

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

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ІНОЗЕМНА МОВА
(ЗА ПРОФЕСІЙНИМ СПРЯМУВАННЯМ):
ГОТЕЛЬНО-РЕСТОРАННИЙ БІЗНЕС

Навчальний посібник

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Подано завдання, спрямовані на активне оволодіння лексикою за темами готельно-ресторанного бізнесу. Наведено комплексні та комунікативно спрямовані вправи, що сприяють розвитку умінь і навичок у всіх видах мовної діяльності. Уміщено інтерактивні завдання на розвиток мовленнєвих навичок, тексти з готельно-ресторанної справи, вправи на розвиток писемної мови та творчі завдання.

Призначено для студентів закладів вищої освіти спеціальності "Готельно-ресторанна справа", студентів коледжів та ліцеїв на поглибленому етапі навчання, фахівцям, які працюють у туристичному та готельному бізнесі, а також усім, хто поглиблює свої знання в галузі сучасної англійської мови.

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Вступ

Навчальний посібник має на меті активне оволодіння спеціалізованою термінологією за темами туристичного та готельного бізнесу, набуття впевненості в професійних навичках, необхідних в туристичній галузі, а також розвиває здатність до виконання професійної діяльності засобами іноземної мови.

Посібник покликаний надати студентам можливість опанувати англійську мову готельно-ресторанної спрямованості та сформувані у майбутніх фахівців загальні та професійно-орієнтовані комунікативно-мовленнєві компетентності (лінгвістичні, соціолінгвістичні та прагматичні) для забезпечення ефективного спілкування у навчальній та професійній сферах.

Посібник комплексний та комунікативно-орієнтований, сприяє розвитку навичок у всіх видах мовної діяльності. Посібник містить інтерактивні вправи на розвиток мовлення, оригінальні неадаптовані тексти з туризму, вправи на розвиток письмової мови та творчі завдання з використанням методу кейсу.

У понятійному плані посібник має чітку структуру, обумовлену логікою даної предметної галузі. Він складається з двох розділів: кожен розділ містить три підрозділи, до кожного розділу розроблено рольову гру та підсумкову роботу з вивченого матеріалу для самоконтролю освоєння компетентностей. Всі розділи ідентичні за структурою і складаються з основного тексту із завданнями на розуміння, які спрямовані на семантизацію нових лексичних одиниць та вдосконалення граматичної компетентності студентів, завдань на аудіювання та говоріння, що сприяють більш ефективному засвоєнню нового матеріалу, та вправ на формування умінь у веденні ділового листування.

Для читання було відібрано автентичні, добре структуровані тексти, що відповідають академічній та професійній сферам за змістом та лексичним наповненням. Джерелом текстів послужили посібники з туризму та країнознавства англійською мовою. Крім оптимальних з дидактичного погляду стилістичних характеристик, при доборі текстів враховувалася їх інформативність, пізнавальна цінність та актуальність тематики. Текстові матеріали, лексико-граматичні вправи та комунікативні завдання

підручника спрямовані на те, щоб навчити студентів швидко отримувати інформацію під час читання англійською мовою, обговорювати професійні теми, використовуючи мовні засоби та основні терміни спеціальності. Мовні функції комунікативних завдань пов'язані з навчанням за фахом. Лексика, підібрана відповідно до вимог освітніх програм підготовки фахівців, запроваджується тематично та засвоюється в ході виконання різних вправ. Матеріали посібника спрямовані на формування професійної комунікативної компетентності. Мовні навички розвиваються комплексно, що сприяє ефективному вивченню англійської мови. Рольові ігри, передбачені темою кожного розділу, спрямовані на розвиток навичок пошуку та отримання інформації англійською мовою та формування готовності студента до реального іншомовного спілкування. Текстовий матеріал даного підручника дозволяє практично оволодіти необхідним граматичним мінімумом у контексті за допомогою запам'ятовування та вживання відповідних граматичних форм у мовленні. Для знайомства із загальним нормативним курсом англійської граматики рекомендовано звертатись до відповідних довідкових посібників. Підручник складено відповідно до вимог організації процесу навчання англійської мови у ЗВО, а також програми з англійської мови для професійного спілкування та загальноєвропейських компетентностей володіння іноземною мовою.

1. Tour operators. Travel agencies

1.1. Activities of tour operators: motivation of tourists

Task 1. What are the duties of a tour operator?

A tour operator is a company or person that investigates the wishes of vacationers, concludes contracts for services that are needed, develops routes, directions and details of recreation, accommodation, transport, tour operators, guides or resort representatives, etc., and then sells the finished tour package. Tour operators can provide the services of a guide who accompanies and organizes all the needs and wishes associated with the trip. This chapter discusses the responsibilities of a tour operator and describes the services that a tour operator offers to customers.

Use the Internet and find information about major Ukrainian tour operators as well as smaller ones. Which tour operator would you prefer to work for? What are the advantages and disadvantages of working for each one?

Task 2. These are key terms for the text being studied. Read them carefully and find the best explanation. Use a dictionary for help [22].

1. A tour operator	A. a person or business that sells goods to the public
2. A package tour	B. market their tours for international destinations
3. A retailer	C. put together inclusive tour packages and sell them to domestic travellers
4. Currency exchanges	D. a travel agent specializing in package holidays
5. Inbound tour operators	E. a car that can be hired for a short period of time
6. Outbound tour operators	F. a person or organization that provides something necessary, such as a product or service
7. Domestic tour operators	G. holidays organized by a travel agency, with the organization of transport, accommodation, etc. at an included price

8. Ground operators	H. a licensed business that allows customers to exchange one currency for another
9. Pilgrimage	I. provides itinerary planning, product selection and coordinates the reservation, confirmation and payment of travel arrangements
10. Insurance services	J. A company that provides land services such as sightseeing tours, transfers from the airport to hotel, limos, taxis, and so on
11. Accommodation	K. a journey of a pilgrim especially: one to a shrine or a sacred place
12. Transfer	L. services provided by an insurance company, a broker or an agent
13. Car rental	M. change to another place, route, or means of transport during a journey
14. Supplier	N. a room, several rooms, or a building in which someone may live or stay
15. A foreign independent tour	O. observe and direct the execution of a task or activity
16. Supervise	P. a kind of tourist who wants to travel independently and take advantage of individual tours

Focus on reading

Task 3. Read the text and say what a tour operator is. Name the different types of tour operators [29].

Tour operators

A tour operator buys travel services in large volumes from carriers and representatives of other services. These services are then packaged for purchase by consumers. Packages are sold through travel agents over the phone and online.

A tour operator is a company, organization or firm that buys travel components from various service providers, bundles them into special tour packages and sets their own price, and then sells them either directly to consumers or through other intermediaries such as retailers.

A tour operator is fully responsible for the provision and performance of the services specified in this tour package, which differs significantly from a wholesale travel agent. Usually, they have certain services of their own, such

as hotels, transfers, cars, currency exchange, etc. Tour operators serve a large market and offer a number of package tours for various segments. That's why, tour operators are recognized as producers of tour packages [29].

Types of tour operators

Tour operators can be classified according to the features of the tour, their business and the scope of package tours. This helps to identify the differences in the meaning and function of each category. Thus, the classification includes outbound, inbound, domestic and ground carriers.

Inbound tour operators

Inbound tour operators are those operators who serve foreign tourists who enter the host country, provide them with various services during their arrival and departure, such as transfer, accommodation, transportation, excursions, entertainment, currency, insurance services, etc. They are also called entrance tour operators because they work specifically to serve foreign tourists or guests.

For example, a group from France comes to Ukraine and is served by Pegas Touristik in Ukraine for all their travel needs listed in the tour package. So, in this case Pegas Touristik is an inbound tour operator.

Inbound tour operators develop and make tour packages individually or in collaboration with foreign tour operators. Packages can be sold directly or through intermediaries. In fact, inbound tour operators are the "builders" of the country's image, as they turn all the country's tourist resources into a commodity.

