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**учебно-методические рекомендации по подготовке к
практическим занятиям и самостоятельной работе**
для направления подготовки 43.03.02 Туризм

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СОДЕРЖАНИЕ

Введение 4		
1 Общие положения	5	
1.1 Цели и задачи изучения дисциплины	5	
1.2 Содержание дисциплины	5	
2 Учебно-методические рекомендации по организации самостоятельной работы		7
2.1 Общие рекомендации	7	
2.2 Рекомендации по самостоятельной работе студентов		8
2.2.1 Раздел 1		8
2.2.2 Раздел 2		10
2.2.3 Раздел 3		11
2.2.4 Раздел 4		13
2.2.5 Раздел 5		16
2.2.6 Раздел 6		19
2.2.7 Раздел 7		20
2.2.8 Раздел 8		22
2.2.9 Раздел 9		24
Заключение		29

ВВЕДЕНИЕ

Учено-методические рекомендации по подготовке к практическим занятиям и самостоятельной работе по дисциплине «Английский язык (профессиональный)» направления подготовки 43.03.02 «Туризм» разработаны для помощи обучающимся в процессе приобретения необходимых знаний, овладения целевыми умениями, формирования заявленных навыков и соответствующей общеобразовательной компетенции.

Предлагаемые методические указания предназначены для студентов неязыковых специальностей. Современная жизнь требует от людей знаний и владения иностранными языками. И в связи с этим проблема изучения иностранных языков актуальна сейчас как никогда. Система обучения языку в ВУЗе должна обеспечивать уровень подготовки кадров, соответствующей международным стандартам.

Основные цели пособия – развитие навыков межкультурного общения и коммуникативное, социокультурное развитие личности обучаемых, а также повышение их самообразовательного потенциала по дальнейшему изучению и использованию английского языка в профессиональной и иных сферах общения.

Сборник содержит материал для организации дополнительной самостоятельной работы студентов и состоит из 9 разделов. Каждый раздел включает тексты социально и профессионально значимой тематики, творческие задания для парной и групповой работы обучающихся в условиях учебного сотрудничества.

В процессе выполнения заданий, указанных в пособии, происходят повторение и совершенствование знаний, приобретенных на практических занятиях по данной дисциплине. Студенты переосмысливают и обобщают пройденный материал, используют знания в практической деятельности. Данный учебно-методический материал способствует формированию умений и навыков рационально организовывать рабочую деятельность, самостоятельно овладевать знаниями.

1. ОБЩИЕ ПОЛОЖЕНИЯ

1.1 ЦЕЛИ И ЗАДАЧИ ИЗУЧЕНИЯ ДИСЦИПЛИНЫ

Целью освоения дисциплины является овладение английским языком как иностранным по направлению подготовки в объеме, достаточном для решения коммуникативных задач, связанных с деятельностью специалиста в области туризма.

Задачи дисциплины:

- 1) сформировать умение адекватно понять сообщение собеседника и передать собеседнику необходимую информацию;
- 2) сформировать умение использовать профессионально ориентированную лексику в письменной и устной речи на материале английского языка;
- 3) сформировать умение работы над всеми видами чтения оригинальной литературы, в том числе: ознакомительным чтением без словаря, изучающим чтением, просмотровым чтением с последующей передачей основной информации, извлеченной из прочитанного;
- 4) сформировать умение подготовки письменного высказывания по определенной структуре (проблемное эссе, деловое письмо и т.д.).

1.2. СОДЕРЖАНИЕ ДИСЦИПЛИНЫ

№ п/п	Наименование темы	Содержание темы
1	2	3
1	Виды путешествий	Виды путешествий: в зависимости от времени года, продолжительности, целей и интересов. Путешествия различным видом транспорта. Образование и употребление глаголов в PassiveVoice. Письмо: Plan an entertainment program.
2	Организация путешествий. Гостиницы и другие места проживания.	Гостиницы и другие места проживания: Типы гостиниц и услуг, которые они предоставляют. Цены и скидки. Оснащение отелей. Заказ номера по телефону. Регистрация в отеле. Рекомендация отелей. Электронное сообщение: описание гостиницы и услуг. Образцы буклетов о гостиницах. Символы, обозначающие услуги в гостинице. Adjectives. Письмо: Reply to an enquiry. Writing an email describing a hotel.
3	Путешествия и безопасность.	Маршруты путешествий: программа отдыха, экотуризм. Этикет в разных странах, что взять в путешествие. Проблемы во время путешествий. Обсуждение маршрутов и программ с клиентами. Составление маршрутов. Путешествия и безопасность: советы туристам, связанные со здоровьем, погодой и климатом, сохранностью вещей, покупками, едой и др. Формы выражения будущего времени в английском языке. Повторение времен. Письмо: Writing a health information leaflet.

1	2	3
4	Культурные и национальные традиции, обычаи и праздники Великобритании.	<p>Достопримечательности. Обычаи и праздники народов изучаемого языка. Соответствие русских и английских названий и понятий, связанных с национальной культурой и историей в английском языке.</p> <p>Употребление глаголов в Past Perfect Simple, Past Perfect Continuous Tenses.</p> <p>Письмо: Describing sights.</p>
5	Культурные и национальные традиции, обычаи и праздники США.	<p>Достопримечательности. Обычаи и праздники народов изучаемого языка. Соответствие русских и английских названий и понятий, связанных с национальной культурой и историей в английском языке. Вопросы. Порядок слов в вопросительных предложениях. Условные предложения.</p> <p>Письмо: Describing sights.</p>
6	Туристические информационные центры. Организация туров. Международные путешествия.	<p>Экскурсии по городам различных стран. Туристические информационные центры: достопримечательности и исторические места (замки, монастыри, дворцы и др.). Городской транспорт (метро, трамвай, автобус, такси). Развлечения в городе (музеи и выставки, фестивали, спортивные мероприятия, парки и аттракционы). Объяснение пути в городе. Осуждение маршрутов и программ с клиентами. Составление маршрутов. Национальные особенности различных стран.</p> <p>Неличные формы глагола.</p> <p>Письмо: A tourism development plan.</p>
7	Карьера в индустрии туризма и гостеприимства.	<p>Определение туризма. Понятие турист. Профессии в сфере туризма, сервиса, гостиничного дела.</p> <p>Виды предложений на туристском рынке:</p> <ul style="list-style-type: none"> - по продолжительности и способу организации отдыха (организованный/неорганизованный; краткосрочный/дальний; стационарный/маршрутный); - по форме (групповой, семейный, индивидуальный); - по возрасту (детский, подростковый, молодежный, и др.); - по целям (познавательный, обучающий, оздоровительный, курортный, деловой, приключенческий, спортивный); - специализированный (круизный, хобби-туризм, автостоп, экологический, пешеходный и др.). <p>Infinitive/The -ing form.</p> <p>Reported Statements.</p> <p>Письмо: Writing letters of confirmation. Writing promotional activities. Describing an itinerary.</p>
8	Туристская индустрия.	<p>Индустрия развлечений. Туроперейтинг. Туристские агентства. Обязанности туроператора, турагента. Транспорт (перевозчики). Экскурсионно-познавательные организации. Документы (письма, контракты).</p> <p>Reported questions.</p> <p>Reported commands, requests, and suggestions.</p> <p>Письмо: Writing press releases. Writing a fax: improving airport passenger handling facilities.</p>

1	2	3
9	Индустрия гостеприимства.	Индустрия услуг. Основные и дополнительные услуги в гостинице. Организация конференций в гостинице. Индустрия размещения. Типы гостиниц и других средств размещения. Индустрия питания. Reported Speech. Introductory verbs. Tense Revision. Письмо: Writing a letter of apology.

2. УЧЕБНО-МЕТОДИЧЕСКИЕ РЕКОМЕНДАЦИИ ПО ОРГАНИЗАЦИИ САМОСТОЯТЕЛЬНОЙ РАБОТЫ

2.1. ОБЩИЕ РЕКОМЕНДАЦИИ

Учебный план дисциплины «Речевая коммуникация (английский)» не предусматривает её теоретического изучения, т.е. лекционного курса, и ограничивается практическими занятиями в аудитории (под руководством преподавателя) и вне учебной аудитории (самостоятельная работа студентов с последующим контролем преподавателя).

