

**Федеральное агентство по образованию
Государственное образовательное учреждение
Высшего профессионального образования
«Нижегородский государственный университет им. Н. И. Лобачевского»**

TRAVELANDTOURISM

ЧАСТЬ 1

Учебно-методическое пособие по английскому языку

Рекомендовано методической комиссией факультета международных отношений
для студентов ННГУ, обучающихся по направлению
100400.62 «Туризм» профиля «Международный и деловой туризм»»

Нижний Новгород
2016

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Составители: преподаватель М.И. Ключева, ст. преподаватель Т.А. Легасова, ст. преподаватель Е.Б. Ходырева.

Рецензент: д.пед.н., профессор А.Н. Шамов

Учебно-методическое пособие содержит оригинальные тексты из периодической печати, интернета и специальной литературы на английском языке и предназначено для работы по развитию навыков чтения, говорения, реферирования, ведения дискуссии на базе отобранного языкового материала по темам «Туризм».

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им. Н. И. Лобачевского, 2016

Введение

Настоящее учебно-методическое пособие по английскому языку предназначено для студентов всех курсов института международных отношений и мировой истории направления подготовки 100400.62 «Туризм» профиля «Международный и деловой туризм».

Пособие составлено в соответствии с программой курса английского языка для высшей школы, построено на материале аутентичных текстов, освещающих проблемы туризма, предназначено для совершенствования навыков реферирования и перевода, развития всех видов коммуникативного чтения и говорения. При работе со статьями студенты приобретают навыки лексико-семантического анализа текста, конспектирования и компрессии прочитанного материала, составления тезисов. Статьи, используемые в пособии, взяты с современных сайтов, посвященных темам путешествий и туризма. Таким образом, пособие предполагает использование новых информационных технологий в процессе работы.

Учебное пособие содержит темы, материалы по которым могут рассматриваться как дополнение в работе по основным учебникам курса. Каждая из тем служит основой для создания экзаменационных монологических и диалогических высказываний. Предлагаемая к текстовому материалу система лексико-грамматических упражнений, а также коммуникативных упражнений способствует активному усвоению лексических единиц по темам, а также имеет своей целью развитие и совершенствование навыков монологической и дискуссионно-диалогической речи в рамках предложенной тематики. Пособие обращает студентов к современным английским словарям, находящимся в свободном доступе в интернете, таким как Тезауровский словарь синонимов и антонимов, Оксфордский словарь, словарь Лонгман, Кэмбриджский словарь, Вэбстерский словарь, словарь Макмиллана. Это, безусловно, улучшает навыки самостоятельной работы студентов над лексикой английского языка.

Основной методологической базой учебно-методического пособия является коммуникативный подход к обучению и творческая работа студентов.

Предлагаемое пособие включает комплекс коммуникативно-познавательных кейсов, которые помогают воссоздать контекст будущей профессиональной деятельности обучающихся на уроках иностранного языка и направлены на формирование иноязычной профессионально-коммуникативной компетенции студентов отделения «Туризм».

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UNIT 1

WHAT IS TOURISM



1. Read a short text about tourism. Discuss with your partner what tourism is and why it is so popular nowadays. Use the highlighted vocabulary.

Since the beginning of time humans have traveled. Food, water, safety or acquisition of resources (trade) were the early travel motivations. But the idea of travel for pleasure or exploration emerged later. Travel has always depended upon technology to provide the means of travel. The earliest travelers walked or rode domesticated animals. The invention of the wheel and the sail provided new modes of transportation. Each improvement in technology increased individuals' opportunities to travel. As roads were improved and governments stabilized, interest in travel increased for education, sightseeing, and religious purposes.

Tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodations, eating and drinking establishments, retail shops, entertainment businesses, activity facilities and other hospitality services provided for individuals or groups traveling away from home. The World Tourism Organization (WTO) claims that tourism is currently the world's largest industry with annual revenues of over \$3 trillion dollars. Tourism provides over six million jobs in the United States, making it the country's largest employer.

- Find a verb in the text that is used three times. Look it up in the dictionary. Find more collocations with this verb. Share the information with the group.


2.  Watch this video and answer 5 questions.

- a. What is tourism?
- b. What are the different types of tourism?
- c. What is a tourist attraction?
- d. How are tourist attractions categorized?
- e. Why is it important to understand tourism?

3. **DISQUS** Get acquainted with a new site that will help you to submerge into English-speaking community. Log in and participate in different discussions connected with Travel and Tourism. Generate discussions yourself. Invite your group mates to the site.

<https://disqus.com/>

Disqus, Inc. (pronounced discuss) is a blog comment hosting service for web sites and online communities that uses a networked platform. The company's platform includes various features, such as social integration, social networking, user profiles, spam and moderation tools, analytics, email notifications, and mobile commenting. It was founded in 2007 by Daniel Ha and Jason Yan as a Y Combinator startup.

4.  Watch this video and discuss with your partner the evolution of tourism. Create a table of the tourism development stages.

<http://www.youtube.com/watch?v=7mPowNdCdR8>

Tourism Evolution Stage	Description

5.



Read a short introduction of the Tourism Department of the Republic of South Africa. Create the same report about the Tourism Department of Russia. Use the highlighted vocabulary. To get inspired watch this video that the Tourism Department of the Republic of South Africa provides.

http://www.youtube.com/watch?v=zv1MU_Nh8ck

Department of Tourism

Tourism is poised to play a greater role than ever before, both on the global stage and in the lives of South Africans. However, tourism is about much more than the policies, statistics and objectives that we often talk about. It is about people.

Being a labour-intensive sector with a supply chain that cascades deep into our national economy and across all communities, tourism is positioned as a priority sector in Government's planning and policy frameworks.

The National Department of Tourism is mandated to create conditions for the sustainable growth and development of tourism in South Africa. The Tourism Act makes provision for the promotion of tourism to and in the Republic and for regulation and rationalisation of the tourism sector, including measures aimed at the enhancement and maintenance of the standards of facilities and services utilised by tourists; and the co-ordination and rationalisation of the activities of those who are active in the tourism sector.

In 2011, the tourism sector worldwide supported 258 million direct, indirect and induced employment opportunities, just under 9% of the global workforce. Of these, 100 million were direct jobs, which means that every single employment opportunity in the direct tourism economy supports another 1,6 indirect jobs.

During the 2008/9 global economic downturn, tourism also played a critical anti-cyclical role in support of our national economy, and contributed significantly to our gross domestic product, foreign exchange earnings and poverty reduction. In South Africa, as in the rest of the world, tourism remains one of the fastest-growing economic sectors, with huge potential for future job creation and social inclusion, in particular with regard to women and young people.

The verbs

Find the definitions for the following verbs:

1. To be poised	a. pour downwards rapidly and in large quantities; arrange (a number of devices or objects) in a series or sequence
2. To cascade	b. help to cause or bring about

3. To mandate	c. be or cause to be balanced or suspended; be ready and prepared to do something
4. To contribute	d. make practical and effective use of
5. To utilise	e. give (someone) authority to act in a certain way



6. Go to the site of The Ministry of Culture of the Russian Federation. <http://www.russiatourism.ru/en/content/15/section/189/> Choose the region of Russia you have always wanted to visit and read about it. Prepare a short speech for the group. Go to the EYEJOT, log in and create a video message for your partner about the region that you have chosen <http://www.eyejot.com/> . Send this video message to your partner. Your partner should watch your e-mail and bring new tourism vocabulary

to the class.



7. Find a video on YouTube about Tourism in different countries. Go to the **vialogues** and log in. <https://vialogues.com>. Create a new Vialogue. Browse the video from YouTube to the site. Generate the discussion. Invite friends. Write a report after a 3 days discussion. Your report should include: **The name of the project**, **the goal of the project**, **main ideas of the video**, **main ideas of the discussion**, **the result of the discussion**.

Example:

- 1) Video <https://www.youtube.com/watch?v=IgkfAEGn85Y>
- 2) **The name of the project:** Respecting different cultures is a must for tourism
- 3) **The goal of the project:** - to draw attention to the mutual respect of people from different cultures while travelling.
- 4) **Main ideas of the video:**
 - a) We should respect other cultures and traditions while travelling to avoid miscommunication between tourists and local people;
 - b) To construct healthy relations between tourists and local people tourists should behave well and take care of the land as local people;
 - c) Mutual respect is essential to protect the environment;

- d) People should stick to the international standards when abroad.
- 5) **Main ideas of the discussion** – they depend on the created discussion.
- 6) **The result of the discussion** - depends on the created discussion.

UNIT 2 ACCOMMODATION



1. Look at the list of phrases in the box and in the list. Ask and answer questions in pairs using new vocabulary. Find out as much information about your partner's accommodation as you can.

accommodation [əˈkɒməˈdeɪʃən] n (to live in) жильё; (to work in) помещéние
accommodations
 npl (US) (lodgings) жильё *ntsg*
 "accommodation to let" (living) "сдаётся жильё"; (office) "сдаётся помещéние"
they have accommodation for 500 они мóгут разместить 500 человек
the hall has seating accommodation for 600 (BRIT) зал расчýтан на 600 мест
do you have any accommodation? (for yourself) Вам есть где жить?; (for me) Вы предоставляете жильё?

accommodation [əˈkɒməˈdeɪʃ(ə)n]

- 1) жильё, жилище, помещение deluxe / first-class accommodation — благоустроенное жильё
- 2) furnished accommodations — меблированные комнаты
- 3) secure accommodation — безопасное помещение
- 4) hotel accommodation — номер в гостинице

- 5) accommodation with the very convenience — квартирасовсемиудобствами
- 6) to seek accommodation — искать жильё
- 7) Prices start at £2,000 per person, including flights, hotel accommodation and various excursions. — Цены – от двух тысяч фунтов на человека, включая стоимость перелёта, проживания в гостинице и различных экскурсий.
- 8) The cost of rented accommodation keeps going up. — Цены на съёмное жильё продолжают расти.
- 9) Our sole accommodation was a tent barely able to contain eight persons. — Нашим единственным убежищем была палатка, едва вмещавшая восемь человек.
- 10) to come to / reach an accommodation — договориться; достигнуть договорённости
- 11) to make / work out an accommodation — выработать соглашение
- 12) They had begun to seek a possible accommodation. — Они начали искать возможный компромисс.