They also contribute valuable foreign exchange earnings to the economy of the host country. Recognizing the vital role that inbound tour operators play in the healthy growth and promotion of tourism, governments encourage them by providing financial and fiscal benefits.

Outbound tour operators

They make package tours to foreign countries from the host country. These operators specialize in the promotion and development of multinational tours. An outbound tour operator sells a package tour to a person or group of people from their own country to another country or a number of countries for a predetermined period and destination.

The tour operator arranges travel documents, transportation to the central point where the tour begins, and contracts with inbound tour operators (land operators) to provide accommodation, sightseeing, transportation and

other services, if necessary, throughout the tour. These can be business tours or leisure-oriented tours.

For example, a group of tourists want to visit Singapore. They buy a tour package from Pegas Touristik. This tour operator performs all the processing of travel documents for the group and sends the group to Singapore and takes care of all the needs until the end of the tour. Here, Pegas Touristik is an outbound tour operator.

Domestic tour operators

Domestic tourism in Ukraine is developing. As a rule, domestic tour operators function within their home country and meet the diverse needs of individual and group travellers. They advertise travel packages both through their own outlets and through other retail travel agents. In fact, they contribute to national integration and balanced regional economic growth.

For example, a group of tourists from Kharkiv wants to visit Kyiv as part of a pilgrimage. They buy a pilgrimage package tour from Pegas Touristik. This operator organizes a full tour for these Kharkiv tourists. In this case, Pegas Touristik is a domestic tour operator operating within the country for visitors to the same countries.

Ground handlers/operators

The ground operator is also referred to as the "reception operator", "destination management company", "receiving operator" or "handling agency". It is usually expected that these operators will provide "land" at a specific destination. Thus, a ground operator provides services needed by large travel companies if they do not have a local branch office or do not deal with major suppliers such as hoteliers, transport operators, entertainment organizations, car rentals, etc.

The host operator provides, coordinates, controls and processes payments for all services related to the tour in its region. Its services are very important for the efficient and successful operation of an inclusive group, as well as foreign independent tours [29].

Task 4. Read the text (Task 3). For questions (1 – 5) choose the correct answer (a, b, c or d).

1. A tour operator can be defined as the:
 - a) a carrier;
 - b) a transfer agent;
 - c) a supplier;
 - d) a travel agent specializing in package holidays.

2. A tour operator is an organization, a firm, or a person who:
 - a) is responsible for the actual organization of transport and accommodation during any tour or holiday;
 - b) receives guests, tourists and organizes events in the host country;
 - c) promotes tours abroad, for example, a business tour or a leisure tour;
 - d) collects, combines tourism components into inclusive tours and sells them to domestic travellers.
3. Incoming tour operators:
 - a) are also known as inbound tour operators;
 - b) specialize in the promotion and development of multinational tours;
 - c) promote the cause of national integration and balanced regional economic growth;
 - d) escort tourists.
4. Domestic tour operators in Ukraine:
 - a) operate within their country;
 - b) have government regulations;
 - c) know what people want to buy;
 - d) solve the language problems of foreign tourists.
5. Tour packages are sold:
 - a) according to the established prices;
 - b) to travel agents in bulk, the commission is paid to the agent by the tour operator for the sale of its tours;
 - c) to certain age groups;
 - d) only with a visa.

Task 5. Visit a travel agency or tour operator's office in your locality and find out what services they provide. Determine their type, mode of operation and relate this to your perception of the travel agency / tour operator.

Task 6. Answer the following questions. Do it with your partner or in a group of three or four.

1. Have there been similar changes in Ukraine's tourism in recent years?
2. What tourism was the most popular in Ukraine 20 years ago? 5 years ago?
3. How did you find it out? Who can you ask about this?

4. What are the main reasons for tourists to visit our country now?
5. Using the information obtained, make a list of "old" and "new" tourist attractions in your area.
6. Make a list of necessary actions of a travel agent – how to help tourists realize their dreams and not be too intrusive.

Focus on vocabulary

Task 7. Cross out one odd term in each line:

- 1) booking agent, custom, travel agent, receptionist, ticket agent;
- 2) sightseeing tour, flight attendant, car rental, commission, hotel accommodation, transfer;
- 3) accommodation, reception, promotion, entertainment, recreation, destination;
- 4) room service, separate, resort, contest, brochure, discount;
- 5) clerk, chief, carrier, social director, passenger.

Task 8. Read the text below. For sentences (1 – 10) choose the correct answer (A, B, C or D) [29].

Tour operators

Tour operators work in a travel company. Tour packages are always (1) by tour operators. Tour packages (2) accommodation, transportation, transfers, meals, and other services. To develop a travel package, a tour operator always cooperates with transport companies or carriers, hotels, restaurants, museums and other travel service providers. A tour operator usually (3) tours. He advertises them in brochures or in the media. A tour operator is a (4). His purpose is to sell travel packages to travel agencies in bulk and pay them commissions for services received. Sometimes he sells tour packages directly to individual customers. Tour operators organize tours, which makes them the main (5) in the tourism industry.

The competitiveness of tour operators is currently constantly growing. They are (6) to achieve high sales and maximum share in the international and national efficient market. In addition, the success of many developed and developing countries as tourist destinations (7) the ability of the tour operator to attract tourists, develop tourist facilities more and more, diversify tourist products, its social (8) for the development of backward and remote areas.

1	A	developed	B	manufactured	C	executed	D	made
2	A	ensure	B	include	C	keep	D	support
3	A	sells	B	consists	C	subscribes	D	disseminates
4	A	manager	B	retailer	C	wholesaler	D	janitor
5	A	retailers	B	employers	C	suppliers	D	producers
6	A	rising	B	striving	C	promoting	D	failing
7	A	takes on	B	depends on	C	goes on	D	keeps on
8	A	activities	B	behaviour	C	workforce	D	responsibility

Focus on grammar

Task 9. There are different types of questions in English: a) general: *Is he a receptionist at this hotel?* **b) special:** *Where is your hotel situated?* **c) choice questions:** *Is it a fish or a steak?* **d) tag questions:** *Mary is a good housekeeper, isn't she? or Mary is not a good housekeeper, is she?*

If a question is directed to the subject, the word order in the sentence is strict: *Mary is the chief administrator of the hotel. Who is the chief administrator of the hotel?* [23]

A. Put questions to the sentences. The type of question is shown in brackets at the end of the sentence.

1. Tour operators provide immediate support for systems in the host country, as well as abroad. (a tag question)
2. A qualified tour operator promptly takes care of all these activities. (a general question)
3. Tour operators provide the best and most competitive price to the tourist. (a choice question)
4. Our tour operators will save tourists time and money. (a tag question)

B. Make up special questions to the underlined words.

Models:

1. Mary is an experienced tour guide.
 - a) *Who is an experienced tour guide?*
 - b) *What does Mary do?*
 - c) *What kind of guide is she?*

2. She caters for tour groups at this hotel.

a) *Who caters for tour groups?*

b) *What does she do?*

c) *Where does she cater?*

1. He is an experienced tour operator.

2. They are our new suppliers.

3. Tour operators usually market the tours.

4. He advertises tours in mass media.

5. The manager speaks Spanish and French fluently.

6. The animator entertains passengers on a cruise ship.

Task 10. The Present Simple tense is used for permanent situations, routine actions and habits. For example: *I go to the university every day.* The Present Continuous (Progressive) tense is used for future agreements with a specific time, actions which are happening at the moment of speaking and present temporary situations. For example: *I'm speaking to them this evening. They are going to the university now. Is she reading a book at the moment?* [24]

Open the brackets. Use the Present Continuous (Progressive) or Present Simple verb form.

A.

1. The guide (wait) for me now.

2. – What you (do) at the moment? – I (look) through the papers.

3. You (discuss) the problems in tourism?

4. I don't want to go out because it (rain).

5. Our tour operators (develop) new tours.

6. I (not pack) my case now.

7. – Your German (get) any better? – I hope so. Why you (ask)? – We (plan) to give you a job.

B.

