополнение или часть сложного дополнения (*Complex Object*);

в) часть сказуемого;

г) определение;

д) обстоятельство.

1). Manhattan is said to look like a giant vessel.

2). Places to be visited are marked on the map.

3). I'd like to see the British Museum and the Tower of London.

4) We stopped to fuel the car.

6. Выпишите из текста “*Cambridge*” предложения с инфинитивом, переведите их и определите функцию инфинитива.

КОНТРОЛЬНАЯ РАБОТА № 2.

ВАРИАНТ 2.

1. Перепишите и переведите предложения. Укажите функцию глаголов *to have* и *to be*:

а) основной (смысловый) глагол-сказуемое;

б) вспомогательный глагол в составе сказуемого;

в) эквивалент модального глагола.

1). All the seats in the bus were occupied and we had to stand during the journey.

- 2). St.Paul's Cathedral became famous as soon as it was built.
- 3). The train is to arrive at 3.05 a.m.
- 4). The Metropolitan Museum of Arts has a fine collection of European paintings.
- 5). There is a magnificent view of the city from the Eiffel Tower.

2. Выпишите из текста "Stratford-on-Avon" все предложения с глаголами *to be* и *to have* и укажите их функции. Переведите предложения.

- 3. Перепишите предложения, подчеркните в них причастия. Укажите, какое это причастие (*Participle I* или *Participle II*) и определите его функцию в предложении. Переведите предложения:**

- а) определение;
- б) обстоятельство;
- в) часть сказуемого;
- г) часть независимого причастного оборота.

- 1). A formidable stench from the burning garbage arises to your nostrils.
- 2) For a general survey of the city two excursions are recommended.
- 3). This huge island reminds of a gigantic vessel loaded with buildings and people.
- 4). London grew enormously in the 19th century acquiring great prestige in the Victorian era.
- 5). London is also an industrial center, light and consumer industries predominating

- 4. Выпишите из текста "Cambridge" все предложения с причастиями.**

Укажите, какие это причастия, определите их функцию. Предложения переведите.

5. Перепишите и переведите предложения. Подчеркните инфинитив и укажите его функцию в предложении:

- а) подлежащее или часть сложного подлежащего (*Complex Subject*);
- б) дополнение или часть сложного дополнения (*Complex Object*);
- в) часть сказуемого;
- г) определение;
- д) обстоятельство.

- 1). My goal is to visit the major places of interest in the world.
- 2). Clothes to be taken to India should be of light colors and made of natural fabrics.
- 3). Remember to send me a telegram as soon as you arrive in New York.
- 4). She wanted me to drive her to the airport.

6. Выпишите из текста “*Museums in Britain*” предложения с инфинитивом, переведите их и определите функцию инфинитива.

КОНТРОЛЬНАЯ РАБОТА № 2.

ВАРИАНТ 3.

1. **Перепишите и переведите предложения. Укажите функцию глаголов *to be* и *to have*:**

- а) основной (смысловый) глагол-сказуемое;**
- б) вспомогательный глагол в составе сказуемого;**
- в) эквивалент модального глагола.**

- 1). Passengers with children are to take the front seats.
- 2). It will be a surprise if you see Manhattan from the top of the Empire State Building.
- 3). Most branches of heavy industry are located to the east of the city center.
- 4). Since its foundation the Cathedral had been twice rebuilt.
- 5). There was no bridge and people had to cross the river by boats.

2. **Выпишите из текста “*Cambridge*” все предложения с глаголами *to be* и *to have***

и укажите их функции. Переведите предложения.

3. **Перепишите предложения, подчеркните в них причастия. Укажите, какое это причастие (*Participle I* или *Participle II*) и определите его функцию в предложении. Переведите предложения:**

- а) определение;
- б) обстоятельство;
- в) часть сказуемого;
- г) часть независимого причастного оборота.

- 1). Don't cross the street between quickly moving cars.
- 2). The Metropolitan Museum of Arts and the American Museum of National History are known all over the world.
- 3). Approaching New York by rail from the north you can get a disheartening impression because of the endless blocks of factories.
- 4) All the seats in the bus being occupied, we had to stand during the entire journey.
- 5). London was growing enormously at the length of the 19th century.

4. Выпишите из текста “*Museums in Britain*” все предложения с причастиями. Укажите, какие это причастия, определите их функцию. Предложения переведите.