2. Let's get acquainted with the accommodation that Brunel University London provides. Watch the video. Write out the vocabulary that you need to discuss the details of accommodation.

<http://www.youtube.com/watch?v=fLZ8eSWwkvo#t=14>.

These questions will also supply you with some useful vocabulary.

Top 5 Most Recent Accommodation Questions

- What floor is my room/flat on?
- What is the layout of my flat/hall?
- What are the Accommodation Services office opening hours?
- I am a Foundation student. How do I apply for a room?
- What is the deadline for new fresher/first year student single room applications?

If you need more vocabulary go to the site of Nottingham Trent University. There is a gorgeous video to watch about the accommodation the university provides. http://www.ntu.ac.uk/study_with_us/accommodation/ This information will broaden your vocabulary kit.

We offer purpose-built or refurbished halls of residence, kitted out to a high quality and offered on a self-catering basis.

To search for the residences that will best suit your needs, tick one or more of the campuses nearest to where you will be studying:

Please note that the residence search facility will list all residences, regardless of current availability. To see which residences are currently available please [sign in](#) using your NTU ID number and [password](#).

For more information you can view our [residence comparison table](#).

CitySite Clifton campus

Brackenhurst campus

You also have the option to tick one or more of the following criteria to narrow your search:

Utilitybills included

Internet - Broadbandstyle

On-sitemanagement

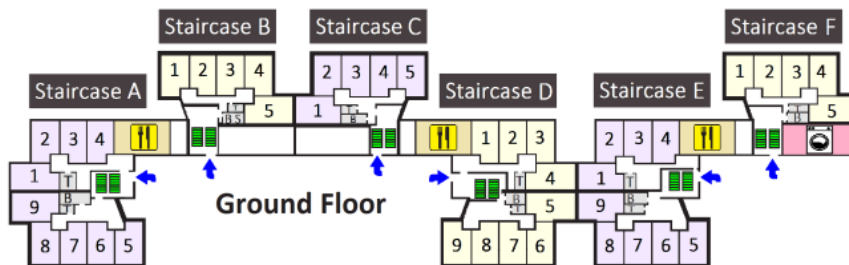
Parkingon-site

Disabledaccess

Wardenassistance

Search

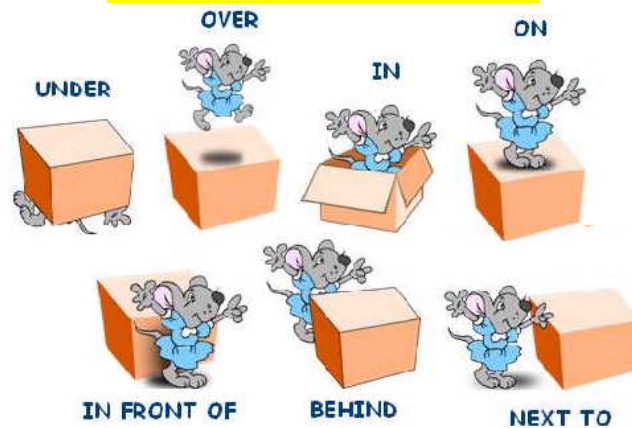
3. Look at the plan of the Brunel University Londonaccommodation. Describe the rooms' arrangement.



Key

	Staircase	S	Shower		Entrance
	Kitchen	T	Toilet		
	Laundry	B	Bath		

USEFUL PREPOSITIONS



4. Sometimes when people travel they need to rent a flat. Read the text about most common mistakes people can make. Think about other

errors that a tenant can make.

Mistakes Too Many People Make When Renting an Apartment

Renting an apartment doesn't involve quite the same financial commitment as buying a house, but that doesn't mean that it's not a big deal. And right now, finding an apartment is harder than ever, given rising prices and a lack of vacant units in many cities.

Picking a place without doing due diligence beforehand can leave you living in a home that's unsafe or that doesn't fit your needs, or locked in a battle with your landlord over issues that could have been avoided.

Ultimately, choosing the wrong place to live can be draining, both emotionally and financially. Making a mistake when renting can also mean losing your security deposit, having to pay to replace damaged personal property, or even getting caught up in a lawsuit. Not fun.

Whether this is your first rental or your fifteenth, it pays to know what you shouldn't do when choosing an apartment. Steering clear of these big errors will save you money in the end.

Not reading the lease

When reading your lease, it's especially important to make note of the length of the lease, when the rent is due (don't assume it's the first of the month), penalties for late payment, the amount of the security deposit, and who pays for which utilities. While many landlords use standard leases, watch out for additions or special clauses, such as restrictions on the number of overnight guests or types of pets you can have.

Not understanding your rights as a tenant

Landlords are free to impose certain restrictions on what happens on their property. Depending on where you live, your landlord may be allowed to restrict certain breeds of dogs from the apartment complex, prohibit smoking in common areas or within the apartment itself, or prohibit guns on the property, among other things.

But tenants have rights as well. There are federal laws that protect renters from discrimination based on race, sex, national origin, religion, family status, or handicap. Individual states may have other laws that protect tenants, such as clarifying when a landlord may evict a renter, enter an apartment, and be required to make certain repairs.

Translate from Russian into English:

Финансовые обязательства, сдающий в аренду, арендатор, штраф за просрочку оплаты, иск, заменить испорченное имущество, когда нужно вносить квартплату, коммунальные услуги, налагать ограничения на, запрещать оружие в помещении, выселить арендатора, зайти в квартиру, починить необходимое.

Create a dialogue with your partner. Role-play the meeting of the landlord and a renter.



5. Let's get acquainted with hotel service. When you travel it is essential to know everything you can meet at the hotel.



Read about INK 48 – the hotel in New York. What are its most striking points?

NYC Boutique Hotel - Ink48

Make your mark in Manhattan at Ink48, a Kimpton Hotel. Our NYC boutique hotel puts you near top theaters, shops and attractions while giving you a stylish urban retreat complete with destination spa, breathtaking Hudson River and city skyline views and acclaimed dining at PRINT Restaurant. Our top-rated New York City hotel also wins praise for luxury services, pet-friendly amenities and warm Kimpton Hotel hospitality.

- Check out our NYC boutique hotel Guest Rooms & Accommodations, complete with amazing Hudson River views and the kind of hospitality you expect from a Kimpton Hotel
- Stylish NYC Suites so chic, Jay Gatsby would be **gasp**ing in awe.
- Services and Amenities that go above and beyond **typical hotel niceties**. We're talking free WiFi and **complimentary wine happy hour** at our NYC boutique hotel.
- Our Special Request Form is a direct line right to our in-house concierge, who is standing by and ready to make your stay at our New York City boutique hotel the best it can be.
- Melt away the stress of the day with our Spa Services available at our **lavish** InkSpa.
- **Stay in shape or blow off a little steam** at our on-site Fitness Center.
- Did we mention Ink48 is **a** pet friendly NYC hotel? Fido and Whiskers are welcome to some **fetching amenities**, because pets are part of the family, too.
- The Kimpton Kids program **offers pint-sized amenities for the little ones**.
- Kimpton's EarthCare ensures all our properties are environmentally friendly green hotels.

See more at: <http://www.ink48.com/manhattan-hotel/index.html#sthash.YsCYafzr.dpuf>

Match the synonyms:

1. Amenities	a) Apartment
2. Pint-sized ['pamtsarzd]	b) Attractive
3. Suite [swi:t]	c) Conveniences
4. Nicety	d) Generous
5. Lavish	e) Bitsy
6. Fetching	f) Refinement

Look at the suites that the hotel offers. Choose the best you like and explain why.

Our Boutique Hotel Rooms and Manhattan Suites

Our luxury New York City hotel offers an extraordinary variety of room styles so you can effectively make your mark on Manhattan, whether for business, romance or adventure.



Junior Suite

500 sq ft suite | luxurious king-size bed | pullout sleeper sofa | oversized bathroom, double vanity, shower, soaking tub | floor-to-ceiling windows | open, airy, with views of Hudson River.

BOOK NOW



Hudson River Suite

One-bedroom 600 sq ft suite | one luxurious king-size bed | separate sitting room | bathroom, double vanity, shower, soaking tub | floor-to-ceiling windows | open, airy, with west views of Hudson River

BOOK NOW



Riverview Terrace Suite

400 sq ft suite | luxurious king-size bed | floor-to-ceiling windows | terrace overlooking views of the Hudson River

To reserve, please contact John Garone at john.garone@ink48.com or (646) 572-7447.



Heaven Over Hell's Penthouse Suite

1100 sq ft penthouse | bedroom with luxurious king-size bed | oversized bathroom, double vanity, shower, deep soaking tub overlooking Manhattan city skyline | floor-to-ceiling windows | separate dining room and sitting area | half bath and separate office | 2200 sq ft rooftop terrace

To reserve, please contact John Garone at john.garone@ink48.com or (646) 572-7447. [Learn More](#)



Go to the site <https://storybird.com>. It is a powerful suite of easy-to-use creative, administrative, and social tools for writing, reading, and storytelling in educational settings. To learn how to work with the site watch this video <https://www.youtube.com/watch?v=T00YjRBiCiw>. Create your own picture story about the best hotel you've ever been to or the hotel of your dream. Share your story with the group. Retell the story you liked most of all. Explain why. For your project you might need more adjectives.

alluring charming cute dazzling delicate delightful elegant exquisite fascinating good-looking gorgeous graceful lovely magnificent marvelous splendid stunning

UNIT 3 FOODS AND DRINKS

1. Look at the picture. What do you think the dishes are? What ingredients are used to cook them?




2. Do you like cooking? Create a recipe from the ingredients that are given here. Let the group define what the dish you present.