1. The tour guide (speak) a few foreign languages.

2. The chief animator (supervise) the staff of animators?

3. There (be) some timetables, a travelogue and a folder on the table.

4. – When and where the conference on international travel and tourism usually (take) place? – It usually (take) place in August in Italy.

5. Our customers often (not attend) the exhibition.
6. – Your travelling companions (take) the same kind of tour every year? – No, they don't.
7. Old ferries (not cover) long distances.
8. Why (be) there so many discounts?

Task 11. The state verbs of emotion (wish, desire, want, hate, like, love, prefer, fear, need, satisfy, seem), sense (hear, see, taste, smell, feel), possession (be, consist, belong, contain, have, include, possess, own) and thinking (believe, expect, forget, know, recognize, remember, respect, suppose, think, understand) are not used in the Continuous (Progressive) tense. Some verbs can be both stative and dynamic. They are used in the Continuous (Progressive) tense in the meaning: be (dynamic) – 'behaving' or 'acting'; think (dynamic) – consider, have in head; have (dynamic) – part of an expression (I'm having a party / a picnic / a bath / a good time / a break); see (dynamic) – meet/have a relationship with; taste (dynamic) – the action of tasting [24].

A. Put the verbs in the correct state/dynamic form of the Continuous (Progressive) tense.

1. She (to be) kind. It's part of her personality.
2. I (to think) that tea is great.
3. What (to think) you about? I (to think) about my next vacation.
4. I (to have) a car.
5. I (to have) a party on Saturday.
6. I (to see) what you mean.
7. I (to see) her now, she's just coming into the house.
8. I (to see) Mary tomorrow.
9. This milk (to taste) really bitter.
10. The chef (to taste) the soup.
11. This soup (to smell) great.

B. Underline the correct item.

1. I *see* / *am seeing* that your homework is not done
2. The eggs *are tasting* / *taste* delicious.
3. *Do you enjoy* / *Are you enjoying* this party?
4. He *has* / *is having* a beautiful parrot.
5. These roses *are smelling* / *smell* nice.
6. I *don't know* / *am not knowing* where she puts her keys.
7. *Why do you smell* / *are you smelling* the soup? Do you think it has gone off?
8. Anna's Brazilian. She *is coming* / *comes* from Brazil.
9. That blouse *looks* / *is looking* nice on you.
10. Paul *listens* / *is listening to* a new album in the kitchen.
11. If you *don't look* / *aren't looking* at that magazine, I'd like to see it.
12. Joan *weighs* / *is weighing* 40 kilos.

Focus on listening and speaking

Task 12. Watch the video "Tourism concept: forms/types and linkages" and tell the difference between inbound tourism / outbound tourism / domestic tourism. Explain what it means. Fill in the table [36].

Inbound tourism	Outbound tourism	Domestic tourism

Task 12. Discuss with your partner why tourism as an industry has become one of the fastest growing industries.

Focus on writing

Task 13. Development of a client survey questionnaire.

What do tourists expect to see in a tour package? A successful presentation of your tour package must meet the wishes of vacationers. Allow the website visitor to easily determine if a given tour package is right for them based on the description of your tour. To further clarify the features of your tour package, describe the following points:

- Age range.
- Estimated cost per guest when booking.
- Does it cover housing? And what type is it?
- How long will the rest be?
- Type of tour (weekend, adventure, sightseeing, multi-day, children)?

When creating tour packages, be sure to indicate your benefits. Remember to make your tour different from others. Put unique moments at the centre of your marketing to stand out from the competition.

You can improve your guest experience by including the most important points on your booking and by providing quality feedback to improve your package deals. Here are some examples of how to get customers interested:

- Providing a better vantage point for your location?
- Looking for a perfect picnic spot by the lake?
- Looking for an exciting ride on pristine forest roads?
- We offer the most impressive excursion in (specified geographical location).
 - Spot steppe eagles and bald eagles on this extraordinary wildlife viewing tour.
 - Discover the magic of kayaking in (specify the region).

Task 14. Write a letter providing information on the results of the customer survey.

1.2. Travel agencies

Task 1. Pre-reading task. Match up:

- | | |
|---------------|-----------------|
| 1. Tour; | a) agent; |
| 2. Social; | b) destination; |
| 3. Travel; | c) operator; |
| 4. Marked-up; | d) form; |
| 5. Tourist; | e) director; |
| 6. Car; | f) rental; |
| 7. Booking. | g) price. |

Task 2. These are the key terms to the text under study. Read them carefully and find the best explanation. Use a dictionary for help [22].

1. Marked-up price	A. a place of business usually owned and operated by a retailer
2. Travel agency	B. a form used to book a holiday, accommodation
3. Tourist destination	C. a company that rents automobiles for short periods of time to the public
4. Booking form	D. addition to the cost of the product
5. Retail store	E. makes the necessary arrangements for travelers
6. Wholesaler	F. locations which attract tourists to stay temporarily
7. Car rental	G. a person or company that sells goods in large quantities at low prices, typically to retailers
8. Travel agency sales consultant	H. a type of insurance that covers different risks while travelling
9. Travel insurance	I. lawful money of a country
10. Retail travel agency	J. coordinates and books travel arrangements for individuals, groups and businesses
11. Foreign currency	K. sells travel services directly to customers and act on their behalf to book and purchase holiday packages
12. Principal suppliers	L. the manufacturers of the goods

Focus on reading

Task 3. Read the text and mention the two major types of travel agencies (Task 4) [16].

Task 4. Read the text and say if the sentences are *True* or *False*.

The organized provider of tourism services is a travel agency. The travel agent is usually responsible for organizing the trip. Communication of service providers with tourists is carried out through a travel agent. His actions can be defined as the work of a retail store for both suppliers and customers. Its role is to connect the necessary links for the delivery of final services. Therefore, a travel agent is considered to be an intermediary or retailer, since he has a lot of accumulated experience, knowledge, and contacts with service providers/wholesalers. Let's take a look at the following example to demonstrate how a travel agency works.

Mr. Petrov wants to go on vacation to Turkey. He visits a travel agency for the necessary services on the trip. He uses the services and advice of this travel agency for flight bookings, hotel reservations and a car for local sightseeing in Turkey. The travel agency fulfills all his wishes by booking flights, hotels, transport, etc. It looks as if the travel agent only serves the needs of the tourist, but the fact is that at the same time he also serves the hotel, the airline, the travel agency. car rental, etc. In this case, the travel agency provides business to the supplier on a par with the services provided to its client.

Due to the increasing competition in the tourism industry, today travel agencies are also able to form and sell their own travel packages in addition to tour operator packages.

A travel agency sales have a well-structured procedure called the sales process. All sales models include four main stages: the initial stage of communication with the client, a survey about the desires and preferences of the client as a tourist, the selection of a tour and registration of the sale.

Many students studying in the tourism industry will be employed as sales consultants for travel agencies in their early stages of working in the sector. This is a labor-intensive job that requires a lot of different skills and qualities, such as:

- extensive knowledge of geography;
- thorough knowledge of the services offered by the agency;

- professional computer skills, especially for using online search engines to find tourist destinations;
- use of computer reservation systems for ordering air tickets or other customer requirements;
- excellent communication skills, especially the ability to listen;
- ability to accurately identify customer needs.

Types of travel agencies. There are two types of travel agencies: a retail travel agency and a wholesale travel agency.

A retail travel agency. A retail travel agency sells travel products directly to tourists on behalf of suppliers, while earning a commission on services rendered. The main source of income for this type of agency is the commission. In practice, a two-way method of sale, focused on commissions and margins, is quite common. The mark-up is assigned to the cost of the tour and to its sale at a higher price. The difference between the wholesale price and the retail price is called the mark-up.

The main functions of the retail travel agency are to offer fares, make reservations, process travel documents, arrange hotel stays, provide travel insurance, exchange foreign currencies and make necessary payments.

As most major service providers sell and promote their products through retailers to reach a wider market, the role of retail agencies is becoming increasingly important.