Методологической основой данного курса являются учебные пособия для студентов высших учебных заведений, а также учебно-методические пособия российских и зарубежных авторов (уровень Pre-Intermediate, Intermediate, Upper-Intermediate). Широко используются источники Интернет и источники на электронных носителях, а также аутентичные аудио- и видеоматериалы. Учебными материалами служат оригинальные тексты, посвященные туристической тематике.

Учебный материал сгруппирован по тематическому принципу и включает 9 тем. В центре внимания находится изучение основ профессиональной коммуникации на английском языке и особенности терминологической лексики. При обучении соблюдается принцип преемственности. Каждое практическое занятие связано с предыдущим, на каждом последующем этапе закрепляются навыки и умения, приобретенные на предыдущем. Обучение ориентировано на коммуникативно-функциональный подход к языку и осуществляется по четырем видам речевой деятельности: чтению, аудированию, говорению, письму.

В зависимости от цели занятия на первый план выдвигается целевое развитие того или иного вида РД. В свою очередь, для развития речевых умений необходим базис сформированных языковых навыков – лексических, грамматических, фонетических, навыков техники чтения. При недостаточном уровне сформированности тех или иных навыков предлагается деятельность по их коррекции (так называемый коррективный этап), после чего проводится работа по развитию целевого вида РД.

Обучение в вузе существенно отличается от работы в школе: студент, будучи взрослым человеком, уже умеет формировать и формулировать свои мысли на родном языке, но еще не приобрел навыков выражать их на иностранном языке. Поэтому студентов необходимо учить адекватному переходу от мысли, готовой к выражению на русском языке, к ее формулировке на английском, что очень часто невозможно без привлечения внимания к сходствам и различиям системных закономерностей английского и русского языков: фонетических форм, грамматических конструкций, лексико-семантических связей.

Важно четко регулировать этот процесс, не допуская простого переноса правил и закономерностей одного языка на другой, обращая внимание студентов скорее на различия, чем на сходства в области фонетики и грамматики, в то время, как усвоение лексического материала можно обеспечить путем введения интернациональной лексики.

На всех этапах обучения активизируются в комплексе все виды речевой деятельности: чтение, аудирование, говорение и письмо, однако каждый из этапов имеет свои приоритеты.

Основная нагрузка падает на аудиторную работу. С целью поддержания интереса к изучаемому языковому материалу, а также для воспитания чувства ответственности студентов за коллективную работу, необходимого для естественного общения, преподаватель должен стремиться к максимальному разнообразию видов работы на занятии: объяснение правил с обязательным использованием доски и наглядного методического материала; отработка норм произношения и интонации с прослушиванием аудиозаписи; устная работа «по цепочке», в парах; отработка изучаемого лексико-грамматического материала с использованием методических раздаточных средств. Нередко исправление «старого» оказывается более трудоемким процессом, чем обучение «новому». Поэтому организационные методы ведения занятия, распределение учебного времени, типы заданий, выполняемых под руководством преподавателя или самостоятельно, должны выбираться на усмотрение преподавателя в зависимости от специфики группы.

2.2. РЕКОМЕНДАЦИИ ПО САМОСТОЯТЕЛЬНОЙ РАБОТЕ СТУДЕНТОВ

Учебный материал для данного курса состоит из тем, соответствующих разделам Рабочей программы учебной дисциплины.

Каждый урок содержит терминологический словарь, профессионально-ориентированный текст, вопросно-ответные упражнения и теста на знание английского языка для туристов. Тексты стимулируют коммуникативно-речевую компетенцию студентов и готовят их к обсуждению профессиональных проблем на английском языке. Каждый текст сопровождается вопросно-ответным упражнением, направленным на закрепление профессиональной и общей лексики. Тексты имеют законченное содержание и легко поддаются пересказу и обсуждению.

Уроки следует прорабатывать в следующем порядке:

1. Прочитать и перевести профессионально-ориентированный текст на тему урока.
2. Изучить терминологию.
3. Выполнить послетекстовые упражнения.

2.2.1 РАЗДЕЛ 1.

1. Read and translate the text into Russian.

Twenty years ago not many people travelled overseas for their holidays. The majority of people stayed to have holidays in their country. Today the situation is different and the world seems much smaller.

It is possible to book a holiday to a seaside resort on the other side of the world. Staying at home, you can book it through the Internet or by phone. The plane takes you straight there and within some hours of leaving your country, you can be on a tropical beach, breathing a super clean air and swimming in crystal warm water of tropical sea.

We can travel by car, by train or plane, if we have got a long distance tour. Some young people prefer walking or hitch-hike travelling, when you travel, paying nearly nothing. You get new friends, lots of fun and have no idea where you will be tomorrow. It has great advantages for the tourists, who want to get the most out of exploring the world and give more back to the people and places visited. If you like mountains, you could climb any mountains around the globe and there is only one restriction. It is money. If you like travelling, you have got to have some money, because it is not a cheap hobby indeed. The economy of some countries is mainly based on tourism industry. Modern tourism has become a highly developed industry, because any human being is curious and inquisitive, we like leisure, visit other places. That is why tourism prospers.

People travel from the very beginning of their civilization. Thousands years ago all people were nomads and collectors. They roamed all their lives looking for food and better life. This way human beings populated the whole planet Earth. So, travelling and visiting other places are the part of our consciousness. That is why tourism and travelling are so popular.

Nowadays tourism has become a highly developed business. There are trains, cars and air jet liners, buses, ships that provide us with comfortable and secure travelling. If we travel for pleasure, by all means one would like to enjoy picturesque places they are passing through, one would like seeing the places of interest, enjoying the sightseeing of the cities, towns and countries.

Nowadays people travel not only for pleasure but also on business. People have to go to other countries for taking part in different negotiations, for signing some very important documents, for participating in different exhibitions, in order to exhibit the goods of own firm or company. Travelling on business helps people to get more information about achievements of other companies, which will help making own business more successful. There are a lot of means of travelling: travelling by ship, by plane, by car, walking. It depends on a person to decide which means of travelling one would prefer.

Vocabulary:

Overseas- за морем

majority- большинство

resort- курорт санаторий

breathing as super clean air- дышать кристально чистым воздухом

hitch-hike travelling- путешествовать автостопом

restriction- ограничение запрет

Inquisitive- любознательный

tourism prospers – процветание туризма

picturesque places – живописное место

exhibitions -выставочный

2. Answer the questions on the text.

1. How many years ago did people travel overseas for their holidays?
2. Is it possible to book a holiday to a seaside resort on the other side of the world?
3. We can travel by car, by train or plane, cannot we?
4. Are travelling and visiting other places the part of our consciousness or not?
5. What does people help to get more information about achievements of other companies?
6. What are the means of travelling?

3. Put different types of questions.

1. Some young people prefer walking or hitch-hike travelling (общий)
2. Modern tourism has become a highly developed industry (специальный)
3. Nowadays people travel not only for pleasure but also on business. (альтернативный)
4. People travel from the very beginning of their civilization. (Разделительный)

4. Тест на знание английского для туристов.

1. Сколько стоит билет?

- a) How much is the ticket? b) How many is the ticket?
c) How much the ticket? d) How is the ticket much?

2. Извините, я не понимаю:

- a) Excuse me, me don't understand c) Excuse me, I don't understand.
b) Sorry, I not understand. d) Sorry, me not understand

3. Где я могу взять такси?

- a) Where a taxi? c) Where can I take a taxi?
b) Where I take a taxi? d) Where a taxi I take?

4. Сколько стоит номер в сутки на человека?

- a) How much is a night for 1 person? c) How much night 1 man?
b) How many is a night for 1 person? d) 1 night for 1 person?

5. Где находится ресторан?

- a) Where restaurant? c) restaurant?
b) Where is a restaurant? d) I go where restaurant?