USEFUL VERBS



3.  What is the strangest restaurant you have ever been to? Describe it. Watch the video about the Floating London Restaurant. Why do you think it can be popular \ unpopular?

<https://www.youtube.com/watch?v=O1d6ekggp8Y>

4.  This is one more example of a gorgeous London restaurant. Watch the video. Describe the advantages of this restaurant.

<https://www.youtube.com/watch?v=6Yg1UC5mBBs>

Read the reviews of this restaurant.



Tsj 89

14 Reviews , 0 Followers



one month ago via Zomato for iOS

RATED 4.5 I honestly do not know how this place doesn't have a higher review rating , the food is honestly amazing and so are the staff , the only reason for the 4.5 is one experience where it took quite awhile even to get water after we were seated , but they were quite busy ... All in all will continue to visit this restaurant



Canadian Foodie

74 Reviews , 8 Followers



Jun 22, 2014

POSITIVE A new favourite. Wonderful food. Service was excellent – staff left us alone to enjoy the meal but promptly responded when we used the call button. Staff was very accommodating to my allergy and even remembered when they brought out the dishes. Prices were reasonable (not all you can eat). We will definitely return!



Lisa Steele-Hillier

6 Reviews , 0 Followers



Aug 10, 2013

POSITIVE OMG this Restaurant is da bomb!. My friend and I visited this restaurant after reading the positive reviews on Urban Spoon. They certainly did not disappoint. It is small but very clean and quiet, a good place to eat and talk. I have driven by this place dozens of times and now I am sorry I did not visit until now. I had the Roll Lovers plate, the Crabby Shrimp, Miso Soup and Rainbow roll. Everything was extremely well presented and tasted wonderful! My friend who had not had Japanese before chose the Chicken Teryaki Bento box and she thought it was amazing. Topped it all off with Red Bean ice cream. The server, Sue, was amazing, very accommodating and extremely kind and polite. We didn't feel rushed out of the restaurant when we were done, she offered us tea and delivered the bill at an appropriate time. EXCELLENT EXPERIENCE

Write a review about the best \ worst restaurant you have ever visited.



5. **This is the LUNCH menu of the Balthazar Restaurant. Take it as a sample and create your own menu of the restaurant you might own one day.**

BALTHAZAR

- RESTAURANT -

HORS D'ŒUVRES

ONION SOUP GRATINÉE	14.00
MIXED FIELD GREENS <i>in a sherry vinaigrette</i>	13.00
BALTHAZAR SALAD <i>with haricots verts, asparagus, fennel, ricotta salata and truffle vinaigrette</i>	17.00
ESCARGOTS <i>in garlic butter</i>	19.00
SEAFOOD CEVICHE	20.00
CHICKEN LIVER AND FOIE GRAS MOUSSE <i>with red onion confit and grilled country bread</i>	18.00
WARM GOAT CHEESE AND CARAMELIZED ONION TART	18.00
BRANDADE DE MORUE	14.00
HOMEMADE CORN AND RICOTTA AGNOLOTTI <i>with lobster, spinach and tarragon brown butter</i>	22.00 / 31.00
ROASTED BABY BEET SALAD <i>with endive, mâche, toasted hazelnuts and Fourme d'Ambert</i>	19.00
STEAK TARTARE	20.00 / 28.00
FRISÉE AUX LARDONS <i>chicory salad with a warm bacon shallot vinaigrette and a soft poached egg</i>	17.00
SMOKED SALMON <i>with crème fraîche and toasted brioche</i>	20.00

LE BAR A HÛÎTRES



PLATEAUX DE FRUITS DE MER

LE GRAND	LE BALTHAZAR
120.00	175.00

OYSTERS		SHELLFISH	
Blue Point	half dozen 23.00	Little Neck Clams	17.00
West Coast	P/A	Half Crab Mayonnaise	25.00
Oysters du Jour	P/A	Half Lobster	P/A
		King Crab	P/A

Shrimp Cocktail 23.00

ENTRÉES

PAN-ROASTED ORGANIC SALMON <i>with asparagus, chanterelles, new potatoes and lobster beurre blanc</i>	38.00
GRILLED DORADE <i>with roasted baby carrots, Castelvetrano olives and salsa verde</i>	34.00
MOULES FRITES	27.00
MACARONI AU GRATIN <i>with bacon</i>	18.00
HOMEMADE FETTUCINI <i>with broccoli rabe pesto, artichokes, shitake mushrooms and parmesan bread crumbs</i>	31.00
STEAK FRITES <i>with Maître D' butter or Béarnaise sauce</i>	38.00
COQ AU VIN <i>with smoked bacon, pearl onions and truffled basmati rice</i>	29.00
ROASTED AMISH CHICKEN BREAST <i>with creamy polenta, broccoli rabe and fig jus</i>	28.00
DUCK CONFIT <i>with Yukon Gold potatoes, cipollini onions, wild mushrooms and frisée</i>	32.00
STEAK AU POIVRE <i>with spinach and pommes frites</i>	44.00
BEEF STROGANOFF <i>with buttered noodles</i>	25.00
MUSHROOM AND SWISS CHARD TART <i>with goat cheese and pea shoots</i>	24.00
BALTHAZAR BURGER	19.00
À CHEVAL	20.00
BALTHAZAR CHEESEBURGER	20.00
OMELETTE <i>with pommes frites and fines herbs</i>	19.00
EGGS BENEDICT <i>poached eggs, Canadian bacon and hollandaise with pommes frites</i>	23.00
EGGS NORWEGIAN <i>poached eggs with smoked salmon and hollandaise</i>	24.00

SALADES ET SANDWICHES

SALADE NIÇOISE <i>with fresh seared tuna and marinated tomatoes</i>	29.00
GRILLED CHICKEN PAILLARD <i>with frisée, tomato confit and shaved Parmesan</i>	28.00
GRILLED SULLIVAN COUNTY TROUT <i>over a warm spinach, walnut and lentil salad</i>	29.00
ROAST LAMB SANDWICH <i>with grilled vegetables, arugula and harissa mayonnaise</i>	18.00
TOASTED FRENCH HAM AND GRUYÈRE SANDWICH <i>on country bread</i>	19.00
CHICKEN CLUB <i>grilled with lettuce, tomato, avocado, bacon and mayonnaise, served with pommes frites</i>	22.00
ROASTED EGGPLANT SANDWICH <i>with peperonata, arugula and shaved Parmesan on rosemary ciabatta bread</i>	16.00

LES GARNITURES

POMMES FRITES	10.50	POMME PURÉE
HARICOTS VERTS		SAUTÉED SPINACH
SAUTÉED MUSHROOMS		ASPARAGUS

BREAKFAST	Mon-Fri	7:30AM	11:30AM
	Sat-Sun	8:00AM	9:00AM
BRUNCH	Sat-Sun	9:00AM	4:00PM
LUNCH	Mon-Fri	12:00PM	4:00PM
DINNER	Mon-Thu	6:00PM	12:00AM
	Fri-Sat	6:00PM	1:00AM
	Sunday	5:30PM	12:00AM

CHEF DE CUISINE Shane McBride

PLATS DU JOUR



MONDAY
HALIBUT WITH
RATATOUILLE
42.00

TUESDAY
CUISSÉ DE LAPIN
"PROVENÇALE"
39.00

WEDNESDAY
SOLE EN PAPILOTE
39.00

THURSDAY
BLANQUETTE
D'AGNEAU
37.00

FRIDAY
BOUILLABAISSE
43.00

SATURDAY
BRAISED SHORT RIBS
39.00

SUNDAY
HOMARD GRILLÉ
39.00

Our french fries are cooked in peanut oil.

Eating raw or undercooked fish, shellfish, eggs or meat increases the risk of foodborne illnesses. Although every effort will be made to accommodate food allergies, we're afraid we cannot always guarantee meeting your needs.

6. How to order at a restaurant. Watch the video and create a similar discussion using the menu above.

<https://www.youtube.com/watch?v=u7GJgGLXyZI>



7. This time your project work is going to be creative. We expect you to appear resourceful and broad-minded. Imagine that you are an artist. Get acquainted with the site <https://tagul.com/> which is a web service that allows you to create gorgeous word clouds. Use the vocabulary from the topic FOOD AND DRINKS and create your own word cloud.

This is the example of Kirill Cherniack's work.



UNIT 4 THE AIRLINE INDUSTRY

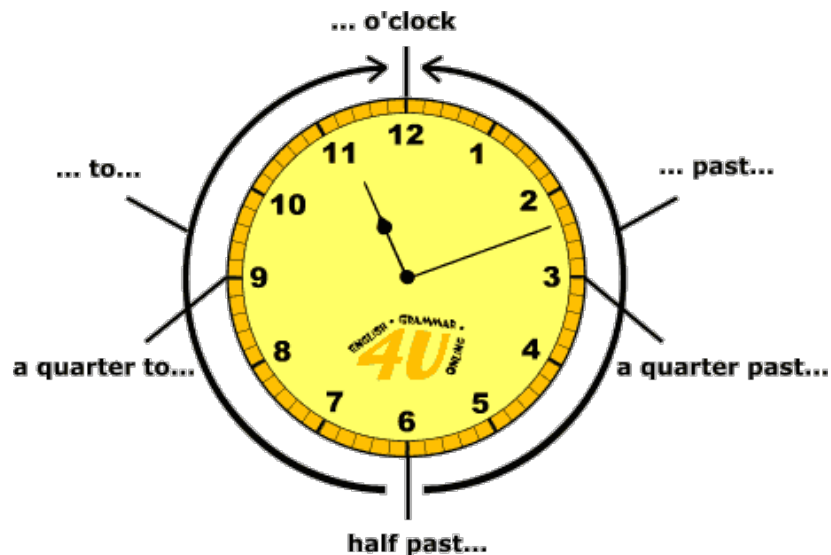


1. Have you ever been to the airport? What facilities are there? What is the best airport you have ever been to? Why is it so comfortable?