A wholesale travel agency. Unlike a retail agency, a wholesale travel agency combines various elements of the services provided into packages. Then the success of its sales will depend on the retailers who will deal with the sale of products to tourists. It also has the ability to sell directly to tourists through its own retail stores.

Service components can be purchased in bulk from different suppliers. Then comes the design, packaging and sale/resale of finished packages or their components. A wholesale travel agency usually specializes in composing and selling package tours.

A wholesale travel agency generates its own income through bulk discounts from major service providers such as ground handlers, airlines, hotels, railways, car rentals, etc.

Most of the wholesaler's earnings depend on discounts on bulk orders from major suppliers, and not on commissions. There is always an element of market risk for him as he makes bookings with airlines or hotels in bulk and can make partial down payments.

1. A travel agent's responsibility is to look after the finer details of a vacation or tour such as hotel, accommodation, meals, conveyance, etc. ()
2. A travel agency provides a link between suppliers of services with the tourists. ()
3. A travel agent's job requires a wide range of different skills and qualities like a very wide knowledge of economics. ()
4. A travel agent's work requires high computer skills. ()
5. A retail travel agency sells tourist products directly to tourists on behalf of the supplier and gets a commission for selling. ()
6. In order to have a better market reach, most principal service suppliers get their products promoted, pushed and sold through retailers. ()
7. A wholesale travel agency collects various service components into packages. ()
8. A wholesale travel agency never buys service components in bulk from different suppliers, etc. ()
9. A wholesaler earns on commissions. ()
10. A wholesaler also assists its clients with travel documents, currency exchange. ()

Task 5. Read the text. Choose from (A – G) the one which best fits each space (1 – 6). There is a sentence you don't need to use.

Travel agents are retailers; they sell tourism products (1) that is called a travel agency. They are part (2) and connect tour operators to customers. Travel agencies sell (3).

Products can be thought of as (4) which the travel agent sells for commission. Typical products are package holidays, coach, air and train tickets, insurance.

Services involve (5) as to the best product, advising on the issuance of visas and passports, planning travel routes and working out costs, representing a client in (6) after an unsatisfactory vacation [34].

- A. to the public in a shop;
- B. a complaint procedure;
- C. guiding and advising customers;
- D. a range of products and services;
- E. of the chain of distribution;
- F. items created by other companies;
- G. such a big discount.

Task 6. Answer the following questions. Do it with your partner or in a group of three or four.

Questions for assessment:

1. What are the most popular travel agencies in your city?
2. What is their structure and process of selling products?
3. What skills and qualifications do you think a tourism sales consultant should have?
4. How to give a recommendation and advice to a new client?
5. Can you make a report on the quality of the travel agency and its features?
6. Can you understand the principles of travel agencies today?

Focus on vocabulary

Task 7. Find as many synonyms to the following words as you can [22].

Distribution _____
Itinerary _____
Customer _____
Earn _____
Discounts _____

Task 8. Pick out the right definition.

1. *A retailer is*

- a) a person or a company that buys a tour package from a tour operator;
- b) a person or a company that buys separate travel services;
- c) a person or a company that sells goods or services direct to the public;
- d) a person or a company that sells tickets direct to the public.

2. *Goods are*

- a) a lot of good things;
- b) products on sale;
- c) sales;
- d) discounts.

3. *A tour package is*

- a) a set of tours offered for a traveller's choice;
- b) a list of services offered by a travel agency;

- c) a tour which includes transportation, accommodation, meals and other services at one price and is paid for in advance;
- d) an envelope from a travel agency with all the travel;
- e) documents for the customer going on a tour.

4. *A wholesaler is*

- a) a person or a company that sells packaged goods or services to customers;
- b) a person or a company that works on a travel market;
- c) a sales person or a company that has a number of agents or agencies;
- d) a person or a company that buys goods or services in bulk from suppliers and sells them to retailers.

5. *Staff is*

- a) personal things;
- b) personnel;
- c) a lot of people;
- d) a lot of customers.

Task 9. Fill the gaps in the sentences with the appropriate word(s).

Package tour, destination, tour operator, revenues, travel insurance, travel agent, inbound, outbound, itineraries, wholesale.

1. Tour operators are businesses that combine two or more travel services (e.g. transport, accommodation, meals, entertainment, sightseeing) and sell them through travel agencies or directly to final consumers as a _____ for a global price.

2. _____ is the organization that sells the various elements of a holiday to the consumer.

3. A _____ is the person who puts the different elements of a holiday together.

4. The aim of _____ tour operators is to bring tourists into a particular country or countries.

5. The aim of _____ tour operators is to send tourists out of a particular country or countries.

6. Travel agencies plan _____ for wholesale operators in their region, including arranging hotel accommodations, surface transportation and sightseeing tours.

7. Travel agencies make arrangements for _____, travel guides, timetables, car rental, on site exchange bureau, etc.

8. A travel agency must involve constantly finding out new idea, new _____ and do the calculation of the cost.

9. The contributions of tourism to economic well-being depend on the quality and _____ of the tourism offer.

10. _____ travel agents are generally skilled agents who specialize in organizing tours and then selling them to retail travel agencies [22].

Focus on grammar

Task 10. The definite and indefinite articles are attributes of a subject [21].

A. 1. *A/an* is used when we don't know which one we are talking about or it's the first time it has been mentioned. *We need a new tourist destination.*

2. *A/an* is used when defining ourselves or with jobs. *I work as a holiday rep.*

3. *The* is used when it is known which one we are talking about or the only one. *I gave you the report last week.*

4. *The* is used with superlatives. *It was the most exciting tour.*

5. *No article* is used when we make a generalization with a plural or uncountable noun. *Automobiles can be dangerous.*

6. *No article* is used with most names of people and places like cities, countries, etc.

Use the rules (1 – 6) with the example sentences (a – f).

a) My sister is a tour guide in a large company.

b) Premier Palace is a big hotel in Kharkov.

c) The bill the waiter brought was high.

d) The quickest way is along this path.

e) Dublin is in the Irish Republic.

f) Elephants are intelligent animals.

Task 10. B. *The* is used in names with *States, Kingdom and Republic*. It is used if the name is a plural, with seas, rivers, oceans, deserts and mountain ranges (not mounts). It is also used before *the earth, the sky, the moon*, when the phrase begins with *university, school, college*, and ordinal numbers before some nouns, wars (except world wars), ethnic groups and

historical documents **The** is not used with singular lakes, mounts, planets, schools, colleges, universities when the phrase begins with a proper name, cardinal numbers after a noun, continents, countries with one word, states (*Texas*), abstract nouns, sports, holidays [21].

Put the definite article where it is necessary. Write the headlines of the articles in this month's edition of "Holiday", a travel magazine [8].
e.g. walk / along / Princes Street: A walk along Princes Street; holiday / in / Bahamas: A holiday in the Bahamas.

1. day / at / Buckingham Palace
2. train journey / in / North Wales
3. tour / of / White House
4. beach / on / Cyprus
5. shopping trip / to / Harrods
6. small town / in / France
7. trip / across / Golden Gate Bridge
8. walk / around / Titicaca Lake
9. visit / to / National Gallery
10. journey / across / Rockies
11. look / around / Trafalgar Square
12. boat trip / along / Oxford Canal

Task 11. Choose the correct word:

Example: I think that's a terrible thing to do.

a) an terrible; b) a terrible; c) terrible.

1. Judy goes to _____ on the bus.

a) the work; b) a work; c) work.

2. I have to explain this to my manager. It's _____ question.

a) quite important; b) a quite important; c) quite an important.

3. _____ is his most favorite sport.

a) Golf b) The golf c) A golf.

4. Don't you know that _____ starts at 8.30 AM?

a) lesson; b) a lesson; c) the lesson.

5. We had _____ time at the Pat's party yesterday.

a) really a great; b) a really great; c) really great.

6. Diana opened a handbag and took out _____.

a) keys; b) a keys; c) some keys.