6. Я бы хотел заказать пасту.

a) like pasta b) order pasta c) I would like to order pasta d) I like order pasta.

7. Кажется, в счёте ошибка.

a) I think there is mistake in the bill b) mistake c) problem in the bill d) not good bill

8. Я плохо себя чувствую.

a) I not well b) I bad c) I am bad d) I don't feel very well

9. Вызовите, пожалуйста, скорую

a) call emergency b) I want emergency c) please, call an ambulance d) call doctor ambulance

10. Не могли бы вы помочь мне?

a) me help, please b) help c) could you help me, please? d) please, me help.

2.2.2 РАЗДЕЛ 2.

Types of Hotels

1. Read and translate the text into Russian.

Hospitality Industry and Types of Hotels.

Hotel industry is a sector of business that revolves around providing accommodations for travelers. Success in this industry relies on catering to the needs of the targeted clientele, creating a desirable atmosphere, and providing a wide variety of services and amenities. Managing hotels has grown from its modest roots in providing the bare essentials of lodging into a large, multi-faceted, and diverse industry. The foundation of the hotel industry is, of course, the business of providing lodging. Travelers depend on hotels to supply a secure, pleasant place for a temporary stay. Whether the guests are business people on the road for work, families on vacation, or groups of tourists, they all need comfortable accommodations, and the hotel industry is where they turn to find them. Most hotel rooms are designed for a short stay, and come equipped with a bed, bathroom, linens, and basic features such as a phone and television.

Quality is perhaps the most variable feature of the hotel industry. Modest hotels charge minimal fees and provide only the most essential amenities, whereas luxury hotels, geared toward wealthy travelers, can be extremely expensive. The most basic hotels might offer small, one bedroom units, but pricier hotels come equipped with vast suites. Both extremes on this spectrum have clients, a fact which serves to emphasize the massive reach of the hotel industry. As long as the rooms are filled and the customers receive the services they anticipate, a hotel, no matter how big, small, affordable or luxurious, can consider itself successful. Generally, there is much more than renting rooms woven into this industry. Many hotels have in-house bars and restaurants that require their own staff. For example, savvy proprietors know that a hotel in close proximity to a heavily visited city, monument, stadium, or theme park will benefit from meeting the demands of large influxes of travellers. It is no secret that the hotels in different countries have their own peculiarities.

Even such a common place as a registration desk can be called absolutely different. But in the hotels of the huge international chains such as Hilton or Accor, you won't need much effort to determine the location of the main hotel services. Tourism takes a huge niche in the global economy and is a very lucrative business.

Vocabulary:

hospitality – гостеприимство

revolves – вращаться

providing – при условии

success – успех

targeted – нацеленный

temporary – временный

pricier – дороже

luxurious – роскошный

2. Answer the questions on the text.

1. What is the “hotel industry”?
2. What is the foundation and basic features of the hotel industry?
3. How can you define the most variable feature of the hotel industry?
4. What specific services can be expected at a hotel?
5. What is the basis of hotel classification? Is it universally accepted throughout the world?

3. Put different types of questions.

1. Managing hotels has grown from its modest roots in providing the bare essentials of lodging (общий)
2. Travelers depend on hotels to supply a secure (специальный)
3. Modest hotels charge minimal fees and provide only the most essential amenities (альтернативный)
4. Many hotels have in-house bars and restaurants that require their own staff. (разделительный)
5. Tourism takes a huge niche in the global economy and is a very lucrative business (вопрос подлежащему)

4. Test your knowledge of English for tourists.

1. Сядьте на автобус номер шесть.
 - a) Take the bus number six
 - b) Take the bus number seven
 - c) Take bus number six
2. поверните направо/налево
 - a) turn right/left = go right/left = take a right/left
 - b) turn right/left = go right/left = take right/left
 - c) turned right/left = go right/left = take a right/left
3. Могу я дойти туда пешком?
 - a) Can I walk from there here?
 - b) Can I walk there here?
 - c) Can I walk there from here?
4. Это путь к ж/д вокзалу?
 - a) This is the way to the train station?
 - b) Is this way to the train station?
 - c) Is this the way to the train station?
5. Извините, не могли бы Вы показать мне дорогу к ближайшему кинотеатру?
 - a) Excuse me, can you show me way to the nearest cinema?
 - b) Excuse me, can you show me the way to the nearest cinema?
 - c) Excuse me, can you show me the way nearest cinema?

2.2.3 РАЗДЕЛ 3.

The World Tourism Organization

1. Read and translate the text into Russian.

The World Tourism Organization Studies and Promotes Global Tourism by Katherine Schulz Richard the World Tourism Organization promotes and studies international tourism. Headquartered in Madrid, Spain, the World Tourism Organization (UNWTO) is a specialized agency of the United Nations. More than 900 million times a year, someone travels to another country. The UNWTO is particularly devoted to promoting tourism in developing countries and has vowed to accomplish some of the UN's Millennium Development Goals.

The UNWTO reminds travelers to be informed and tolerant in order to truly understand different cultures. Geography of the World Tourism Organization Any country that is a member of the United Nations can apply to join the World Tourism Organization.

The World Tourism Organization was founded in the mid-1970s. In 2003, the acronym "UNWTO" was established to distinguish it from the World Trade Organization. Since 1980, World Tourism Day has been celebrated annually on September 27th. The World Tourism Organization is composed of a General Assembly, Executive Council, and Secretariat. These groups meet periodically to vote on the budget, administration, and priorities of the organization. 12 Members can be suspended from the organization if their tourism policies conflict with the UNWTO'S objectives. Goal of Raising Living Standards A cornerstone of the World. Tourism Organization is the improvement of the economic and social living conditions of the world's people, especially residents of developing countries.

Tourism is a tertiary economic activity and part of the service sector. Industries involving tourism provide approximately 6% of the world's jobs. These jobs alleviate global poverty and can be particularly beneficial to women and young adults Airports, train stations, highways, ports, hotels, restaurants, shopping opportunities, and other facilities are built. The UNWTO works with many other international organizations such as UNESCO and the International Olympic Committee. Another critical point of interest for the UNWTO is the sustainability of the environment. The UNWTO works with airlines and hotels to improve energy and water efficiency.

Vocabulary:

international tourism – международный туризм

headquartered – размещенный

developing – развивающийся

particularly – особенно

establish – установить

annually – ежегодно

priorities – приоритеты

cornerstone – краеугольный камень

highways – магистрали

sustainability – устойчивость

2. Answer the questions on the text.

1. What kind of organization is UNWTO?
2. Into what "regional commissions" does the UNWTO divide the world and why?
3. What are the official languages of the UNWTO?
4. What is the World Tourism Organization composed of?
5. What are the main goals of the UNWTO?

3. Put different types of questions.

1. World Tourism Organization promotes and studies international tourism. (общий)
2. Tourism Organization (UNWTO) is a specialized agency of the United Nations. (специальный)
3. The World Tourism Organization was founded in the mid-1970s. (альтернативный)
4. Tourism is a tertiary economic activity and part of the service sector. (разделительный)
5. The UNWTO works with airlines and hotels to improve energy and water efficiency. (вопрос подлежащему)

4. Test naming in English for tourists.

1. Музей напротив церкви.
 - a) The museum are opposite to the church.
 - b) The museum is opposite to the church.
 - c) The museum is opposite the church.
2. Почта справа/слева от Вас.
 - a) The post office is on your right/left
 - b) The post office is your right/left

- c) The post office is right/left on your
3. Поверните на втором повороте налево.
- a) Take the second turning on the left.
b) The take second turning on the left.
c) Take second turning on the left.
4. Идите вдоль улицы Джонсона до ресторана.
- a) Go along Johnson street until the restaurant.
b) Go along street Johnson until the restaurant.
c) Go along Johnson street until restaurant.
5. Это в 20 минутах езды на машине / ходьбы.
- a) It is 20 minute by car / on foot.
b) It is 20 minutes by car / on foot.
c) It is 20 minutes car / on foot.

2.2.4 РАЗДЕЛ 4.