2. Look at the picture of the London Heathrow airport display board. What flights were scheduled? When did they land? The clock picture below will help you.

Arrivals	Departures	Connections	Last updated 13:45	
Flight number, destination <input type="text"/> Show flights: Today 23 Oct 2... Flights in: All terminals Sort by: Scheduled time				
<p>SCHEDULED 12:35</p> <p> BA753</p> <p>FROM BASEL/MULHOUSE</p> <p>Landed 12:17</p> <p>Terminal 5</p>	<p>SCHEDULED 12:35</p> <p> IB4644</p> <p>FROM DENVER</p> <p>Expected 14:18</p> <p>Terminal 3</p>	<p>SCHEDULED 12:35</p> <p> JL7834</p> <p>FROM MILAN</p> <p>Landed 12:28</p> <p>Terminal 5</p>	<p>SCHEDULED 12:40</p> <p> A31606</p> <p>FROM FRANKFURT</p> <p>Landed 12:30</p> <p>Terminal 2</p>	<p>SCHEDULED 12:40</p> <p> AA6337</p> <p>FROM GENEVA</p> <p>Landed 12:32</p> <p>Terminal 5</p>





3. **Read a short text about Heathrow airport. Answer the questions.**

Heathrow airport is one of the greatest airports in the world. It is a major international airport in west London, England. Heathrow is **the** busiest airport in the United Kingdom, busiest airport in Europe by passenger traffic, and third busiest airport in the world **by total passenger traffic**. In 2014, it handled a record 73.4 million passengers, a 1.4 percent increase from 2013.

Heathrow Airport **is used by over 90 airlines flying to 170 destinations worldwide**. The airport is **the primary hub of British Airways** and is a base for Virgin Atlantic. It has four passenger terminals (numbered 2 to 5) and **a cargo terminal**. Of Heathrow's 73.4 million passengers in 2014, 93% were international travellers; the remaining 7% were bound for UK destinations. The busiest single destination in passenger numbers is New York, with over 3 million passengers flying between Heathrow and JFK Airport in 2013.

As the required length for **runways** has grown, Heathrow now has only two parallel runways running east–west. From the air, almost all of the original runways can still be seen, **incorporated into the present system of taxiways**. North of the northern runway and the former taxiway and aprons, now **the site of extensive car parks**, is the entrance to the access tunnel and the site of Heathrow's unofficial "gate guardian". For many years the home of a 40% scale model of a British Airways Concorde, G-CONC, the site has been occupied by a model of an Emirates Airbus A380 since 2008.

Heathrow Airport has Anglican, Catholic, free church, Hindu, Jewish, Muslim and Sikh chaplains. There is **a multi-faith prayer room and counselling room** in each terminal, in addition to St. George's Interdenominational Chapel in an underground vault adjacent to the old control tower, where **Christian services take place**. **The chaplains organise and lead prayers** at certain times in the prayer room.

The airport has its own **resident press corps**, consisting of six photographers and one TV crew, serving all the major newspapers and television stations around the world.

Full body scanners are now used at the airport, and passengers who object to their use after being selected are **required to submit to a hand search in a private room**. The scanners **display passengers' bodies** as a cartoon-style figure, with indicators showing where concealed items may be.

- 1) Is Heathrow airport is the busiest airport in the world?
- 2) By how many airlines is Heathrow airport used?
- 3) For what airlines is the airport the primary hub?
- 4) How many terminals does it have?
- 5) How many parallel runways does the airport have?

- 6) What are the churches that are there in the airport? Why do you think the English have created chapels in the airport?
- 7) What is the resident press corps?
- 8) What are full body scanners?



4. **Look at the table of the busiest domestic routes. Take turns with your partner and say about the number of handled passengers.**

Busiest domestic routes (2014)

Rank ↕	Airport ↕	Passengers handled ↕	% Change 2013 / 14 ↕
1	Edinburgh	1,472,812	▲ 8.6
2	Manchester	876,597	▲ 10.0
3	Glasgow International	870,988	▲ 0.1
4	Aberdeen	776,880	▲ 9.1
5	Belfast City	674,889	▲ 0.4
6	Newcastle upon Tyne	478,806	▼ -0.5
7	Leeds/Bradford	132,325	▲ 11.5

Source: UK Civil Aviation Authority^[80]



5. **Read some information about Heathrow express. Create a dialogue of the passenger and ticket collector. Train how to say numbers.**

Journey times

Non-stop **trains run** every 15 minutes. The journey between London Paddington and Heathrow Terminals 2 & 3 takes 15 minutes (allow a few minutes more for Terminal 4 or 5). From Monday to Thursday Heathrow Express **run half hourly services after 21:55** from Paddington to Heathrow. Services start at 22:25 until 23:25.

After 22.00 every Monday to Thursday services from Heathrow to Paddington will also run every half hour. Services start at 22:11 from Terminal 4 until 23:26, 22:12 from Terminal 5 until 22:42, and 22:18 from Terminal 2 and 3 until 23:48.

What's on board

Travel in comfort on modern, **air-conditioned trains with plenty of baggage space and on-board TV**. There's free Wi-Fi throughout the train, and **at-seat power sockets** too. You can even use your mobile phone when the train is in a tunnel.

Need to relax or work in peace? **Upgrade to a First Class carriage with larger seats, extra legroom, tables to work from and complimentary newspapers and magazines.**

Timetable, tickets and fares

Trains run between 05:10 and 23:25 from Paddington, and between 05:07 (from Heathrow Terminal 5) and 23:58 (from Heathrow Terminal 2 and 3). On Sundays, the first train departs 06:25, then every 15 minutes until 23:25.

Tickets are available online, at the station or on the train. The Express Standard class single fare is £26.50 on board or £21.50 in advance. Returns are £40 on board or £35

in advance. For online purchases, you can use US Dollars and Euros and therefore you avoid foreign exchange charges. If you download the Heathrow Express app you can save 10% off your first Express Saver fare.



6. Go to the BBC learning English site. Listen to several conversations connected with the topic “at the airport”. Do the exercises that are given there. Create your own topic for the discussion. Use the vocabulary from the conversations that you have listened to.

Choosing transport

<http://www.bbc.co.uk/worldservice/learningenglish/multimedia/london/unit1/listen1.shtml>

At the ticket office

<http://www.bbc.co.uk/worldservice/learningenglish/multimedia/london/unit1/listen2.shtml>

In the underground station

<http://www.bbc.co.uk/worldservice/learningenglish/multimedia/london/unit1/listen3.shtml>

7. Read the text “Comparing travel options”. Answer the questions after the text.

<http://www.bbc.co.uk/worldservice/learningenglish/multimedia/london/unit1/read1.shtml>



8. Get familiar with the Listening Lab. Here is the task that will help you to train your listening skills. You can work with the Lab yourself. <http://www.esl-lab.com/eslbasic/airportarrival-1.htm>



9. At the airport you will also need the vocabulary for the check-in. Here are some listening that will help you to create a dialogue “At the Check-in Desk”. <http://www.espressoenglish.net/travel-english-conversations-in-the-airport/>



10. Create a group canvas on linoit.com entitled “Best World Airlines”. You can download the pictures, videos, information about this airline and the most welcomed is your own experience of using these airlines. This is just a small example. Be creative and glue many stickers.



UNIT 5

ATTRACTIONS AND ACTIVITIES

1. Think of as many places of interest as you can in one minute and answer the question “What attracts tourists”?
2. Now look at the following definitions. Can you think of more to add to the list?

Physical attractions are natural features that attract tourists to the area such as parks, waterfalls, caves etc. For example, Niagara Falls

Human attractions are those made by people such as hotels, cathedrals etc. Eiffel Tower



3. How well do you know the world’s top attractions? How many can you name? You will be surprised to see the whole list! Watch this video and note down the top ten world attractions. Choose two of them and find specific information, statistics about the number of tourists per year and any interesting facts. http://ed.ted.com/videos/?search=tourist%20attractions&video=COiwnM_Wo

4. Visit the site **TRAVEL+LEISURE** at www.travelandleisure.com/slideshows/worlds-most-visited-tourist-attractions and make lists of natural and man-made attractions. Choose one in each category and speak about them in detail. Look at the example provided below:



Let's have a look at two of China's more prominent sites — the Tiananmen Square and the Forbidden City.

The impeccable condition of the square is admirable. There are cleaners moving around the square picking up rubbish, from cigarette butts to the smallest of rubbish. Hundreds of people fill the immense square, most of them from the different countries in Asia.

The area is so big that one could easily lose one's way in the huge crowds, which usually thronged this landmark in the capital city of China.

Tiananmen Square is home of the Great Hall of the People, the Chairman Mao Zedong Memorial Hall, which has the embalmed body of the late chairman Mao. To the right of the entrance to the square is the National Museum of China. However, it is the square which is the most famous for the pro-democracy protest that took place in 1989, where hundreds of civilians were killed.

To get to the Forbidden City, you need to walk through a tunnel located under the Chang'An Avenue.