5. Перепишите и переведите предложения. Подчеркните инфинитив и укажите его функцию в предложении:

- а) подлежащее или часть сложного подлежащего (*Complex Subject*);
- б) дополнение или часть сложного дополнения (*Complex Object*);
- в) часть сказуемого;
- г) определение;
- д) обстоятельство.

- 1). Passengers were invited to board the plane.
- 2). Visitors are not supposed to take photographs during the excursion.
- 3). I'd like you to show me the most famous places of interest.
- 4). You can ask a flight attendant to bring you magazines to be read during the flight.

6. Выпишите из текста “*Stratford-on-Avon*” предложения с инфинитивом, переведите их и определите функцию инфинитива.

КОНТРОЛЬНАЯ РАБОТА № 3.

ВАРИАНТ 1.

I. Найдите в тексте «Accommodations and Catering» предложения, содержащие следующие слова; выпишите их, переведите.

Inn

Guest House

Condominium

Caravanning

Occupancy Rate

Off-season

II. Найдите в тексте «Accommodations and Catering» отрывок, начинающийся словами: «Many people travel to Europe ...» и заканчивающийся «...especially in Europe, own to operate hotels.», перепишите его и дайте литературный письменный перевод.

III. Перепишите вопросы и дайте на них письменные ответы, используя информацию из текста «Accommodations and Catering».

1. Where did travelers ordinarily stay before the age of railroads?
2. What facilities are usually available in large, modern hotels?
3. What kind of accommodations arrangements can be made by people traveling by boat?
4. How can food be one of the reasons that cause people to travel?

IV. Перепишите предложения, заполнив пропуски подходящим словом или фразой, из текста «Accommodations and Catering».

1. A hotel or motel that is operated on a _____ basis must meet the standards established by the parent company.
2. A hotel with a low _____ in the summer may wish to reduce its rates during that season.
3. _____ facilities in a hotel include swimming pools, golf courses, beaches, tennis courts, health clubs, and so on.

4. Many people like to go _____ so that they can set up tents or other shelters and live in close contact with nature.
5. A _____ resort complex is usually isolated from the community around it.

КОНТРОЛЬНАЯ РАБОТА № 3

ВАРИАНТ 2.

I. Найдите в тексте «Accommodations and Catering» предложения, содержащие следующие слова; выпишите их, переведите.

Tourist Home

Pension

Franchise

Motel

Marina

Room Service

II. Найдите в тексте «Accommodations and Catering» отрывок, начинающийся словами: «A few resorts that contain a mixture...» и заканчивающийся «...much of the coastline of the French Riviera.», перепишите его и дайте литературный письменный перевод.

III. Перепишите вопросы и дайте на них письменные ответы, используя информацию из текста «Accommodations and Catering».

1. What are some of the different varieties of accommodations that are available to travelers today (count them all throughout the text)?
2. What does operating a hotel on a franchise business involve?
3. Why has ownership of a condominium become popular? What is a special attraction for some owners?
4. How is the load factor of the hotel industry called (give a definition)?

IV. Перепишите предложения, заполнив пропуски подходящим словом или фразой, из текста «Accommodations and Catering».

1. Many of the large hotel chains are owned by _____ or other corporations in the travel industry.

2. Some people visit the restaurants of France and other places famous for their food in order to eat a _____ meal.
3. A hotel guest who does not want to go to a restaurant can have food brought to him by _____.
4. The owner of a unit in a _____ is also the joint owner of the public facilities that are part of it.
5. A boat owner who wishes to sleep on his boat can dock at a _____.

КОНТРОЛЬНАЯ РАБОТА № 3 .

ВАРИАНТ 3.

I. Найдите в тексте «Accommodations and Catering» предложения, содержащие следующие слова; выпишите их, переведите.

Guest House

Pension

Casino

Camping

Occupancy Rate

Room Service

II. Найдите в тексте «Accommodations and Catering» отрывок, начинающийся словами: « Food, in fact, may be one of the reasons...»и заканчивающийся «...about eight employees for every ten guest rooms.», перепишите его и дайте литературный письменный перевод.

III. Перепишите вопросы и дайте на них письменные ответы, используя информацию из текста «Accommodations and Catering».

1. What sort of accommodations is chiefly for people with romantic tastes?
2. What is the relationship between hotels and gambling in some places available in Europe?
3. What are two activities (connected with automobiles) that have produced one more trend in modern tourism (Give a more detailed answer)?