Interpersonal Communication in Tourism and Hospitality Industry

1. Read and translate the text into Russian.

The tourism industry involves many interpersonal contacts. A tourism industry staff is required to communicate with customers when providing service. In addition, communication in the tourism industry usually involves people from different countries and of different cultural backgrounds. They do not know each other, nor do they have enough time to develop a close friendship. Therefore, if a service staff can communicate with his/her customers effectively, it will not only create a friendly and comfortable atmosphere, but also allow the customers to experience politeness and hospitable reception.

Tourism industry must provide tourists with quality service etiquette in addition to the provision of products and services such as transportation services, accommodation services and recreational facilities. Therefore, quality customer service etiquette is one of the essential factors for tourism industry in meeting the customers' demand for service satisfaction.

In hotels typical guests' services involve providing the guest with information and special equipment and supplies, that's why, as the centre of front office activity, the front desk is responsible for coordinating guests' services. Front office personnel needs to respond knowledgeably to guests' requests for information. Common guest questions may include:

- Can you recommend a nearby restaurant?
- Can you call a taxi for me?
- Where's the nearest shopping centre, drugstore?
- What is the best place to visit in the city?
- Where is the theatre from here?
- When is check-out time?
- How do I get to the museum (library, etc.)?
- What recreational facilities are available in the hotel?
- When is the opening time of your restaurant for breakfast?

Excellence in Hospitality

For a hotel to achieve excellence in hospitality, many guest relations skills must be learned by the employees who will be delivering the services.

Each basic skills of hospitality will serve as a beginning to achieving this excellence. These are:

- Smiling
- Greeting
- Conversing
- Using proper telephone etiquette

- Providing assistance
- Giving attention
- Providing positive endings
- Maintaining a positive attitude
- Making positive decisions

Smiling

Smiling when dealing with guests helps to create a friendly atmosphere. By smiling the clerks are showing the guests that they are glad they chose this hotel for their stay. A smile says “We’re glad, you’re here!”

Greeting

Greeting a guest includes smiling as well as **an eye contact**. For example, if the guest’s name is not known, “Sir, or Madame” is the appropriate address.

Conversing

A guest’s name should be used as many times in the conversation as possible. People love to hear their name; it is a very positive form of recognition.

Telephone etiquette

The telephone should be answered as quickly as possible, certainly by the third ring. No one likes to be put on hold, but when this is necessary, the guest should be thanked for waiting.

Assistance

When the guest arrives at the hotel and during his or her stay, the guest should know that the employees are there to assist with his or her needs. Whenever the employee speaks with a guest, the employee should end the conversation with the statement, “Please call on me if I can be of any further assistance.”

Attention

Providing attention to the guest is enhanced by the little extra in guests’ **interactions**. For instance, when guests return to the hotel at the end of the day, they should be welcomed back. It is these little things that make the guest feel at home. When the guests are around they should not be ignored. Employees must remember to chat with the guests, not their co-workers.

Positive endings

Upon departure from the establishment, guests should be thanked for staying at the hotel and told how much they are wanted back again. Sometimes such as “Please stay with us again” and “Have a nice trip home” or “Enjoy the rest of your vacation” help to ensure that the guest will depart with a smile.

Positive Attitude

Having a positive attitude means that the employee has the desire to consistently provide excellent service to the guests. It is the manager’s responsibility to create the kind of atmosphere that satisfies the guests’ needs.

Positive Decisions

“Think before speaking or acting” is a rule that every person – especially those in the service business – should follow. Employees must be taught to be objective when making decisions. This includes keeping their emotions under control at all times.

Vocabulary:

interpersonal - межличностный, межкультурный

interpersonal communication - межкультурная коммуникация

interpersonal contacts - межличностные контакты

to involve – включать, вовлекать

hospitable- гостеприимный

customer service – обслуживание клиентов

excellence – высокое качество

excellence in hospitality – качество обслуживания в индустрии гостеприимства

an eye contact – зрительный контакт

to converse – общаться, беседовать

conversation – беседа, разговор

interaction – взаимодействие

to satisfy the guests' needs – удовлетворять потребности гостей

2. Answer the questions on the text.

1. What kinds of contacts are often used in the tourism industry?
2. What does communication in the tourism industry involve?
3. What do typical guests' services involve?
4. What questions are often asked by guests?
5. What basic skills can help the staff to achieve excellence in hospitality?
6. Why smiling is important? What does a smile say?
7. What are the forms of appropriate address to the guest whose name is unknown?
8. Why is it important to use the guest's name many times in the conversation?
9. What does the telephone etiquette say about answering the phone?
10. What statement should the employee end the conversation with when speaking with a guest?
11. What's the employee's behavior like when the guests are around?
12. What positive endings are used when the guest departs from the hotel?
13. What does a positive attitude mean?
14. What should the employees be taught when making decisions?

3. Complete the sentences with the information from the text.

1. The tourism industry involves many _____.
2. If a service staff can communicate with his/her customers effectively, it will not only create a friendly and comfortable atmosphere, but also allow the customers _____.
3. Tourism industry must provide tourists with _____.
4. _____ is one of the essential factors for tourism industry in meeting the customers' demand for service satisfaction.
5. In hotels typical guests' services involve providing the guest with _____.
6. Each basic skills of hospitality will serve as a beginning to _____.
7. Smiling when dealing with guests helps to create _____.
8. Greeting a guest includes smiling as well as _____.
9. A guest's name should be used as many times _____.
10. The telephone should be answered by _____.
11. The guest should know that the employees are there to assist _____.
12. Providing attention to the guest is enhanced by _____.
13. When the guests are around they _____.
14. Upon departure from the establishment, guests _____.
15. It is the manager's responsibility to create the kind of atmosphere that _____.
16. Employees must be taught to be objective when _____.

4. Тест на знание английского для туристов.

1. Извините, не могли бы Вы мне помочь, (пожалуйста)? Я потерялся.

- a) excuse me, can you help me, (please)? I have lost my way.
- b) excuse me, you help me, (please)? I have lost my way.
- c) excuse me, (please) can you help me,? I have lost my way.

2. Не могли бы Вы мне помочь, пожалуйста? Я потерялся.

- a) could you help, please me? I have got lost.
- b) could you help me, please? I have got lost.
- c) could you help me, please? I have lost.

3. Как называется эта улица?

- a) what is name of this street?
- b) what is the name this street?
- c) what is the name of this street?

4. не могли бы Вы показать мне на карте?

- a) could you show me on the map?
- b) you could show me on the map?
- c) could you show me the map?

5. Это далеко отсюда?

- a) is it from far here? b) is far from it here? c) is it far from here?

2.2.5 РАЗДЕЛ 5.

Customs and Etiquette of Different Nations

1. Read and translate the information about customs and taboos of major tourist areas.

Japan

Customs and etiquette

Take off your hat and bow to express sincerity when greeting people. Exchange business cards and bow but do not shake hands when meeting for the first time. Only old friends or acquaintances would shake hands.

“Sir” is not an appellation to address everyone. Only educators and doctors are called “Sir”.

A guest should not take off his/her coat before the host does.

When a host or a waiter pours wine, he should hold the handle of the flagon with the right hand and support the bottom with the left. The mouth of flagon should not touch the glass. The guest should hold the glass with the right hand and support the bottom with the left when accepting the wine.

Making sound while having soup indicates that the guests enjoy the food.

Taboos

It is a taboo to point at people by holding out four fingers with the thumb clenching inside. This gesture is used to indicate the lowest class of people in Japanese society.

It is a taboo to present gifts in the number of “9”. This would cause misunderstanding because they would think that you regard them as bandits.

In Japan, it is a taboo to insert chopsticks vertically into the rice, it indicates as a sacrifice to the deceased.

It is a taboo to put the glass on the table and let the guests pour their own wine. This is regarded as disrespect.

It is a taboo to fill a rice bowl too full when serving guests. Do not fill-up a guest’s bowl with rice simply by one scoop. This act is considered as disrespectful to the guest.