It is said that back in the day, no one could enter or leave the area without the emperor's permission. Hence, the Forbidden City. The Forbidden City was as enchanting and mysterious as its buildings. According to documented history of the city, emperors from the Ming Dynasty to the Qing Dynasty lived here. That was between 1420 and 1912. For more than 500 years the Forbidden City was the ceremonial and political centre of Beijing.

It took 14 years to build the 980 wooden buildings that make up the Forbidden City. Like most historical sites in China, the Forbidden City has beautiful sculptures from dragons, lions, tortoise, crane to lions.

In 1987 the Forbidden City was declared a world heritage site by UNESCO.

Placed strategically around the Forbidden City are brass urns. According to the guide, the urns were used as fire extinguishers. And in the winter, workers had to keep fires under the urn burning to prevent the water from freezing. Today, these urns are some of the biggest attractions in the city.

The Imperial Garden was beautiful — there were trees that were more than 300 years old. While a lot has been said about the garden, the structures within the garden were very interesting from the four pavilions located at the four corners of the garden to the incense burner.

To spend any time at the Forbidden City is never enough to capture the essence and history of this magnificent ancient city.

5. Visiting historical and natural places is not the only way to entertain yourself as a tourist. Nowadays, there are many more types of activities. Read the following text to find out more.

Activity holidays

Ice fishing, Aspen – For the sturdy of body, Aspen offers snowshoeing, ice fishing and snowmobiling. In the summer, you can show off your physique by hiking, fly-fishing, horse riding or mountain biking. The Little Nell is Aspen's only 5-star ski-in, ski-out hotel and is located at the base of Aspen Mountain and in the heart of downtown Aspen with its swanky shopping, dining, nightlife and galleries. It is open year-round and has innovative winter and summer programmes for guests. Suites offer panoramic mountain views or, if you're splashing out, you can have a three- or four-bedroom residence with spectacular rooftop pools.



Adventure holidays

Safaris in Rwanda and Uganda – Founded in 1997, Volcanoes Safaris is an intimate collection of eco-luxe lodges in Rwanda and Uganda, which was at the forefront of reviving tourism near the great ape parks. From tracking the endangered mountain gorillas of the Bwindi Impenetrable Forest to summiting volcanoes or simply sharing the heritage of the indigenous Batwa tribe, the unrivalled expertise of the Volcanoes guides guarantees a truly unique experience. All lodges have inspiring views of the soaring Virunga volcanoes, the expansive Queen Elizabeth National Park and the Mountains of the Moon.

Cruises

Arctic – Not everyone wants bustling sun-drenched ports while cruising. If you're seeking splendid isolation, try circumnavigating the North Pole with stopovers in ports in Alaska, Canada, Finland, Greenland, Iceland, Norway, Russia and Sweden. Nature lovers will be enthralled by wildlife such as Arctic hares, lemmings, Arctic fox, caribou and polar bear. At Greenland, you'll watch the graceful whales around the Godthab Fjord and see the Northern Lights.



New on-trend destinations

Any Hipster Neighbourhood – The hipster lifestyle of beards, bicycles and craft beers is well documented. And now hipsters are changing the face of travel too, by going off the beaten track in European cities. You won't find them at main tourist sites, like the Eiffel Tower or Rome's Colosseum. Instead, they are searching out the neighbourhoods which are less well known and where they are not likely to bump into your average tourist. Favourite spots are anywhere filled with microbreweries and trendy restaurants, with Airbnb providing the accommodation. Among Europe's leading hipster capitals are Berlin's Kreuzberg neighbourhood, District VII in Budapest and the Malasana district in Madrid.

Romantic holidays

St Lucia, Caribbean – The charm of St Lucia is both immediate and abundant. Small in size, but with plenty of lush rain forests, volcanic peaks, blue seas, golden sand beaches, snorkelling, scuba diving and hiking. The four-star Coco Palm Hotel is a family-run, award-winning romantic hideaway, a boutique resort in Rodney Bay Village, just five minutes from Reduit Beach, that manages to be both elegant and relaxed, but with plenty of old-world Caribbean charm.

City breaks

Reykjavik, Iceland – During Bjork's heyday, Reykjavik was a popular destination and we're predicting a return in popularity. It has all the usual city break options - shopping, churches, museums, great pubs and restaurants and Yoko Ono's Imagine Peace Tower - but, unusually for a city break, there are extraordinary natural wonders within easy reach of the city, including the spectacular solfatara fields of Krysuvik. This is an enormous expanse of volcanic vents and hot springs set into the surrounding hills. Or you could choose to just splash around in the many hot springs dotted around the city. Great Airbnbs and regular flights make this an easy destination.

Culinary tourism

Dubrovnik, Croatia – Seafood is the thing in Dubrovnik, specifically squid, mussels, lobster and oysters, much of which comes from the bay of Mali Ston, about an hour's drive from the city. Base yourself at the Hotel Excelsior overlooking the Adriatic Sea and just a few steps from the old town, and explore the many fine restaurants in the vicinity. Mali Ston itself is a hidden gem of a gourmet paradise, filled with pretty local restaurants serving delicious fresh seafood without fuss. Local fishermen offer tours of the mussel and oyster fields by boat, with plenty of opportunities for sampling built-in along the way. Try a plate of the freshest oysters, straight from the water, with a glass of the excellent local Dingac wine.

Self-catering

For those who prefer self-catering, with a pleasing dash of eccentricity, Casa del Mundo near Alicante, Spain, has a choice of traditional wooden Gypsy wagon, Indonesian gazebo, African safari lodge or Balinese rice hut to sleep in, with a range of sizes to cater for different families. On site is a swimming pool, basketball, boules, library and restaurant, while in close proximity are options for biking, horse riding, climbing, trekking, diving and snorkelling. The owners are Dutch, and clever in the ways of families and children.



The nouns

6. **Find these activities in the text after you read their definitions:**
1. the sport or activity of swimming underwater while breathing air through a tube
 2. a long, hard walk lasting several days or weeks, especially in the mountains
 3. the activity of going for long walks in the country for pleasure
 4. a trip to see or hunt wild animals, especially in east or southern Africa
 5. the sport or activity of swimming underwater using special breathing equipment consisting of a container of air which you carry on your back and a tube through which you breathe the air



7. Watch a video at YouTube at <https://www.youtube.com/watch?v=l-CFWMS-mNw> and list tourist activities and attractions you hear about. Have you tried any of the activities? Which ones would you like to have a go?
8. Explore New Zealand which has an unlimited range of tourist attractions and activities located throughout the country. Go to the site <http://www.tourism.net.nz/attractions-and-activities> and find the map (below). Choose a region depending on the activities offered and explain your choice. Invite another student to join you!



9. **YouTube** **Looking for the best things to do in London?** Head to <http://www.visitlondon.com> – your official London city guide. For more information about the top 10 London attractions go to <http://www.visitlondon.com/top10> Take a look at London from a fresh perspective as we take you on a tour of the city’s most popular places to go based on the official attraction visitor numbers. From unique museums and... **Watch this amazing video about top 10 London attractions** at http://ed.ted.com/videos/?search=tourist%20activities&video=L0r0VTos_wUA as you watch it, list the attractions and note down a specific feature of characteristic of each one. Which attraction is the most appealing to you? Why?



DISQUS

10. Go to the already familiar site where you have previously made an account. Generate a discussion about the most preferable activities young people choose. Try to find out the reason for their choice and be friendly and inventive yourself. After a three-day discussion, report back to the group what you learnt.

UNIT 6 WORKING IN TOURISM

Before considering any career opportunities, it sounds like a good idea to find out what career area suits you best. Follow the link <http://www.opencolleges.edu.au/careers/career-quiz> and take this personality test. After getting the result, make a brief comment saying whether you agree or disagree with the outcome and if it has given you any insights.



1. Read the following text and decide which reason is more likely to drive your own desire to work in tourism. Explain your choice.

If you **have a penchant for travel** and you like to help others then a job in the travel and tourism industry could be the career for you. Here are the top 10 reasons to choose a career in travel and tourism.

1. Ease of Start and Advancement

One in three people get their start with a job in the tourism sector and if you're enthusiastic and driven, advancement is often faster and easier than in other sectors, meaning the potential to kick-start your career and climb up the proverbial ladder is great.

2. Career Choices

The job prospects and choices in the industry are fantastic with endless opportunities. There **are a huge range of jobs** in a variety of sectors including Travel Agent, Wholesaler, Visitor Information, Tour Operator, Cruising, Transport, Events and

Tourism Services.

3. The Travel Industry is Innovative

The travel industry is one of the most competitive and innovative industries in the world with international destinations all vying for top spot. This ensures that new creative ideas and services are constantly being developed to keep up with tourist's needs in order to stay ahead of the competition.

4. Variety

There's a job to suit everyone in the tourism industry. With such diverse jobs in the industry, you can work in any kind of environment you wish, whether it be a routine nine-to-five or a more glamorous and unpredictable role.

5. Transferable Skills

The skills gained working in the travel and tourism industry can be used in a number of different sectors and positions, whether inside the industry or in other business.

6. Travel While You Earn

If you're thinking of pursuing a career in the tourism industry then it's more than likely you're passionate about travel and one of the top reasons for choosing to work in the sector is that in many positions you can travel while you earn a living, whether locally, nationally or internationally.

7. Learning Potential

Another great reason for working within the industry is the potential for learning about a number of tourism and travel subjects, including gaining local travel knowledge, learning about different cultures and nationalities and finding perfect travel destinations when you're ready to take a break.

8. Your Ethics

The tourism industry has an immense economic value for a country's economy and people and greatly benefits local communities through the creation of jobs with fair wages without exploiting the local environment.

9. Making People Happy

Lastly, but certainly not least is your potential to make people happy. There are a number of roles in the industry that are all about helping people to go on their dream holiday and creating an experience they'll never forget. According to Michael Owens, President and CEO of the Tourism Leadership Council, "My job is to make people happy."