4. Why are catering establishments outside the hotels an important feature of the resort scene?

IV. Перепишите предложения, заполнив пропуски подходящим словом или фразой, из текста «Accommodations and Catering».

1. A _____ offers accommodations both for people and automobiles.
2. The Caribe Hilton is an example of a hotel operated under a _____ with the owner.
3. A _____, or a _____ - for short, is a kind of automobile that has sleeping quarters and often cooking facilities as well.
4. Most of the hotels in Las Vegas attract guests because of their _____.
5. Occupancy rate fluctuate significantly: it is usually high during one season and low during the _____ period.

КОНТРОЛЬНАЯ РАБОТА № 3 .

ВАРИАНТ 4.

I. Найдите в тексте «Careers in Tourism» предложения, содержащие следующие слова; выпишите их, переведите.

Tour Operator

Packaged Tour

Tour Conductor

Front-desk Employees

Ticket Agents

Social Director

II. Найдите в тексте «Careers in Tourism» отрывок, начинающийся словами: «Experience is necessary...» и заканчивающийся «...new services and so on.», перепишите его и дайте литературный письменный перевод.

III. Перепишите вопросы и дайте на них письменные ответы, используя информацию из текста «Careers in Tourism».

1. What are some of the jobs in which language skills are desirable or necessary?

2. What kind of contact do travel agents have with people in other components of the industry?
3. Why must the tour conductor often have the qualities of a diplomat?
4. What part do universities play in education for the tourist industry?

IV. Отметьте буквой T предложения, которые соответствуют содержанию текста «Careers in Tourism» и буквой F те предложения, которые неверно отражают содержание текста.

1. _____ Women are employed in a wide variety of positions in the tourist industry.
2. _____ Prior experience in tourism is unnecessary before setting up a travel agency that has a chance to be successful.
3. _____ Tour operators run their businesses in the same manner as retail travel agents.
4. _____ Consultants are often hired for research, planning, and development in tourism.
5. _____ There are no courses at the university level that are concerned with tourism.

КОНТРОЛЬНАЯ РАБОТА № 3 .

ВАРИАНТ 5.

I. Найдите в тексте «Careers in Tourism» предложения, содержащие следующие слова; выпишите их, переведите.

Packaged Tour

Travel Agent

Tour Guide

Reservations Agents

Free-lancers

Consultant

II. Найдите в тексте «Careers in Tourism» отрывок, начинающийся словами: «Perhaps the most distinctive...» и заканчивающийся «...from one country to another.», перепишите его и дайте литературный письменный перевод.

III. Перепишите вопросы и дайте на них письменные ответы, используя информацию из текста «Careers in Tourism».

1. Do all these jobs in all places require the same degree of language skill?
2. What qualities does a sightseeing guide need more than any others?
3. What sort of person makes a good social director?
4. What are some of the kinds of training that are offered by companies within the tourist industry?

IV. Отметьте буквой T предложения, которые соответствуют содержанию текста «Careers in Tourism» и буквой F те предложения, которые неверно отражают содержание текста.

1. _____ The proportion of people employed in tourism is low compared to the number of people served.
2. _____ The tourist industry is made up of several different kinds of businesses that are connected with travel.
3. _____ A few people are able to make a living by writing on a free-lance basis about travel and tourism.
4. _____ A person who does not like fun and games would be an excellent choice for a social director at a resort hotel or on a cruise ship.
5. _____ The airlines and other tourist industry companies often have special training programs for candidates in some job categories.

КОНТРОЛЬНАЯ РАБОТА № 4.

ВАРИАНТ1.

1. Перепишите вопросы, сделав их косвенными при помощи фраз:

Can you tell me...,

Do you know ...

1. What is your name?
2. How long are you planning to stay?
3. When will you arrive?
4. Is there air-conditioning?
5. When did you last stay there?
6. Where can I smoke?
7. Where did you put the video camera?

2. Переведите предложения, обращая внимание на модальный глагол с перфектным инфинитивом.

1. You should have examined the room before checking out.
2. Your guests must have burnt the tablecloth while smoking yesterday.
3. You shouldn't have left your suitcases unattended.
4. She might have left the bag in the bus
5. The driver couldn't have lost the way having the map.

3. Переведите предложения, обращая внимание на подчеркнутые структуры.

1. Where can I have my passport photo taken?
2. Can I take a picture of the Cathedral inside?
3. I'd like to get my hair cut.
4. Don't touch it! You can cut yourself.

4. Выберите правильный вариант (герундий или инфинитив).

1. The sheets on my bed need _____.

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