Republic of Korea

Customs and etiquette

When a junior meets a senior, or a subordinate meets his superior, he/she should bow, greet and then step aside to let the other person walk first in order to show respect.

When men greet each other, they bow to each other only once and shake hands only with right hand or both hands.

When a man meets a woman, the woman should bow first and greet the man.

When a group of people get together, the order of seating are usually determined on the basis of their respective status and age. When men and women sit together, women sit on the left of men.

When eating at the same table with a senior, do not start eating unless the senior eats first.

When proposing a toast, hold the bottle with the right hand and support the bottom with the left. Then bow and make your toast before you pour wine.

Taboos

After greeting each other, do not smoke before obtaining consent from the other party. Do not ask a senior or a superior for a light.

When you meet a woman, do not offer your hand first for handshaking to show enthusiasm. Instead, you should nod with a smile.

It is a taboo to talk loudly at public places. A woman should cover her mouth with a handkerchief when laughing to avoid impoliteness.

Keep quiet and never speak loudly when dining. Loud speaking is impolite to others at the table.

Koreans have a strong dislike towards the number “4”. The number “4” is a taboo in the numbering of floors, the army and the hospitals etc.

When visiting a temple or family, take off your shoes at the entrance.

Thailand

Customs and etiquette

When meeting friends, put your palms together (Namaste) in front of your chest, bow your head slightly and greet each other.

When a junior does Namaste to a senior, he/she should hold his hands up to the forehead. The senior should also do Namaste in return to accept the greetings of the other person.

People usually use their right hand to pass objects to show respect, or with both hands on formal occasions. Passing things with the left hand would be regarded as contempt for others.

If there is a senior, a junior has to sit on the floor or kneel down to avoid his/her height exceeding the head of the senior. Or he would be regarded as extremely disrespectful to the senior.

When walking past people who are seated, bend down slightly to show respect.

Take off your shoes when entering the living room of the local people. Thai do not drink hot tea. They usually put ice into tea and make ice tea.

Taboos

It is a taboo to touch the head of a Thai. It is regarded as an insult. People believe that if a child’s head is patted, the child will fall ill.

Do not pass an object to a seated person over the person’s head.

Feet are regarded as a lowly body’s part. It is a taboo stretching your legs to the front of others, kick the door with the foot or lift up your leg when seated. Do not pass anything to others by kicking.

It is a taboo having the sole of a shoe facing others. This is regarded as trampling others and it is a humiliating act. It is a taboo to discuss politics, corruption, the royal family or personal matters such as asking people how many wives they have.

Thailand prohibits sales of alcoholic drinks after 00:00 am. It would be equally illegal to ask the waiter for alcoholic drinks after 00:00 am.

United States

Customs and etiquette

When meeting with an unacquainted person for the first time, they would address each other by the name, or simply smile and say “Hello”.

When meeting a guest, handshaking is the most common etiquette.

When parting, people do not shake hands. Instead, they just wave to each other or simply say “Goodbye”.

If you are invited to a friend’s house, prepare a small present for the host.

Write a letter to express your gratitude after receiving a gift, attending a party or receiving help from a friend. Americans rarely drink tea. They like to drink ice water, mineral water, Coca-Cola, beers, etc.

When having a meal, put the napkin on the thigh and wipe the lips gently with the napkin after eating.

Taboos

A black cat is regarded as an ominous animal and a white elephant as a useless burden. Therefore, do not present gifts with such images.

It is a taboo to ask about one's age or income.

Black Americans do not reject the term "Black", but they would be irritated to hear the word "Negro" because Negro refers to the blacks who were trafficked to the United States from Africa as slaves.

Leftovers, fish bones and other bones should be left on the plate. Do not leave them on the table.

Numbers "13", "3" and the day of "Friday" are taboos. They are believed to represent bad luck.

United Kingdom

Customs and etiquette

Titles are used to address a senior, superior or an unfamiliar person. Put an appellation such as title, rank or "Mr.", "Ms", "Mrs." or "Miss" before the name of the person.

People never say "going to the washroom" but "Excuse me for a few minutes" or "I need to wash my hands". Terms such as "Please", "Excuse me" and "Thank you" to show politeness are used frequently.

People advocate gentlemanly behavior. For example, when a man and a woman enter a room at the same time, the man should open the door for the woman; and the man should pull the chair for the woman at dinner. Hold the cup when drinking coffee, the coffee spoon shall be placed on the saucer.

Avoid making sound while eating.

Taboos

It is a taboo to use elephants or peacocks in product design. British people considered elephant to be foolish, and peacock is a bird of misfortune.

It is a taboo to talk about one's salary, age or political preference

Do not leave the spoon you use in the soup bowl or coffee cup.

Similar to the Americans, the term "I am sorry" should not be spoken recklessly since it has the indication of "admitting a fault". This expression would be used as evidence against you. It is substantially different from the meaning of "Excuse me" or "Never mind".

The number "13" is a taboo, which originated from the Last Supper shared by Jesus and his Twelve Apostles. As a result, "13" is regarded as ominous.

2. Give examples of communication etiquette and taboos in the USA, the United Kingdom, Russia, Japan, Thailand, India, Republic of Korea.

3. Put different types of questions.

1. They travel to cities and towns. (разделительный)
2. There are several reasons why the popularity of travel. (специальный)
3. More and more people all over the world prefer to spend their holidays travelling. (общий)
4. The best way of studying geography is travelling. (альтернативный)
5. A lot of new types of travelling have appeared like ecotourism, educational tourism, sports tourism. (вопросподлежащему)

4. Тестназваниеанглийскогодлятуристов.

1. Могу я дойти туда пешком?

- a) can I walk there from here?
- b) can I walk from there here?
- c) can I there from walk here?

2. Извините, я ищу ресторан. Вы знаете, как до него добраться?

- a) excuse me, I looking for a restaurant. Do you know how to get there?
- b) excuse me, I am looking for a restaurant. Do you know how to get there?
- c) excuse me, I am looking a restaurant. Do you know how to get there?

3. Какой самый короткий путь к кино?

- a) which is shortest way to the cinema?
- b) which is the shortest way the cinema?
- c) which is the shortest way to the cinema?

4. Это путь к ж/д вокзалу?

- a) is this the way to the train station?
- b) is these the way to the train station?
- c) is this the way to train station?

5. Не могли бы Вы подсказать мне, как добраться до ближайшей больницы?

- a) can you tell me the way to the nearest hospital?
- b) could you tell me the way to the nearest hospital?
- c) could her tell me the way to the nearest hospital?

2.2.6 РАЗДЕЛ 6.

International tourism

1. Read and translate the text into Russian.

Going abroad nowadays is a usual thing for many families. Some people, however, stay unsatisfied with the time they have spent in a foreign country. What are the advantaged and disadvantages of travelling abroad or is it worth staying at home? One of the main advantages is the experience you get from being in a foreign country. While being abroad you have the opportunity to practice the language and socialize with citizens of the country you visit. This is especially beneficial if your occupation is connected with a foreign language.

Furthermore, you get acquainted with a new place and that makes you relax and forget about you routine life.

On the other hand, pretravelling process might be very depressing because of all the documents you should collect in order to enter the chosen country. What is more, you can get into trouble if you are not acquainted with the laws of the country you want to visit. What you are used to doing at home is not always normal for foreigners. Or you can also stay unsatisfied if the country you have chosen does not fit your expectations.

To sum up, it seems that international tourism is a good way of having a rest, but do not be upset if there are some problems with getting a visa. However, it must be remembered that if you think positively your holidays are going to be terrific!

Vocabulary:

abroad – за граница

however – однако

advantaged – преимущество

worth – цена

experience – опыт

unsatisfied – неудовлетворенный

sum up – подытожить

terrific – потрясающий

upset – расстроенный

socialize – общаться

2. Answer the questions on the text.

1. Is going abroad nowadays a usual thing for many families?
2. Who has the opportunity to practice the language?
3. When have you the opportunity to practice the language and socialize with citizens of the country you visit?