The adjectives

2. In the reading above, find the adjectives to match the provided definitions

- Feeling or showing a lot of excitement and interest about somebody/something.
- Used to describe a situation in which people or organizations compete against each other.
- Introducing or using new ideas, ways of doing something, etc.
- Very different from each other and of various kinds.
- Used to say about something that changes a lot or depends on too many different things.

- f) Having or showing strong feelings of enthusiasm for something or belief in something.
- g) Extremely large or great.



3. Read about the job of the tourism officer. Then decide which activity or area is more appealing to you stating the reasons. Use the highlighted vocabulary.

Tourism officer: Job description

Tourism officers/destination managers **develop and promote tourism** in order to **attract visitors and generate significant economic benefits** for a particular region or site. They may work for local authorities, but are now increasingly employed within public/private destination management organisations, public agencies or partnerships.

The role is varied and may include many different types of work. Key areas include marketing, visitor management and the development of tourism products, services and facilities. Depending on the level it may involve strategic planning, particularly in local authorities. **Economic development or urban and rural regeneration** is also an increasingly common part of a tourism role, and tourism officers, therefore, usually work closely with residents and businesses in a local community in order to support the local economy.

Typical work activities

As well as maintaining visitor services, tourism officers are usually involved in strategic planning and development. Their work involves **liaising with businesses**, the public and public agencies, as well as behind-the-scenes preparation and planning.



Typical activities include:

- Producing and commissioning tourist information, including art work, and writing press releases and copy for tourism guides/newsletters;
- Setting up and attending exhibitions and holiday shows;
- Organising special and seasonal events and festivals;
- Devising and planning tours, and arranging itineraries;

- Liaising with local operators, the media, designers and printers;
- Managing staff, budgets and staff training needs;
- Providing funding and business advice and sending e-newsletters to local businesses;
- Developing e-tourism platforms, including websites, and constructing business databases;
- Planning and writing funding applications;
- Giving talks to local parties, community groups and schools, and handling media enquiries.



4. Watch a video about another job in tourism and answer the questions:

http://discovertourism.ca/en/interactive_zone/tourism_occupation_videos/heritage_interpreter

1. What does the job involve?
2. Where does the heritage interpreter work?
3. What skills are necessary for a person in this position?
4. Why is the thorough knowledge of the attraction vital?
5. What personal qualities does the heritage interpreter need to have?
6. What people is this job suitable for?
7. Would you like to do the job? Where?

5. What skills and personal qualities are necessary to work in tourism? Read the following opinion samples and answer the questions below.

The travel industry is a multi-billion dollar, global and ever growing industry with many opportunities for work and advancement professionally and benefits to those who work in the industry and their families. The advantage with working in the industry is that there are certain basic qualities that once learned in one area of the industry will be useful should you choose to work in another area of the industry. For example if you work as **an air hostess**, some of the skills and qualities you acquire will be useful whether you choose to work later on in the hotel industry, as a travel consultant or even as a tour guide. That means plenty of job opportunities opening up in this exciting industry. Below are some of the qualities and skills that Scottish employers want and strengths they're looking for in a potential employee. Here's what they said:

I look for enthusiasm, honesty and good team working skills.

Alan Fry, General Manager of Dalhousie Castle, Bonnyrigg

As an employer, the skills I'm looking for are good communication, the ability to problem solve, a willingness to learn, adaptability and being able to get to work on time every day with a smile on your face.

Patricia Rainey, Cluster Director of HR at Marriott Hotels

We're looking for social skills. We're looking for people who want to work with other people and have fun. If you're having fun, the guests are going to have fun - there's nothing more infectious.

Stephen Carter, Chairman of Cameron House, Loch Lomond

I firmly believe you can train anyone to work front of house in a restaurant if they have the right attitude and personality. When it comes to working in the kitchen you need self discipline and stamina.

Des Mullan, Operations Director at the Two Fat Ladies

If you want to be a tour guide, you need to be passionate about your country and you need to be able to show this through storytelling.

Ian McKain, Owner of Auld Reekie Tours

You need to be passionate about Scotland and have a desire to help people.

David Anderson, Head of HR at VisitScotland

Whether you're serving haggis and neeps with a good Scottish pint or you're working in a Michelin-starred restaurant serving fine food and wine, you need to be passionate about Scotland's natural larder and the amazing food we have to cook with and use creatively on our menus.

Shirley Spear, Owner/Director at The Three Chimneys, Isle of Skye

1. What is the most frequent quality employers want? Why do you think it is so?
2. What skills are important? Why?
3. Why is adaptability considered necessary?
4. What social skills do employers look for?

6. Many tourism professionals find their permanent employment abroad. Read the text and note down advantages of working abroad in tourism. Also think and mention some disadvantages.

TOURISM JOBS ABROAD

There are a number of different paths to take when searching for a tourism job abroad, and your decision on what career to follow is entirely dependent on your skills, goals, and where you plan to work.

Perhaps one of the most common jobs in tourism is working as a **flight attendant**, which provides you with endless opportunities to travel the world while working. If you don't mind living out of a suitcase and you can't decide on which country to settle in, a career in the airline industry might be right for you.

In some countries, you can legally work as a **freelance tour guide**. In order to work abroad as a tour guide, you must truly know the area in which you are working, everything from the history, to the language, to the culture, to when the buses arrive and where the best food is. Working abroad as a freelance tour guide allows you to live amongst locals, but also constantly share the beauty of your adopted country with travellers just like yourself.

Many hostels, hotels, beach resorts, and ski lodges throughout the world typically hire great numbers of staff for **seasonal hospitality work**. These tourism jobs are usually offered during the peak tourist seasons for each particular location—for the urban hubs of Europe, this typically lasts from late spring to the end of summer whereas ski resorts in South Korea will hire primarily in the winter months. Most temporary tourism jobs abroad are filled by young adults from all over the world, creating a multicultural and entertaining workplace.

For those interested in a more corporate environment, **travel companies** that organize group tours abroad may be a good choice. These can be **boat cruises, walking tours** of different cities, or perhaps even multiple countries within a continent. Some of these tourism jobs may include the operations and planning of the trips beforehand or the on-the-ground execution and logistics of leading groups of tourists through unfamiliar country. Working abroad in large travel agencies allows you to work within the field of tourism in a career-driven and competitive environment.

7. Translate the following seasonal hospitality job advertisement into English. Use the vocabulary of the unit.

Великолепный снег, захватывающие видыгор и множество вариантовтрудоустройства: всё это может придать существенный импульс вашей карьере нагорнолыжном курорте Даймонд Пик. Расположенный между горных вершин и северной береговой линией озера Тахо, этот курорткоторый предлагает разнообразный отдых (лыжи, гольф, теннис, оздоровительный центр). Трудоустройство на зимнее время включает такие сферы как общественное питание, диспетчерскую службу, лыжный патруль, обслуживание лифтов, обучение катанию на лыжах и сноуборде. Почасовая оплата варьируется и может включать ряд льгот для сотрудников, в том числе пользование лыжами и сноубордом, посещение оздоровительного центра отдыха (крытый бассейн, сауна, зона тренировки и аэробика), питание и участие в захватывающих событиях на протяжении всего сезона. Те, кто обладают хорошей трудовой этикой, имеют прочные навыки межличностного общения и ориентированы на работу на благо клиентов, несомненно, получат полезный опыт работы.



8. There are many more jobs in tourism about some of which you will learn from this short video. Write down the job title, what it involves and what opportunities it offers. Which one would you like to do? Why? <http://www.youtube.com/watch?v=s1fK2PVUdCs>
9. Another job worth mentioning is a working guest. Read the information about requirements from the site www.goabroad.com and think of advantages such employment may give young professionals or those still in

training. Would you like to work as a working guest? In what country? What will you learn from this experience?

A unique opportunity to live and work in the land of the midnight sun while **enhancing your qualifications** in the tourism industry or discovering **the fabulous work** of Norwegian farmers. This volunteer program is a chance to get to know the Norwegian people, culture and custom by seeing this wonderful country from the inside. Take part in the Working Guest-Norway program and choose **to become a witness of** the beautiful Northern Lights and absorb the natural beauty of an amazing country.

Highlights

As a future participant in the Working Guest – Norway program you will choose between:

- Working Guest in agriculture, typical jobs include picking fruit, harvesting, taking care of animals, milking & etc.
- Working Guest in tourism, typical jobs include housekeeping, cook, waiter or receptionist, etc.

In return for working approximately 35 hours per week (with one and a half days off per week), you'll receive your accommodation and food and you'll receive a weekly pocket money of 890 Norwegian Krona (approx GBP 85).

Insurance is also included in the program as well as 24-hour support from our local partners and your host family.

As your application is distributed to those who have requested a Working Guest - we'll work closely with you to ensure your application is positive and has the best chance of receiving offers from host families.

How the placement process works:

Once you **have applied**, we work with our Norwegian team to distribute your application as far and wide as possible across Norway. A Host Family who would like **to offer you a placement** will then contact you directly for a telephone interview – it is then your choice to accept or decline the offer.

Shortly afterwards, you **will receive the contract**, and then all you have to do is finalize your start date with your host family.



10. **Thinking about starting your own business in tourism? Follow the link and develop your business plan. Then make a presentation to the group. Finally, have a discussion about the most viable project.** <http://www.wikihow.com/Develop-a-Tourism-Business>

UNIT 7 ORGANISING A TRIP



1. Being a professional in the tourism industry, you might one day need to organise a trip for a group of people or an individual. Let's look at the tour operator job in more detail.

A TOUR OPERATOR:

Develops, markets and operates packaged travel and tourism products and tours.

Provides a guided visit to a particular place to participate in particular experiences.