7. Have you ever been shown how to play _____?
 a) piano; b) the piano; c) a piano.
8. Irene has just cooked an apple pie for _____.
 a) dinner; b) a dinner; c) the dinner.
9. I rarely watch documentaries on _____.
 a) TV; b) a TV; c) the TV.
10. Our main purpose is to save _____ from harmful waste.
 a) the environment; b) some environment; c) environment.

Task 12. A. There are some nouns that are usually uncountable in English but often countable in other languages. For example: *accommodation, behaviour, damage, luck, permission, traffic, advice, bread, furniture, luggage, information, progress, weather, baggage, news, scenery, work, chaos, air, food, homework, etc.* [21].

Identify the following nouns as countable nouns or uncountable according to their meaning.

Television, phone, jeans, mathematics, atmosphere, person, water, pencil, food, advice, soup, cup, money, chaos, minute, economics, information, house, physics, advertising, homework.

B. Regular countable nouns have s at the end in plural. For example: *bag – bags*. Sometimes the letters are changed at the end of the nouns. For example: *country – countries, tomato – tomatoes, glass – glasses, leaf – leaves*. You should know the plurals of irregular countable nouns. For example: *man – men, woman – women, child – children, tooth – teeth, foot – feet, person – people, mouse – mice, goose – geese, swine – swine, sheep – sheep, deer – deer, ox – oxen, etc.*

C. Write the plural form of the following nouns.

Task, type, letter, country, life, fox, shelf, index, mouse, hero, loaf, person, day, fish, sheep, ox, child, zero, house, gentleman, photo, businesswoman, bus, car, tourist, foot, watch, friend.

Task 13. The Possessive case of a noun is formed by using 's in singular nouns (*manager's idea*) and s' in plural nouns (*managers' ideas*), or the preposition *of* (*the idea of the manager*).

Replace the *of-phrase* with the possessive case (*company's office*).

The tickets of the visitor, the banks of the country, the magazines of my colleague, the laboratory of the students, the arrival of the tour group, the meeting of participants, the document of the receptionist, the office of the company, freedom of enterprise, increasing of air travel.

Task 14. The Past Simple tense is used for:

- actions which happened or finished at a definite or stated time in the past. *We left the airport at 6.30 am;*

- actions which happened repeatedly in the past but do not happen anymore. In this case, we can use adverbs of frequency (always, often, usually, etc.). *She often watched volleyball with her sister when she was a teenager (but she doesn't any more);*

- actions which happened immediately one after the other in the past. *First, he closed the door. Then, he took out the key and locked the door.*

Time expressions we use with the past simple: yesterday, last night/week/year/Monday, etc., a month / two years / three years, etc. ago, in 1990, etc. There are regular and irregular verbs: to live – lived; to go – went [24].

The Past Continuous (Progressive) tense is used:

- for an action which was in progress at a stated time in the past. *We don't know when the action started or finished. At 10 o'clock last night we were listening to music;*

- for a past action which was in progress when another action interrupted it. We use the past continuous for the action in progress (a longer action) and the past simple for the action which interrupted it (a shorter action). *She was watching TV when the doorbell rang* [24].

A. Put the sentences in the Past Simple or the Past Continuous tense. Check your answers with your partner.

1. This young man is a tour operator.
2. The manager speaks Chinese.
3. The travel agents organize the trip.
4. The services are too expensive.
5. When and where does the conference on international travel and tourism usually take place?

B. Change the following sentences into the Past Continuous (Progressive) tense. Check your answers with your partner.

1. The group are waiting for a tour guide.
2. I am preparing for the departure to the bus station.
3. A tourist is packing his suitcase at the moment.
4. They are in charge of entertainment programming.
5. Our customers aren't attending the exhibition this Saturday.

Task 15. The Past Continuous (Progressive) tense is used for two or more actions which were happening at the same time in the past (simultaneous actions). *Boris was reading a book while Kate was writing a letter.* While is used to join the parts of the sentence. For example: *They were talking to Mark while Ann was reading the report* [24].

Open the brackets and choose the proper form of the verbs. Compare your answers with your partner's.

1. While Sam (prepare) for the meeting last night, his friends (discuss) the results of the previous one.
2. We (fill in) travel forms at 7 am, while Bob (book) our flights.
3. While the first group of tour agents (develop) a new tourism destination, the second group (work) at its practical part.
4. At three o'clock last Wednesday we (sit) at the conference hall, while he (visit) museums.

Task 16. Past Continuous (Progressive) and Past Simple are used for a past action that was continuing when another action interrupted it. We use Past Continuous for an action in progress (a longer action) and Past Simple for an action that interrupted it (a shorter action): *She was watching TV when somebody knocked at the door.*

***When* and Past Simple tenses in both sentences are used to describe two short actions that followed each other. For example: *When a client wrote a letter of complaint, the firm responded at once* [24].**

Open the brackets and choose the proper form of the verbs. Compare your answers with your partner's.

1. George (write) a letter of invitation when a neighbor came in.
2. When the group of tourists arrived yesterday, our manager (phone) to arrange accommodation for them.

3. It (rain) when Ukrainian tourists arrived at the hotel.
4. I (check) his bank account when I found some mistakes.
5. On a boat safari you (see) dolphins and enjoyed a different view of the beautiful landscape.

Task 17. Complete the text with the past continuous or past simple verb form.

Last summer me and my family (1) (go) to Italy for our vacation. We (2) (decide) to go by plane because it is so much quicker than going overland. Early morning, we left Kharkiv, it (3) (rain) hard but when the plane (4) (land) in Napoli it was a beautiful day. The sun (5) (shine) and a gentle wind (6) (blow) from the Mediterranean Sea.

We (7) (take) a taxi to the hotel we booked. As my mother (8) (sign) the register, someone (9) (touch) me on the hand. I (10) (turn) around. It was a friend I hadn't seen for seven years. He (11) (stay) at the same hotel.

In the evening we (12) (go) for a walk. The streets and parks of the town were still very busy. Street trade (13) (sell) souvenirs and a lot of tourists (14) (try) to bring down the price with the help of an Italian phrase book. We (15) (listen) to their chatter for a while, it was quite unusual first. Then we (16) (decide) to use our guide book later and (17) (return) to our hotel.

Focus on listening and speaking

Task 18. Watch the video "The Types of Travel Agents". Answer the questions [34].

1. What is a travel agent?
2. Why use a travel agent?
3. Give the definitions of different types of travel agents:
 - high street travel agents;
 - business travel agents;
 - call centre travel agents;
 - online travel agents;
 - types of travel agent businesses;
 - independent travel agents;
 - multiple travel agents;
 - multiple travel agents.

Task 19. Discuss with your partner: Why are the different types of travel agents an important part of the travel and tourism industry?

Task 20. Discuss with your partner.

1. What are the most popular travel agencies in your city?
2. What is their structure and process of selling products?
3. What skills and qualifications do you think a tourism sales consultant should have?
4. How to give advice to a new client?
5. Can you make a report on the quality of the travel agency and its features?
6. Can you understand the principles of travel agencies at the moment?

Focus on writing

Task 21. Study the profile of one retail and one wholesale travel agency in Ukraine and find out their services and differences between them.

Travel agency	Similarity	Differences
Retail travel agency		
Wholesale travel agency		

1.3. Transport and tourism

Task 1. Read the text, mention the main components of tourism (Task 3).

Task 2. These are the key terms to the topic under study. Read them carefully and find the best explanation. Use a dictionary for help [22].