4. You can also stay unsatisfied, cannot you?
5. What are the advantaged and disadvantages of travelling abroad or is it worth staying at home?

3. Put different types of questions.

1. Going abroad nowadays is a usual thing for many families. (общий)
2. You have the opportunity to practice the language and socialize with citizens of the country you visit. (специальный)
3. You get acquainted with a new place and that makes you relax and forget about your routine life. (альтернативный)
4. Or you can also stay unsatisfied if the country you have chosen does not fit your expectations. (разделительный)
5. Some people stay unsatisfied with the time they have spent in a foreign country. (вопрос подлежащему).

4. Тест на знание английского для туристов.

1. Извините, как лучше добраться до почты?
 - a) Excuse me, what is the best way to get to the post office?
 - b) Excuse me, what the best way to get to the post office?
 - c) Excuse me, what is the best way get to the post office?
2. Извините, Вы не знаете, как добраться отсюда до театра?
 - a) Excuse me, do you know how to get to the theatre from?
 - b) Excuse me, do you know how to get theatre from here?
 - c) Excuse me, do you know how to get to the theatre from here?
3. Извините, как я могу добраться до ближайшего банка?
 - a) Excuse me, how can I get to the nearest bank?
 - b) Excuse me, how I get to the nearest bank?
 - c) Excuse me, how can I get to the near bank?
4. Где находится туалет?
 - a) Where the restroom?
 - b) Where is the restroom?
 - c) Where is restroom?
5. Где-нибудь поблизости есть паб?
 - a) Is there a pub near here?
 - a) Is there a pub near?
 - a) Is there pub near here?

2.2.7 РАЗДЕЛ 7

Writing a résumé.

1. Read and translate the text into Russian.

How to Write a Résumé

A résumé is a written summary of your personal, educational, and experience qualifications. If you are looking for a professional, administrative or managerial job, you will need a résumé. A résumé is like a written sales presentation. An effective résumé creates a favorable impression of you while presenting your abilities and experience. Your résumé can be used as a response to an ad. Your résumé should be presented at the beginning of the interview and it shouldn't be longer than one or two pages. While writing a résumé you should consider the following topical areas.

1. Identification: your name, local address with zip code and telephone number with the area code.

2. Job objective: it should be well thought out from the very beginning since it will influence how you will write the rest of the resume.

3. Education: list the institutes and colleges you have attended in reverse chronological order. Don't forget to write down the addresses of schools, dates attended, degrees or certificates received.

4. Experience: list your working experience starting with your most recent place of employment and work backwards. For each job, list dates of employment, name and address of the company, your position and responsibilities. Don't use complete sentences!

Use short statements that do not include the words 'my' or 'I'.

5. Skills: list your special skills (language skills, computer abilities, typing).

6. Interests: student or professional organizations you belong to, travel, sports and hobbies should be listed here.

7. References: list at least two people, not related to you, who can describe your qualification for the job. Their names, places of work and telephone number should be included. If you don't have space on your resume for these, write "Available upon request".

Your résumé must be typed preferably on a computer with no spelling or grammarmistakes. A résumé will not get you a job. An interview with a company will get you a job. In order to have the opportunity of interviewing with a company you should send your résumé with a cover letter.

Vocabulary

CV (curriculum vitae) (B.E.), résumé(A.E.) - автобиографическиеданные, резюме

sales - продажа

to present - представлять

presentation - представление

favorable - благоприятный

a response - ответна ...

to consider - рассматривать

a zip code - почтовый индекс

an area code - код местности проживания

a degree - степень, звание

certificate - удостоверение

in reverse chronological order - в обратном хронологическом порядке

skills - навыки, умения

language skills - знание иностранного языка

computer skills - навыки работы на компьютере

interpersonal skills - навыки общения

belong to - принадлежать

to be related to - иметь отношение к ч-л

to be available - иметься в наличии

request - просьба

an opportunity - благоприятная возможность

an objective - цель

to obtain - приобретать

an assistant - помощник

fluent - беглый, свободный (о владении иностранным языком)

to schedule - составлять расписание, планировать

2. Complete the sentences with the words and word combinations from the text.

1. _____ is a written summary of one's personal, educational and experience qualifications.

2. A resume is like _____ .

3. An effective resume _____ a favorable impression of you.

4. Your resume can be used as _____ for an interview.

5. While writing a resume you should _____ the following topical areas.

6. Don't forget to write down the addresses of schools, dates attended, _____ or _____ received.
7. Provide information about your _____.
8. Student or professional organizations you _____ should be listed.
9. List at least two people not _____ to you, who can describe your qualification for the job.
10. If you don't have space on your resume for references, write 'Available _____'.
11. You should send your resume with a _____.

3. Answer the questions.

1. Have you ever written a résumé?
2. What degrees and certificates have you got after graduation?
3. What are (will be) your job duties?
4. Can you speak any foreign language fluently?
5. What skills have you got?
6. Do you belong to any party or student organization?
7. Do you think you have much opportunity to get the job of your dream?
8. In what field would you like to obtain experience?

4. Тест на знание английского для туристов.

1. Это недалеко отсюда.
 - a) it is far from here.
 - b) it is not far from here.
 - c) it is not far here.
2. Это вон там.
 - a) is it over there.
 - b) it is over there.
 - c) it is over that.
3. Это перед театром.
 - a) it is in front of the theatre.
 - b) it is front of the theatre.
 - c) it is in front of theatre.
4. Продолжайте идти прямо (в этом же направлении).
 - a) keep out going
 - b) going keep
 - c) keep going.
5. Перейдите на другую сторону улицы.
 - a) cross the street
 - b) cross street
 - c) the street cross

2.2.8 РАЗДЕЛ 8.

Code of Practice on the Relations between Hoteliers and Travel Agents

1. Read and translate the text about the contractual relationship between hotels and travel companies.

In hospitality industry, a contract is an agreement or promise made between two or more parties that the courts will enforce. In other words, it is a set of rules governing the relationship, content and validity of an agreement between two or more persons. Normally, it is related to the sale of goods and provision of services. A **valid contract** can be considered as the moment that the **offer** is accepted. In general, a valid contract may be established either in writing or verbally. That means it can be a verbal form of contract, and it also can be a written form of contract.

It has been felt that hotels and tour operators should have a set of standard norms and procedures for working with each other. Although individual units and companies have the freedom to decide on their operating procedures and norms for relationships with other trading partners, there is a practice of setting a Code of Practice for both sides by their respective Associations. Internationally, such an agreement which is called **Code of Practice on Hoteliers/Travel Agents relations** was signed between **International Hotel & Restaurant Association (IH&RA)** and **Universal Federation of Travel Agents Associations (UFTAA)** on July 3rd, 1991.

In the absence of a contract and when non-contractual terms are under dispute, the Code of Practice seeks to provide useful guidance to hoteliers and travel agents with a view to promoting harmonious relations and avoiding possible misunderstandings or disputes. It includes general principles together with a list of definitions, a check-list for individual client and group contracts, arbitration rules, an individual and group cancellation chart, and an explanatory chart for cancellation policy for groups.

Vocabulary

to abide- соблюдать, придерживаться

to acknowledge- подтверждать

to acknowledge receipt- подтверждать получение (документа)

Code of practice on the relations between hoteliers and travel agents -

Кодекс отношений между гостиницами и тураператорами

The International Hotel & Restaurant Association (IH&RA) -

Международная ассоциация гостиниц и ресторанов

The Universal Federation of Travel Agents' Associations (UFTAA) -

Всемирная федерация ассоциаций турагентств

circumstances- обстоятельства

force majeure- обстоятельства непреодолимой силы

unforeseen- непредвиденные

irresistible- непреодолимые

beyond one's control- неуправляемые

earnest money - задаток, залог

invoice- счет-фактура

to refund - возвращать деньги

2. Read the text again and find the words or expressions that correspond to these definitions.

a. a set of rules governing the relationship, content and validity of an agreement between two or more persons

b. the moment when the contracting party's offer is accepted by the party

c. a set of standard norms and procedures for relationships with trading partners

3. Тест на знание английского для туристов.