QUICK TIPS TO A SUCCESSFUL TOUR OPERATION

- ✓ Suit the demands of the market.
- ✓ Suit your personality, skills, interests, knowledge and experience.
- ✓ Offer something unique - be different from your competitors.
- ✓ Research and plan!
- ✓ Have capital behind you - it can take 3 to 5 years to become established and recognised in the tourism industry!

TYPES OF TOUR OPERATIONS

A tour operation can be characterised by the mode of transport. The challenge to anybody embarking on a tour business is deciding what type of tour to operate. The following list demonstrates some of the types of tours offered to tourists:

- **extended tours**
- **charters**
- **escorted luxury tours**
- **fishing tours / sports tours**
- **historical / art tours**
- **four wheel drive tours**
- **adventure**
- **day tours**
- **group tours**
- **wine tours**

- **cultural tours e.g. cooking**
- **guided walking tours**
- **tag-a-long tours**
- **nature-based and eco tours**
- **boating**

WAYS TO STRUCTURE A TOUR OPERATION

FULL AND HALF-DAY TOURS

Full or half-day tours are tours that are conducted within a day or part of a day.

- They **are popular with tourists** because it **enables them to experience a destination with little fuss**, in minimum time and in relative comfort.
- The choice of tours currently available is extensive, so it is a good idea to make your tour a bit different from what is available.

EXTENDED TOURS

An extended tour is a tour that has two or more day tours linked together with an overnight accommodation stop.

- Extended tours generally use **coaches** and stay in hotel or motel accommodation.
- They should not **be confused with** safari or adventure tours which use coaches or **four wheel drive vehicles**, and use camping or budget accommodation.
- Extended tours have regular departure dates that can be pre-sold to individual customers well **in advance** of the date of travel.

GROUP PACKAGE TOURS

A group package tour covers one-off itineraries organised for specialised groups, such as overseas or interstate tourist groups, pensioners groups, schools, sporting clubs and so on.

- Group package tours are similar to extended tours.



SAFARI CAMPING TOURS

Safari, camping, eco-tours and adventure tours are essentially four wheel drive (4WD) or coach tours offering adventure or eco-tourism experiences not found in more conventional tours.

- Most tours are aimed at small groups of people who share similar interests.
- They usually use camping or budget accommodation and often **have a communal approach to preparing camp sites and meals.**

PASSENGER CHARTER

Charter work provides vehicles for general hire by individuals, sporting clubs, social groups, and school groups and so on.

- Normally a driver is provided with each coach. However, in some cases a vehicle can be hired without a driver.

REGULAR PASSENGER TRANSPORT

Point-to-point transport or regular passenger services are easily identified because they have set:

- timetables
- routes
- bus stops - for set down and pick up of passengers
- fares

KEY SKILLS FOR TOUR OPERATORS

- A demonstrable interest in travel
- Knowledge of key holiday destinations
- Foreign language skills
- Excellent interpersonal skills
- Communication skills
- Customer service skills
- Organisational skills
- IT skills
- Commercial awareness
- Good time management skills



Vocabulary

2. Match the types of tours and their definitions:

boating	is a form of <u>tourism</u> in which travelers are escorted in a group to various destinations, versus a <u>self-guided tour</u> where the tourist is on their own.
day tour	a short journey made for pleasure during which several different historical attractions are visited
cultural tour	is a way to provide visitors with the opportunity to go fishing with local

	fisherman and share in the culture, tradition and lifestyle of local fisherman
fishing tour	exploring unique and remote destinations which offers the chance to achieve this with similar minded travellers and in the comfort and convenience of your own vehicle
escorted luxury tour	the leisurely activity of travelling by boat, or the recreational use of a boat whether powerboats, sailboats
tag-a-long tour	a short journey made for pleasure during which several different attractions are visited



3. Before organising a trip professionally, you might want as well to apply your acquired skills and learn.

How to Plan a Group Trip Abroad

Planning a group trip? Whether it's a family reunion, group of friends, or another occasion, a trip with more than a few people can **take more pre-planning and logistics** than any solo adventure. However, **the thrill of** sipping limoncello at a villa in Italy or watching the sunset from an Indonesian resort with 5, 10 or 20 of your closest friends or family members can make those **initial extra steps** worth it.

Step 1. **Decide who's going, how far and when.** Sure, people love to think about travelling around the world, but make sure you don't start planning until the basics are decided upon and everyone **has committed**. It doesn't have to be exact. For example, you might decide in January that your family -- including 14 adults and nine children -- is available **to reunite** somewhere in Europe for 5-6 days either the week of June 11 or July 27. This is enough to move on to step 2.

Step 2. **Designate one person or a small team of people as the ringleader.** Whether you have 8, 15 or 100 people joining you on your trip, you'll need one person or one team **to take on the majority of the planning**. Other group members can and should be included on most of the decisions -- where to go, what activities to do -- but you don't want seven people making 20 different dinner reservations. The larger the group, the more important this step is.



Step 3. **Decide on a price range.** Who is going, and what are their budgets for this trip? **Stick as close to the low end of budgets as possible** to accommodate everyone. One other thing you could do is **to pool money for 'fixed' costs only**. This would mean you would collect a certain amount of money divided equally by everyone for things like accommodation and transport. However other **individual expenses** like food, shopping and activities costs should be paid at the individual level.

Step 4. **Choose a location.** While this sounds relatively easy, this is one of the most difficult steps. Twenty people aren't necessarily going to want to go to the same place or do the same things. Listen to what everyone wants, and ask lots of probing questions.



Step 5. **Research the area.** You finally have your location, participants and budget. Where do you stay? What will you do? Buy **a guidebook** or **look through the internet for ideas**. It sounds expensive, but **renting a villa** in Europe or large home in the Caribbean or South America is often cheaper than renting hotel rooms, especially if you take into account cooking at home.

Step 6. **Book your trip.** Once you've researched the area and found accommodation your group likes well enough, book it. You now have **the dates set in stone** and members of your group can book their flights and transportation as far **in advance** as possible. Make sure everyone **has their passports up to date and gets all of their visas and shots.**

Step 7. **Gauge the activity level of your group.** Check in with your group: Do **folks want to hang out at the pool** and talk about old times, or do they want **to bungee jump or go on safari**? Try to find the median level of interest and plan accordingly. Perhaps relaxing on the beach can be broken up **by an eight-hour day hike around a volcano or samba lessons and a trip to** the discotheque. With more than one rental car or by learning the local public transportation, groups can split up on occasion.



Step 8. **Create an itinerary for your group.** Even with a group of friends or family members, an itinerary can be **invaluable**. Add everyone's cell phone numbers or local contact information, arrival times, and a loose schedule of daily activities, restaurant reservation times, etc.

Step 9. **Go!** All of this pre-planning will have paid off once you arrive at your villa in Tuscany, your eco-resort in Costa Rica, or at your spa in Hungary. Your group can enjoy time together instead of figuring out where to go, when and how. If possible, designate new ringleaders for the trip itself so the planners can relax.



The verbs

4. Read the following sentences and substitute the highlighted verbs and phrases with phrasal verbs from the text above:

- I can't **be responsible for** any extra work at the moment.
- We managed **to buy** a few bargains at the auction.
- We shall be **expecting** an improvement in your work this term.
- In the end** I had to do all the work myself.
- The local kids **spend much time** at the mall.
- Let's **divide** now and meet again at lunchtime.
- The holiday **was worth the trouble**.
- I can't **decide** how to do this.

5. Answer the questions:

- What is the role of the ringleader?
- Why choosing a location for a group trip is very difficult?
- How can you save the budget when looking for accommodation?
- Why is booking in advance preferable?
- Why is it necessary to find the median level of interest of the group?

6. What is the value of an itinerary?

6. This time you will try to plan your own trip using one of travel apps. Sign in for free and follow instructions. Finally, present your project to the group.

Whether you're **hitting the road** or **taking to the skies** this travel season, you could do with a digital companion to help you plan your itinerary, make sure your tickets and connections are all lined up, and that you have plenty of time to do everything you want (or need) to do while you're traveling. Let's look at five of the best travel planning apps.

TripIt at <https://www.tripit.com/>

TouristEye at <http://www.touristeye.com/>

tripcase at <http://travel.tripcase.com/>

tripadvisor at <http://www.tripadvisor.com/>

worldmate at <https://www.worldmate.com/>

wikiHow at <http://www.wikihow.com/Plan-a-Trip>

YouTube

7. As an example, you can watch this video with a short tutorial on **How to organize a group trip on WeTravel - FREE and EASY** <https://www.youtube.com/watch?v=QAZkcj1EvIU>



8. **Organise a one-day tour to London. For suggestion use the following site with the interactive London map** <http://www.mylondonmap.com/> **and the information at the site** <http://www.frommers.com/destinations/london/666719>. **The suggested itinerary is below. Show your itinerary on the map.**

Iconic London itinerary

If you're only in town for a short while and want to sample the best the city has to offer, this is the itinerary for you. It takes you on a whistle-stop tour past 20 of the city's main attractions. If you don't linger too long in any one place, you could just about get through it all in 1 day, but the itinerary is best spread over 2 or even 3 days.

Start: Tube to Westminster.

1. Westminster Abbey

Begin your tour with one of the country's most potent icons, where most of England's kings and queens have been crowned. Aim to get here when it opens at 9:30am, before the crowds descend.



As you emerge from Westminster Abbey, you confront the symbol of the nation's political power:

2. The Houses of Parliament & "Big Ben"

Gaining admission to the debating chambers requires a long wait, which 1-day visitors will have to forgo, but you can admire the massive Gothic Revival pile from the outside.

Walk north along Whitehall until you reach:

3. No. 10 Downing Street

Bear left and look down Downing Street to No. 10. Security concerns mean that it's no longer possible to walk to the prime minister's front door.