1. Accommodation	A. The limiting condition or measure, especially a legal one
2. Destination	B. Provide people with food and drink at a social event or another gathering
3. Welfare	C. A place to which somebody/something is going or being sent
4. Contribute	D. Used for transporting people or goods, especially on land, such as a car, a lorry, or a cart

5. Fulfill	E. A room, several rooms, or a building in which someone may live or stay
6. Restriction	F. Achieve or realize (something desired, promised, or predicted)
7. Means of transport	G. The general health, happiness and safety of a person, an animal or a group
8. Cater	I. To give in order to help achieve or provide something
9. Vehicles	J. To move from one place to another; to move something/somebody from one place to another
10. Transfer	K. Any of the different kinds of transport facilities used for moving goods and people from one location to the other
11. A short-haul flight	L. A boat or ship for conveying passengers and goods, especially over a relatively short distance and as a regular service
12. A long-haul flight	M. The installation of living quarters on top of rafts or semi-submersible platforms
13. A ferry	N. A ship or a large boat
14. Floating hotels	O. The action of leaving, especially to start a journey
15. Departure	P. The act of coming to or reaching a place
16. Arrival	Q. Route category lengths longer than 4,100 – 4,800 km
17. A vessel	R. Route category lengths shorter than 1,100 – 1,500 km

Focus on reading

Task 3. Find out the importance of transport as one of the sub-sectors of tourism [38].

The place of transport services in the tourism market

Transport is one of the most important components of the material base of the economy of any country. Currently, transport is one of the most important components of the state economy. Transport is a leading factor in the development of tourism. Transport plays a leading role in solving social problems, ensuring business, cultural and tourist trips of the population, developing **cultural exchange** within the country and abroad.

Transport ensures the development of international economic relations, contributing to the mutually beneficial exchange between different countries.

Transport services are one of the main types of services in tourism. They account for most of the price of the tour from 30 to 50 %. Tourist institutions use various types of transport to **organize** travel. The main share in the total mass of transport services belongs to air transport. Transportation services and other transport services are present in various components of the tourism product. First of all, this is transportation from the place of departure to the place of destination and transfer – transportation of tourists to the destination, transport services on the spot.

The provision of transport services and **vehicles** may be included in the tour or reserved by the tourism organizer and provided to the tourist for a fee on the spot. The tourist can also independently buy such services at the place of stay. Vehicles can be a commodity, an object of rent, an object and a means of attraction, as well as participate in the generation of special types of tourism products other than transportation. They can also serve as a place of **accommodation**, a personal vehicle, an object of entertainment or a commodity purchase.

The choice of vehicles for tourist travel is **determined** by the rating of their popularity, the degree of development of the transport system, type of travel, length of the route, welfare of the population, tariffs, tourist co-recreational resources, national traditions, the demographic structure of the population, as well as other factors.

Tourist transport travel is implemented by several types of transport: rail and road; aviation and automobile; water, etc. The most mobile modes of transport are buses and cars. They are used both on an independent route and as an **auxiliary (transfer) transport** for the delivery of tourists from the airport or train station to the hotel and back.

Vehicle classification. In the modern tourism industry, the following classification of means of transport is proposed.

1. Air transport: **scheduled flights**; non-scheduled flights; other air transportation.

2. Water transport: passenger lines and ferries; cruises; other types.

3. Land transport: rail transport; intercity and city buses; other public road transport; private cars for up to eight people; rental of vehicles; other land vehicles.

The international classification of vehicles is as follows.

1. Air transport includes scheduled flights of national and foreign airlines, charter flights of national and foreign airlines, private jets, air taxis, and so on. Providing a variety of classes of service, as well as a flexible pricing system for air travel, designed for consumers with different income levels, travel comfort, speed, time of **arrival** and **departure** on schedule, high service provided, cater including food and drinks, lead to the fact that air transport is one of the most popular at present.

2. Commercial sea and river vessels can be classified as water transport: passenger lines, **ferries**, cruise ships, other commercial vessels.

3. The main types of land transport are rail transport: regular rail services, special tourist trains, other types; bus transport: regular land services, special tourist buses, other types; private cars: taxis and car rentals with drivers, **car rentals**, own cars, mobile homes (caravans), hitchhiking, other means – motorcycle, bicycle, etc. [38].

Task 4. Complete the sentences with the correct form of a word or phrase in bold in the text in Task 3.

1. Hotel _____ and meals are included in this tour.

2. The local travel agency wants to _____ a tour of the historical museum.

3. Your tourist group will be delivered to the hotel with the help of the _____.

4. The tourism industry uses a variety of _____ to transport its customers.

5. Services contain all information about _____ for Istanbul International Airport.

6. The hotel rating is _____ by international standards.

7. The _____ time of our flight to the Greek capital Athens is 3 pm.

8. Tourists from China arrived in our city as part of a _____.

9. Due to bad weather conditions, the _____ of the Kyiv-Warsaw flight is delayed by 2 hours.

10. You can discover Norway's world-famous fjords on modern, comfortable _____.

11. In our _____ you can choose the most suitable model for you at a reasonable price.

12. This company owns the most modern sea and river _____.

Task 5. With your partner, state the difference between air, rail, water and land transport. Fill in the chart.

Task 6. Read the text. Choose from (A – G) the one which best fits each space (1 – 5). There are two choices you don't need to use.

International tourism is the movement of people from country to country. In addition, tourism also **involves** (1) within the country and tourist centers. Therefore, when (2), it is very important to identify its relationship with the transport industry. Success in established tourism markets and excellent transport infrastructure are one of the most important prerequisites for (3). On the other hand, **demand** in tourism stimulates the rapid development of the transport industry.

For most **residents** of European countries, the usual public transport are buses, fixed-route taxis, trolleybuses, metro. However, in many European countries there are (4).

Tourism is entirely dependent on (5) provided to tourists during travel. It is important for both tourists and travel organizers to understand the basics of relationships with transport companies, the rules for **interacting** with them in matters of ensuring (6), service, and the use of appropriate discounts and **benefits** in sales.

- A. unusual and unfamiliar modes of transport;
- B. studying its development;
- C. the movement of tourists;
- D. the safety of passengers and their property;
- E. the development of any tourism region;
- F. transport, its speed, safety and comfort;
- G. reflects more the commercial needs of the national economy;
- H. leads the seasonal charter services.

Focus on vocabulary

Task 7. Find synonyms to the following words and check them with your partner.

- 1. Itinerary _____
- 2. Location _____
- 3. Expenses _____
- 4. Significant _____
- 5. Facilities _____

Task 8. Find the definition of the highlighted words in text 6. Check your answers with your partner [17].

1. A very strong request for something; something that somebody needs.
2. A person who lives in a particular place or who has their home there.
3. To make somebody take part in.
4. An advantage that something gives you; a helpful and useful effect that something has.
5. To communicate with somebody, especially while you work, play or spend time with them.

Task 9. Fill the gaps in the sentences with the appropriate word(s).

Tour operator, rail transport, transport sector, sea cruises, route, automobile tourism, travel agency, insurance, car rental offices, itinerary.

1. The _____ has always been an important component of the global economy, with a great impact on the well-being of the population.
2. One of the most important organizations in the field of tourism is becoming a _____, which plays a key role in the development and promotion of tourism in any country.
3. Compared to a travel agency, a _____ is a large company that, in addition to its main office, has several subsidiaries to promote its services to a large number of potential customers.
4. Before the advent of automobiles, _____ rail transport was in great demand.
5. _____ is the travel of people to countries or areas that are different from their permanent place of residence, in which the main means of transportation is a personal or rented car.
6. It is necessary to take out _____ for the car – in case of civil liability during a road trip.
7. Mostly _____ offer a variety of car size options to meet customer requirements.
8. Today, _____ are experiencing a period of growth in the world, therefore, the design of passenger ships is being improved, their comfort is increasing, and new sea routes are being developed.
9. The schedule of trains serving multi-day trips is very diverse. Depending on the _____ and the excursion program, tourists are often on the way during the daytime.

10. If you're making your own travel plans, your travel _____ is key to staying organized and making the most of your vacation time.

Focus on grammar

Task 10. The Future Simple tense (*will/won't*) has the following uses [21].

- Predictions we feel certain about, e.g. ***We won't have time to book your tickets this week. I will definitely finish this letter of complaint tomorrow.***

- Intention to do something, when we make a decision now, e.g. ***I'll let you know which ticket I buy.***

- Intention after the verbs *think, hope* and *expect*, e.g. ***Do you think you'll stay with the tour company very long? We hope you will be able to join our tour next week.***

Be careful! Don't use the Present Simple to say what somebody has arranged to do: *I am staying with you this evening* (not *I stay*).