1. Можно здесь взять на прокат зонт от солнца?

a) can one rent a sun umbrella/parasol here?

b) must one rent a sun umbrella/parasol here?

c) take one rent a sun umbrella/parasol here?

2. Там можно купаться?

a) can one swim there?

b) can one swim here?

c) may swim here?

3. Пляж чистый?

a) the beach is clean?

b) is the beach clean?

c) clean is the beach?

4. Простите, не могли бы вы мне помочь?

- a) excuse me, do you help me, please?
- b) sorry, do you help me, please?
- c) excuse me, could you help me, please?

5. Можно ли считать, пожалуйста?

- a) can I take the bill, please?
- b) can I have the bill, please?
- c) must I take the bill, please?

2.2.9 РАЗДЕЛ 9.

Modern Trends in the Hospitality Industry

1. Read and translate the text into Russian.

10 Modern Trends in Hospitality Industry

1. Providing healthy food

People have become more and more concerned about health and they tend to eat healthier food like gluten-free food and organic food. That's why travelers expect hotels to cater to their special needs.

2. E-booking

E-booking is Internet Booking Engine (IBE) and Central Reservation System (CRS) designed for direct on-line booking and payment, intended for accommodation objects of all types and sizes. By implementing E-booking you can also increase your guests' satisfaction by providing them fast, simple and direct reservation.

E-booking is not only system for real-time reservations but also a distribution tool. System is connected with all of 4 world leading GDS (Amadeus, Galileo, Sabre, Worldspan) and in that way hotel is distributed to date bases approached by 500 000 travel agents in the world. Even more, at no additional cost you are distributed to IDS/ADS (Internet and Alternative distribution systems) assembling more than 1200 web sites.

3. Providing wellness service

Wellness is generally used to mean a healthy balance of the mind, body and spirit that results in an overall feeling of well-being. It has been used in the context of alternative medicine. Alternative approaches to wellness are often denoted by the use of two different phrases: health and wellness, and wellness programs. These kinds of wellness programs offer alternative medicine techniques to improve wellness.

A research by SRI International for the Global Spa and Wellness Summit (GSWS) found that wellness tourism represents US\$439 billion market or 14% of world tourism expenditures.

4. Extreme sports

"Extreme sports" is a popular term for certain activities perceived as having a high level of danger. These activities often involve speed, height, a high level of physical exertion, and highly specialized gear. Participation has grown exponentially as more and more people get bitten by the extreme sports bug and want to experience the adrenaline high. These days an extreme sport is a multi-billion dollar industry.

5. Green sustainable tourism and hospitality

Sustainable tourism is the concept of visiting a place as a tourist and trying to make only a positive impact on the environment, society and economy.

Why is sustainable hospitality important? The hospitality sector has a significant impact on the environment through energy and water consumption, use of consumable products, and solid and hazardous waste generation. With this massive ongoing use of products and resources there is a need for environmental action to preserve the environment and conserve resources for future generations.

6. Low budget tourism

These days, traveling is considered as a luxury for most people. However, traveling does not necessarily mean spending exorbitant amounts of money on expensive airfare and hotel accommodations. There are many low-budget options that would allow you to get to your dream destination.

Low budget hotels

A budget hotel is the lowest category of hotel that provides the rooms and meals at cheap cost. Budget hotel offers the facilities required to fulfill basic requirements such as daily room service, telephone, television, air conditioning, mineral water, doctor on call, pick & drop facility etc. Some budget hotels also have a multi-cuisine room and mini bar. The infrastructure of budget hotel is not very large and usually operated by the owner and innumerable staff.

Low budget airlines

A budget airline, also called a low-cost carrier, is a flight carrier that seeks to provide flight service at low cost, sometimes undercutting traditional airlines by more than 50%. Low cost airlines have familiarized their customers with the ease of using the internet and they tend to be comfortable constructing their own holiday arrangements via the web, booking flights, hotels and hire car online, at home. Low cost airlines have expanded and created many new markets in the last few years. This expansion is going to continue and airlines will be looking for new destinations to add to their networks.

7. Innovative technology

Technology is advancing at a faster pace than ever before, and this is changing both the expectations of guests as well as the way in which the hospitality industry conducts its business. Some of the trends in industry are leading to great improvements and savings for hospitality industry companies; while some are changing how hotel developers plan their buildings, infrastructure, management structure and staffing requirements.

New innovative technology trends that are currently being used in some hotels are the following:

- *The do-it-all remote (room personalization)*: This allows guests to dim or turn on/off lights, control room temperature, open/close curtains, order room service, turn on the 'do not disturb' sign, set wake-up calls, view TV channels and movies all on the television with the click of a button on a remote.

- *Self Service Concierge*: This touch smart screen kiosk is located in the lobbies of hotels, which can help a guest find out information (restaurants, activities, flights) without the hassle of carrying a laptop or waiting for someone to assist them.

- *Smartphone keyless room entry*: Guests book their stay on their handheld smartphone. On the day of arrival, they will receive a text with their room number. Guests can then go straight up to the room and swipe their smartphone over the door handle. Guests can also check out the same way they checked in via smartphone.

- *In room iPads/ tablet devices*: These devices enable the guest to order room service, housekeeping service, make appointments/reservations all at one's fingertips. Hotel managers can also use tablets in place of the original in-room guide book.

- *Digital Door Viewer*: This is a handy alternative to the old fashion "peephole". A little screen that is mounted on the inside of hotel room doors, so guests are able to have a clear view of visitors while eliminating all uncertainties before they open the door.

- *Touch-screen in-room consoles*: They are panels that are located in hotel bathrooms, allowing guests to set the lighting, curtains and control music to indulge in an ultimate relaxation experience.

- *Infrared body scanners*: Infrared scanners are now also used to minimize disruptions relating to housekeeping (which is a common complaint from customers). Instead of hanging a 'Do Not Disturb' sign on doors or having cleaning staff wake up traveling guests with knocks and phone calls, hotel staff can take a more innovative approach by using infrared scanners that will detect body heat within a room and tell cleaning staff that they should rather come back later if the room is currently occupied.

8. Social media promotion

Social media has made a huge impact on the tourism industry. Consumers engage with **social networking** sites to research trips, make informed decisions about their travels and share their personal experiences of a particular hotel, restaurant or airline.

Sites such as Facebook and TripAdvisor have had a massive impact on the hospitality industry, affecting the public image and reputation of a property. Hotels that monitor and manage their online profiles are able to reach out to clients in their online space and deal with questions or complaints quickly and on a public platform. Hotels that embrace this way of interaction will find a whole new area in which to manage hotel/client relationships.

Role of social media: 78% consumers are influenced by posts made by companies on social media while making purchases; 72 % consumers trust online reviews as much as personal recommendations.

9. Sharing economy

Sharing economy, also known as collaborative consumption, is a trending business concept that highlights the ability (and perhaps the preference) for individuals to rent or borrow goods rather than buy and own them.

A sharing economy is an economic model based on sharing underutilized assets from spaces to skills for monetary and non-monetary benefits. In hospitality industry the major players of the sharing economy are AirBnB and CouchSurfing. They are providing users spaces ranging from a simple couch to a castle in England. It is cheaper than staying at hotels.

Uber & Lyft is a convenient, inexpensive and safe taxi service. Hire a private driver to pick you up and take you to your destination with the tap of a button on your phone. The nearest driver is often at your pickup location within minutes.

10. E-payment

Virtual currency that uses peer-to-peer technology to operate with no central authority or banks; managing transactions and the issuing of bitcoins is carried out collectively by the network. Hotels and travel agencies around the world are starting to accept bitcoins as a form of payment. Bitcoin is a form of digital currency, created and held electronically. No one controls it. Bitcoins aren't printed, like dollars or euros – they're produced by people. Bitcoin's most important characteristic, and the thing that makes it different to conventional money, is that it is decentralized. No single institution controls the bitcoin network. This puts some people at ease, because it means that a large bank can't control their money.