Continue north on Whitehall to its end at:

4. Trafalgar Square

The hub of London, this is Britain's most famous square and the scene of many a public demonstration.

Pass through Admiralty Arch in the square's western corner, and down the Mall to:

5. Buckingham Palace

If you're not on a 1-day schedule, you can take a look around during the brief summer opening.

6. Changing of the Guard

Time it right to catch the Changing of the Guard ceremony -- it's at 11:30am. However, you'll have to leave after a few minutes if you're sticking to the 1-day schedule.



Retrace your steps to Trafalgar Square, with a detour into adjacent:

7. St. James's Park

Make your way back to Trafalgar Square via a stroll through one of London's most elegant green spaces.

On the north side of the square, you can enter the:

8. National Gallery

The galleries cover some 8 centuries of the finest art ever created. Even on the most rushed of schedules, try to set aside at least 1 hour.

Head north along Charing Cross Road, and then take a left into:

9. Leicester Square

Make for the "tkts" booth in the center, where you can book reduced-priced tickets for one of this evening's West End shows.



Retrace your steps to Trafalgar Square:

10. Take a Break -- Café in the Crypt

Stop off for lunch at the atmospheric subterranean self-service dining room in St. Martin-in-the-Fields Church, 6 St. Martin's Place, WC2 (tel. 020/7839-4342) on the eastern edge of the square.



Suitably fortified, head east along the Strand, past the Savoy Hotel and Theatre as far as Waterloo Bridge and:

11. Somerset House

Those spreading things over several days can visit the Courtauld Gallery and Embankment Galleries. If you're watching the clock, content yourself with a quick glimpse of the magnificent courtyard.



Head back west along the Strand, and then up Southampton Street to:

12. Covent Garden

If you have the time, enjoy the street performers on the Piazza, a rummage at the market, a mooch about St. Paul's Church, and a tour of the London Transport Museum. Or, if you're on a tighter schedule, choose just one of the above.

Head north, up James Street, and take the Piccadilly Line northbound one stop to Holborn. Change to the Central Line and head east two stops to:

13. St. Paul's Cathedral

Get climbing, up 500 or so steps to enjoy the panoramic sweep from the top of the dome.

14. Millennium Bridge & River Thames

This is a bit of a detour, and so is only realistic for those spreading the tour over more than 1 day. Head south from the cathedral courtyard to the pedestrian bridge crossing the River Thames.

Cross the bridge and you'll find yourself at:

15. Tate Modern

A tour of London's premier museum of modern art should be undertaken only by those with time to spare.

Retrace your steps to St. Paul's Churchyard:

16. Routemaster Bus

Just outside the cathedral, you can board one of the great moving icons of London, the 15H, a shiny red, open-backed Routemaster bus, which runs every 15 minutes as part of a heritage service.

It's a 10- to 15-minute journey to the:

17. Tower of London

Time it to arrive at this 900-year-old symbol of royalty, blood, and gore late in the afternoon, when some of the hordes have departed. Allow yourself a few hours to get your money's worth -- it is pretty expensive.



18. Tower Bridge

Once the Tower shuts, head east for a stroll south across London's iconic bridge.

19. Take a Break -- Dickens Inn

At the bridge's northern end, on the eastern side, end your sightseeing day with a pint at the Dickens Inn, Marble Quay, St. Katharine's Way, housed in a restored warehouse in St. Katharine's Dock. There's a pizza restaurant on the second floor for a quick bite.



Take the Tube from Tower Hill to Bank. Change to the Central Line, alight at Tottenham Court Road and you'll be back in the heart of the West End for:

20. A Night at a London Theatre

Bring things to a close with a night out in the West End, making use of those tickets you picked up earlier.

UNIT 8 WORLD DESTINATIONS

1. Read the following introductory text about locations and answer the questions below the reading.

LOCATIONS

With international travel expanding to include regions and countries otherwise overlooked in previous years, tourism jobs abroad can stretch to all corners of the world. However, there are certainly a few areas on the globe that have a higher concentration of tourists annually.

Europe is one of the most highly-visited continents by travellers throughout the

world. These countries have been popular for centuries, making a culture of tourism **deeply rooted in** European societies. Destinations such as France, Italy, and Spain are especially popular, and the tourism industries there are concentrated on the historical and cultural traditions of each country.

Australia and New Zealand **have been experiencing an increase in tourism** in recent years. From the coasts, to the mountains, to bustling cities, these countries are prime locations for those looking **to explore beyond the well-beaten path of Europe's historical landmarks.** Tourists in Australia and New Zealand are typically younger, making for a very vibrant and energetic travel culture that can be exciting to work in.

South America and Central America, with their **various indigenous and Hispanic cultures, ancient ruins, and delicious food,** have been making a name for themselves in the tourism industry. Specifically, **ecotourism has boomed in certain countries,** such as Costa Rica, shifting travellers' typical exploration of cities to the rainforests and beaches and emphasizing an appreciation for natural beauty as well as man-made wonders.

- a. Why is international tourism expanding?
- b. Why does Europe as a tourist destination remain popular?
- c. Why do Australia and New Zealand experience an increase in tourism in recent years?
- d. Why is ecotourism becoming a new trend in such countries as Costa Rica?
- e. Do you think Russia is experiencing a tourist boom? Why/ Why not?



2. Follow the link <http://www.tripadvisor.com/TravelersChoice-Destinations> and admire the 25 world destinations based on travellers' choice. Choose two destinations on different continents and think what you would visit there, what activities you would have and what benefit these trips could give you.





3. Watch this video and write down the names of the places mentioned and some facts about each of them. Do you agree that they are “places you should visit before you die”? Would you like to visit any of them?<http://www.youtube.com/watch?v=vbfi6JofmaM>

4. **Vocabulary** Find the definitions of these words and phrases. Divide them into types of holidays and activities.

- a. cruise
- b. backpacking trip
- c. island getaway
- d. 2 week holiday
- e. round the world trip
- f. a family vacation
- g. dream destination
- h. a cross-country race
- i. desert island experience
- j. an outback survival course
- k. an expedition
- l. trekking
- m. ocean crossings
- n. white-water kayaking
- o. packrafting
- p. mountain biking
- q. canyoneering
- r. coasteering
- s. abseiling



5. For extreme lovers there are also many options to spend their holiday time. Visit the site<http://www.lonelyplanet.com/travel-tips-and-articles/best-places-to-test-your-survival-skills> to find out where you could test your survival skills. Which one would you enrol on? Why?

6. World destinations do not only include historical places, natural wonders and great cities. Tourists may travel for the sake of food or religious reasons. Follow the links below and learn more. Choose one destination in each category and make a presentation for the group. [Travel Destinations for the Gourmet Traveler](#)

[Romantic Getaways](#)

[Travel Destinations for Sacred Journeys](#)

[Top Ten Travel Destinations](#)

[Exotic Beaches on Tropical Islands](#)

7. The world tourism is rapidly expanding and there appear new destinations which are likely to become very popular soon. Follow the link and learn more about destinations on the rise. Then make up a dialogue with your partner discussing your possible itinerary to one or two of these places. <http://www.tripadvisor.com/TravelersChoice-DestinationsontheRise>

8. How much do you know about ecotourism? Brainstorm ideas why ecotourism is on the rise. Then read the following text.

Ecotourism versus other types of tourism

Ecotourism has been mixed with and incorrectly equated to other types of tourism including green, sustainable, cultural, adventure, responsible, and nature types of tourism. Following are some distinct clarifications among other tourism terms have been incorrectly applied to ecotourism:

- **Sustainable Tourism** – does not deplete resources and allows for a smaller number of tourists to experience nature so as not to disturb the animal's normal mating, feeding, or migratory patterns. An example is rafting trips on a free flowing river. The difference with ecotourism is that there may be no focus on the preservation of the natural habitat or economic benefit to the host destination.
- **Adventure Tourism** – spotlights physical outdoor activities. Examples include snorkelling, diving, or surfing a coastal area. The difference with ecotourism is that while these companies may want to preserve the environment where the activities are taking place, they may not necessarily be operating in a sustainable manner or providing educational opportunities.
- **Cultural Tourism** – centres on the discovery of the heritage of the host destination. An example would be a local artisan showing you how to weave a tapestry and learning from her about the traditional dress. The difference with ecotourism is that there is no focus on nature or wildlife.
- **Responsible Tourism** – attempts to minimize the environmental degradation of the host destination. An example is a wilderness camping trip using *Leave No Trace* ethics. The difference with ecotourism is that there may be no economic benefit to the host destination
- **Nature Tourism** – focuses on enjoying wildlife in their natural habitat. Examples include jungle lodgings in the Amazon or cruise ships that view penguins in

Antarctica. The difference with ecotourism is that these trips may not have an educational component to them, may not be environmentally sustainable or responsible, and may not economically benefit the host destination.

Green Tourism – applies to any activity or facility that operates in an environmentally friendly way. Examples include a rainforest lodge with composting toilets and solar powered lighting. The difference with ecotourism is that these lodges may be centrally controlled by a large corporation and therefore not necessarily benefit the host destination nor focus on conservation education or the preservation of wildlife.



9. Write your definition of ecotourism based on the reading above. Find a country where ecotourism is a destination and make a presentation. Use the following tool <https://prezi.com/>. You need to log in and create a free account. Share your presentation with the group. For example, you can watch a presentation about Amazon animals at [https://prezi.com/gallery/\(Education\)](https://prezi.com/gallery/(Education)).



10. Go to the site <https://storybird.com>. To remember how to work with the site watch this video <https://www.youtube.com/watch?v=T00YjRB1cIw>. Create your own picture story about your dream destination. Share your story with the group.