But we use Present Simple for timetables, programs, trains, buses etc.: *The train arrives at 7.30 pm. What time does the concert finish?*

A. Put the verbs into the future form (*will / won't*).

1. You (earn) a lot of money.
2. He (travel) around the world.
3. They (meet) lots of interesting people.
4. Everything (depend on) you.
5. She (not / have) any questions.
6. There (not / be) anything to do.
7. You (be) happy at that time?

We use *will* when we are talking about what we think/hope will happen in future. For example: *I think it will rain tonight. I don't think I will lend you my camera. We hope he will meet Ann at the station.*

B. Now work in small groups. Think about what will happen in the next six months to:

the rate of inflation;

the value of your currency against the euro;

the price of petrol;
using electric cars;
unemployment in your country;
the cost of a modern mobile phone.

Task 11. The Future Continuous (Progressive) tense (will be doing) is used to report an action that will take place at some point in the future. The action will start before this time, but will not end at this time [24].

Put the verbs into the correct form of the Future Continuous tense.

1. This time next Monday, I (stay) in a huge hotel in New York.
2. This time on Tuesday, Mary (swim) in the sea in Italy.
3. Don't make noise when you come back – I (work) in the study.
4. Jake (fly) to Kenya tomorrow at this time.
5. Visitors (go) sightseeing while a holiday rep (finish) the report.
6. I (go) shopping to the city center at 6 pm tomorrow.
7. This time next summer we (cross) the Atlantic Ocean.

Task 12. Our plans for the future are never accurate. Sometimes one future event depends on another, so we use the First (Future) Conditional. The most important rule regarding the First (Future) Conditional is: the verb after if (*when, until, unless, as soon as*) is always in the Present Simple tense. For example:

If we have enough money, we will buy this package tour.

If we buy tickets in advance, we will always know when we go on vacation.

Your booking will not be made until you provide your credit card information and confirm your purchase.

Unless we leave early, we will miss the 8 o'clock train. (Unless = If... not) [24].

Note: *As soon as we finish we will call the manager.*

Put the verbs into the correct form:

1. If it (snow), I'll take the group skiing.
2. I won't go to the party unless Ms. Crawl (come) with us.
3. Unless they (save up) some money, they won't have enough money to go on holiday.

4. You (find) a hotel room if you don't book early.
5. If we (win) a lot of money, we will go on a tour around the world.
6. You (confirm) your booking please when you receive the information?
7. Will you still go on the cruise if the tickets (cost) 360 euros?
8. Frank (come) with us if we go to the river tomorrow morning?
9. People go back to using travel agents if there (be) too much information online.
10. If clients have more specific interests, tourism organizations (not be able) to sell general tour packages.

Task 13. Complete the sentences. Check your answers with your partner:

e.g. If you / see our travel agent in the office / tell him about the confirming?

If you see our travel agent in the office, will you tell him about the confirming?

1. If you / tell your friends about this restaurant, we / give them a 15 percent discount.
2. If luxury hotels continue / charge fifteen dollars for Wi-Fi, / they lose guests, especially not very wealthy guests.
3. If low-cost carriers / charge for using the restroom or toilet on flights, other airlines / probably do the same.
4. I think if solo travel / become more popular, cruises and hotels / stop charging individual supplements.
5. If the traveler / have a negative vacation experience, he / no longer use the services of our agency.

Task 14. Open the brackets using the correct form of the verb. Check your answers with your partner.

1. This group (arrive) tomorrow morning.
2. The ferry (return) at 10.00 a.m.
3. He (work) too hard these days.
4. I (confirm) the flight at eleven o'clock tomorrow morning.

5. The chef (taste) the food to see if it's good enough.
6. I (see) the housekeeper tonight.
7. It (look) as if it's going to rain this afternoon.
8. If you follow the map, you (not get lost).
9. No one will be able to open this door unless they (know) the secret code.
10. Our clients (hire) economy cars when they arrive at this resort.

Task 15. We use *be going to* for [23]:

- plans and intentions we have for the near future: *I'm going to spend next June sailing around the Mediterranean;*
- predictions based on what we can see (evidence) or know: *There are a lot of dark clouds. It's going to snow tonight.*

Time Expressions we use with the Future Simple and *be going to*: tomorrow, the day after tomorrow, next year/month/week, soon, tonight, in a week/month/year, etc. [23].

With your partner, speak about what you are going to do after finishing your studying.

Focus on listening and speaking

Task 16. Transportation is a key element of economic and social systems. This video introduces the core concepts of transportation planning and the work of transportation planners. Watch the video "Transportation Planning: The Role of Transportation Systems in Social and Economic Life" and answer the following questions [38].

1. What is transportation?
2. What is the role of transportation systems?
3. What approaches are there to transportation planning?

Task 17. Discuss with your partner.

1. What factors are considered the most important for tourists in travel – speed, comfort, punctuality, services?
2. What are the main ideas important enough for tourists, what additional services do tourists need when using different modes of transport?
3. What are the two factors which affect customers' willingness to buy?

Task 19. Here is a letter of complaint written by Helen Vardos to the United Airline. Read the letter and answer the following questions.

1. What event did Helen Vardos have to attend and when?
2. Why is this situation extremely sad and inappropriate to Helen Vardos?
3. Was she notified of early cancellation?
4. What should Mr. Laurie do about the problem?
5. What is the customer's aim of writing this letter?

A letter of complaint to the Airline about the cancelled flight

Hemswood Street 18, Block 7
San Luis
June 25, 2022

Dear Mr Laurie,

This letter is a complaint against Delta Air Lines regarding the trip cancelled without notice. I had to attend an international scientific conference on June 20, 2022. I had several transfers to other flights, but due to this last-minute cancellation, I had a lot of problems at the Los Angeles International Airport, and this became a big problem for me, as it led to a failure in the performance of my scientific activities.

This attitude made me extremely upset and embarrassed, as a meeting with foreign colleagues was scheduled, and my lateness created a bad impression about me. I am well aware that flights are often cancelled, but this is not the right way to inform me right before the flight, when I and other passengers had no other choice at that time.

You should have notified the cancellation well in advance so that I could have made changes to my itinerary. Since I was not notified of the cancellation in advance, I had to stay at the airport for almost 16 hours.

The purpose of writing this letter to you is to suggest that you reconsider your notification policy and, in the event of a flight cancellation, you must provide advance notice to passengers so that they can make another booking convenient for them.

Thank you.

Sincerely,

Helen Vardos.

Task 20. Write a reply to this letter of complaint. Be polite and correct Compare your letter with your partner's letter.

Sample: Dear Madam/Sir,

Thank you for letting us know about your recent collaboration with Delta Air Lines. I would like to apologize for the inconvenience caused to you and appreciate you taking the time to share your concerns. Our main goal is to provide quality and reliable services and an exemplary level of customer service. According to the events you describe, we were unable to achieve this purpose. Your comments regarding... (event) will be used to educate our staff. To encourage you to fly again using our company and as compensation for the disappointments we have caused, we offer... (item description).

(Customer Name), I ask you to give us an additional opportunity to serve you, as we look forward to having you on board again.

Sincerely,

Account Manager

(First Name Last Name)

Case study 1

Task 1. Read the text and do the tasks that follow it.

Holiday-making

To make a vacation successful, people usually plan it in advance. As a rule, vacationers seek help from the same travel agency that they have already applied to and are absolutely satisfied with the result. Because they trust the travel agency they used before, they expect to purchase a discounted tour package next time as regular customers.

If you are an inexperienced holiday-maker, then you may be at a loss as to which travel agency to choose from the large number of travel agencies that offer the same tours. You want a wonderful holiday at a reasonable price, or at least you don't want to waste your money.

Here are some tips for beginners. Of travel agencies that offer similar destinations and tours, choose 3 or 4. Their names should be familiar to you: their advertisements regularly appear in the media. Compare prices: they should not be too high or too low. All promotional information on tours should be clear to you, and if you do not have enough information, feel free to call and ask questions. As a rule, the duties of travel agents include answering questions from customers.