Another e-payment method is the NFC wallet like Apple Pay or Google wallet that allows its users to score debit cards and credit cards. It uses Near Field Communications (NFC) to "make secure payments fast and convenient by simply tapping the phone on any PayPass-enabled terminal at check-out.

Near-field communication (NFC) technology is the next-generation short-range high frequency wireless communication technology that gives users the ability to exchange data between devices. Communication between NFC devices can transfer data at up to 424 kbits/second and the communication is enabled when two devices touch each other, which makes mobile payments (by touching the smart phone to a credit card) an instant, secure process. This technology is also ideal for self check-ins by guests at hotels as well as the smart room keys.

Vocabulary

gluten-free food - безглютеновые продукты (*продукты без содержания клейковины (глютен)*)
aglutin-free diet (GFD) (*adiet that excludes gluten - a protein composite found in wheat, barley, rye*) - безглютеновая диета (*диета с полным исключением глютена - протейна, который содержится в пшенице, ячмене и ржи*)

E-booking - онлайн-бронирование (IBE)

(*Internet Booking Engine (IBE) - a website that allows consumers and travel agents to book flights, hotels, holiday packages, insurance and other services online*) - (веб-сайт, который позволяет

потребителям и турагентам бронировать авиабилеты, гостиницы, турпакеты, страхование и другие услуги онлайн)

wellness- (*a healthy balance of the mind, body and spirit that results in an overall feeling of well-being*) - велнес(концепция здорового образа жизни, основанная на сочетании физического и ментального здоровья, правильного питания, разумных физических нагрузок и отказа от вредных привычек)

wellness tourism - велнес-туризм

low budget tourism - низкобюджетный туризм

touch-screen in-room console - тачскринконсоль

sharing economy- экономика участия, экономика совместного использования

AirBnB(*Air Bed & Breakfast*- «Эйрбиэнби») (онлайн-площадка для размещения, поиска и краткосрочной аренды частного жилья по всему миру)

Couchsurfing- каучсёрфинг(одна из крупнейших гостевых сетей, существующая в виде онлайн-сервиса. Члены сети предоставляют друг другу помощь и ночлег во время путешествий и организуют совместные путешествия)

E-payment - (*a payment for buying and selling goods or services offered through the Internet*)

электронная платежная система (система расчетов при покупке-продаже товаров и за различные услуги через Интернет)

Near Field Communications (NFC) - коммуникация ближнего поля, ближняя бесконтактная связь (*технология бесконтактных карт, которая объединяет интерфейс смарт-карты и считывателя в единое устройство*)

Uber- Убер (*сервис личных водителей, который позволяет производить заказ через приложение на смартфоне*)

2. Answer the questions on the text

1. What are modern eating habits like? Why are hotels supposed to provide healthy food?
2. In what way can e-booking increase guests' satisfaction?
3. What are the four world leading GDS?
4. What is wellness? Why do you think wellness tourism should be promoted in the future?
5. What activities do extreme sports involve?
6. What is sustainable tourism? Why is sustainable hospitality important?
7. Why do you think low-budget tourism is going to be rapidly developed? What does it involve?
8. What is a budget hotel? What facilities does it provide?
9. What is a budget airline?
10. Could you name some new innovative technology trends used in the hospitality industry?
11. What kind of technology is the do-it-all remote?
12. What does Self Service Concierge technology imply?
13. What technology provides keyless room entry?
14. What is Digital Door Viewer like?
15. How do Touch-screen in-room consoles work?
16. In what way does Infrared body scanners technology help housekeeping?
17. What impact do social media make on tourism? What is its role?
18. What is a sharing economy? Who are the major players of the sharing economy?
19. What is Uber & Lyft?
20. What e-payment methods are supposed to be used in hotels?
21. What is a bitcoin / NFC?

3. Complete the sentences with the words from the text.

1. People have become more and more concerned about health and they tend to eat _____.
2. E-booking is Internet Booking Engine (IBE) and Central Reservation System (CRS) designed for _____.
3. E-booking is not only system for real-time reservations but also _____.
4. Wellness is generally used to mean a healthy balance of the mind, body and spirit that results in _____.

5. "Extreme sports" is a popular term for certain activities perceived as _____.
6. Sustainable tourism is the concept of visiting a place as a tourist and trying to _____.
7. There are many low-budget options that would allow you _____.
8. A budget hotel is the lowest category of hotel that provides _____.
9. A budget airline, also called a low-cost carrier, is a flight carrier that seeks to provide flight service _____.
10. Some of the trends in industry are leading to great improvements and _____.
11. The do-it-all remote (room personalization) allows guests to _____.
12. Self Service Concierge is a touch smart screen kiosk located in the lobbies of hotels _____.
13. Guests can then go straight up to the room and swipe _____.
14. In room iPads/ tablet devices enable the guest _____.
15. Digital Door Viewer is a handy alternative to _____.
16. Touch-screen in-room consoles are panels that are located in hotel bathrooms, allowing guests _____.
17. Infrared scanners are now also used to minimize _____.
18. Social media has made a huge impact _____.
19. A sharing economy is an economic model based on sharing underutilized assets from spaces to skills for _____.
20. Uber & Lyft is a convenient, inexpensive and safe _____.
21. Hotels and travel agencies around the world are starting to accept bitcoins _____.
22. Near-field communication (NFC) technology is the next-generation short-range high frequency wireless communication technology that gives users _____.

4. Тест на знание английского для туристов.

1. Вызовите врача

- a) call for a doctor.
- b) calling for a doctor.
- c) call to doctor.

2. Рейс задерживается

- a) the flight delayed
- b) the flight's been delayed
- c) the flight's delete

3. Я обгорел, посоветуйте мне средство

- a) I got burned, advise agent.
- b) I got burn, advise agent
- c) I got burned, give me agent.

4. Могу я купить это без рецепта?

- a) can I without a prescription buy this?
- b) can I buyed this without a prescription?
- c) can I buy this without a prescription?

5. У вас есть жаропонижающее?

- a) have you antipyretic?
- b) you have antipyretic?
- c) have you got antipyretic?

ЗАКЛЮЧЕНИЕ

Профессиональная деятельность менеджера туризма подразумевает общение с клиентами, партнерами, а навыки коммуникации, хорошая дикция, терпимость к национальным и классовым различиям способствуют быстрому установлению контакта, как на родном, так и на иностранном языке.

Роль иностранного языка в этой системе очевидна: профессиональная деятельность менеджера по туризму подразумевает коммуникацию между людьми, как устную, так и письменную на родном и иностранном языке. В процессе обучения иностранного языка бакалавры туризма овладевают общекультурными и профессиональными компетенциями, необходимыми для профессиональной деятельности.

В последнее время самостоятельной работе обучающихся уделяется все больше внимания, в связи с тем, что в современном динамичном постоянно развивающемся мире человек должен уметь самостоятельно пополнять свои знания, заниматься самообразованием. Но самостоятельность не является врожденным качеством человека. Чтобы обучающийся умел работать самостоятельно, его надо этому научить. Поэтому проблемы организации самостоятельной работы обучающихся являются особенно актуальными.

Настоящие методические рекомендации освещают виды и формы СРС по всем аспектам языка, систематизируют формы контроля СРС и содержат методические указания по отдельным аспектам освоения английского языка: произношение и техника чтения, лексика, грамматика, текстовая деятельность, устная и письменная речь, использование учебно-вспомогательной литературы. Содержание методических рекомендаций носит универсальный характер, поэтому данные материалы могут быть использованы студентами всех специальностей при выполнении конкретных видов СРС.

В курсе обучения английскому языку используются различные виды и формы СРС, служащие для подготовки студентов к последующему самостоятельному использованию иностранного (английского) языка в профессиональных целях, а также как средства познавательной и коммуникативной деятельности.

Целенаправленная самостоятельная работа студентов по английскому языку в соответствии с данными методическими рекомендациями, а также аудиторная работа под руководством преподавателя призваны обеспечить уровень языковой подготовки студентов, соответствующий требованиям ФГОС по дисциплине «Речевая коммуникация (английский)».