If you want to see firsthand pictures of the desired tour, make an appointment with a travel agent at their office.

Travel agencies always have the most complete information about the destinations they offer. Experienced travel agents will always help you decide where to go, where to stay or what attractions to see in each region you plan to visit. Usually, clients are offered a lot of real travel reviews, brochures and travel guides.

You can either choose a ready-made tour package, or order a tailor-made one according to your wishes.

Payment for the tour can be made in cash or by credit card. You are issued a voucher for paid services, travel insurance, airline tickets and other travel documents. As a rule, in high season prices are up to 20 percent higher than in low season, group tours are cheaper than individual tours; children can receive discounts or even travel for free.

A. Comprehension questions.

1. Why do vacationers look for help from the same travel agency?
2. Why are you at a loss when you are an inexperienced vacationer?
3. Why do they expect to purchase a discounted tour package?
4. Why do the names of famous tour agencies should be familiar to you?
5. What should you do if you do not have enough information about tourist services?
6. Why do you have to make an appointment with a travel agent at their office?
7. What types of tour packages can be offered to you?
8. What is the difference between the price of a tour package in the high season and the price in the low season?

B. Explain the parts in italics.

1. Because they trust the travel agency they used before, they expect *to purchase a discounted tour package* next time as regular customers.
2. You want a wonderful holiday at a reasonable price, or at least you don't want *to waste your money*.
3. You can either choose *a ready-made tour package*, or order *a tailor-made one* according to your wishes.

2. Accommodation. Marketing and promotion of hotel services

2.1. Accommodation. Hotel

Task 1. Study these advertisements of the hotels. Compare the description of the hotels and fill in the table [32].

Hotel availability	Maxx Royal Belek Golf Resort 5*	Kemer Hotel	Naslada 3*
Proximity to the beach			
Availability of luxury rooms			
Internet access			
The widest choice of restaurants			
The best sport facilities			
Air conditioning			
The most budget			

1. Maxx Royal Belek Golf Resort 5*.

Belek, Mediterranean Region, Turkey. 1st line from the sea (distance from the sea is 200 m).

Location: Maxx Royal Belek Golf Resort is located in one of the most luxurious places in Belek, close to the city center and major transport routes, 45 km from the city of Antalya.

About the hotel: The Maxx Royal Belek Golf Resort is the epitome of comfort and sophistication. A professional team of employees is ready to provide you with the highest level of service.

Room types: suite land view; suite sea view; family roof suite land view; family roof suite sea view; terrace lagoon family suite; terrace family suite; family suite land view; family suite sea view; royal suite 1-bedroom; royal suite 2 bedrooms; king suite; maldives villa, etc.

Description of the rooms:

tea and coffee set;
maxi bar, mini bar;
fresh fruit in the room;
bathrobes and slippers;
scales;
hair dryer;
shower cabin;
jacuzzi;
Internet access;
television;
electric kettle;
air conditioner;
set for bathroom and personal hygiene;
safe.

Hotel infrastructure: The hotel consists of an 8-storey building, a terrace family suite block, a Villa Maldives, a Montgomery Maxx royal villa;

conference hall with a total area of 10 000 m²;
aqua park;
amusement park;
shops and boutiques;
9 swimming pools including children's;
Maxxi Land Kids Club;
9 tennis courts;
2 professional football fields;
professional golf – Montgomery course;
6 restaurants, 14 bars, confectionery, 2 children's cafes;
kids show;
spa-center.

Sports and entertainment (free of charge):

slot machines;
bowling;
dance lessons;
evening entertainment programs;
live music;
cinema;
billiards;
swimming lessons;

aqua aerobics;
disco;
basketball;
tennis;
spa-centre;
Turkish sauna.

2. Hotel NASLADA 3*.

Hotel location: Bulgaria, Dobrich region, city of Balchik.

Location type: beach, 2nd line from the sea. Distance from the sea is 200 – 1 000 m. Hotel Naslada 3* is located on the sea coast of Bulgaria in the town of Balchik, known as the former residence of the Roman kings, 400 meters from the sea. The comfortable hotel is ready to offer vacationers excellent service.

Rooms: 150 double and triple standard rooms, 10 apartments.

Description of the rooms:

air conditioning (not in all rooms);

bathroom and toilet in the room;

TV with satellite channels;

telephone;

24-hour room service.

Hotel infrastructure:

luggage storage;

safe;

parking.

Food types: breakfast.

Ordering excursions, currency exchange, bicycle rental can be carried out on a paid basis.

Entertainment and sports:

2 outdoor pools;

sauna;

massage;

fitness centre;

billiards;

table tennis;

water sports (on the beach).

Restaurants, bars:

the restaurant offers a rich selection of Bulgarian dishes;

bar-barbecue offers European and national dishes, a wide selection of alcoholic and non-alcoholic drinks and cocktails.

Beach: sandy beach 400 meters from the hotel.

3. KEMER 3*.

Hotel format: a mini-hotel.

Hotel location: Mediterranean region, Kemer-center, Turkey.

Location type: beach, distance from the sea – across the road (80 m).

The hotel offers: 2 restaurants, 2 bars, 1 outdoor swimming pool, a safe at the reception (for a fee), room service from 7 am to midnight. The qualified staff of the hotel is fluent in English, German and Russian.

Description of the rooms: 19 standard rooms with sea view, 10 standard rooms, a shower, a telephone, a minibar, a balcony, a TV with satellite channels, split air conditioning.

Beach: public sand and pebble beach 100 m from the hotel; umbrellas, sun loungers, towels – for a fee. There is a road between the hotel and the beach, there is no underground passage.

Answer the questions.

1. Which hotel is the best for families with children?
2. Which one is the most suitable for gourmets and why?
3. Which hotel has the largest selection of rooms?
4. Which hotel is suitable for business meetings?
5. In which of the hotels can you buy the necessary goods?
6. In which of them is the focus on water sports?
7. Which hotel offers excursions?

Task 2. These are the key terms to the text under study. Read them carefully and find the best explanation. Use a dictionary for help [22].

1. A guest house	A. a desirable or useful feature or facility of a building or place
2. A motel	B. a private house offering accommodation to paying guests
3. Pension	C. a roadside hotel designed primarily for motorists, typically having the rooms arranged in low blocks with parking directly outside

4. Amenities	D. a place to stay while you're on vacation or on the road, usually smaller and more charming than hotels
5. Caravanning/camping	E. provides rooms with no or few amenities, normally provides a room and breakfast
6. An inn	F. means that up to 4 guests can be accommodated in that room
7. A hotel	G. includes all kinds of basic facilities such as a table, a chair, a desk, a cupboard, a dressing table, a DVD player, television, a telephone, a coffee maker and a private bathroom
8. A single room	H. an outdoor activity involving overnight stays away from home with or without a shelter, such as a tent or a recreational vehicle
9. A double room	I. extra fancy or of very high quality, bigger, more luxurious, and probably having a great view
10. A triple room	J. a hotel room or bedroom designed to be used by just one person
11. A quad room	K. an establishment that provides accommodation and other services for paying guests; normally larger than a guest house, and often one of a chain
12. A studio	L. a hotel room or bedroom designed to be used by two people
13. A standard room	M. contains two regular beds and one extra bed in a superior twin room
14. A deluxe room	N. a single-room dwelling that combines the bedroom, kitchen, and living area into one large room
15. A suite	O. refers to two rooms that share a common wall but no connecting door
16. A joint room	P. superior comfort and improved layout, usually consists of at least two rooms: a bedroom and a recreation area with a dining room

Focus on reading

Task 3. Read the text.

Types of accommodation [35]

At the present stage of development of the tourism industry, a wide range of housing options is available to vacationers. There are many options from a hostel or guest house with one or more rooms to huge luxury hotels or villas with many rooms.

A guest house is a small establishment, which usually has a few rooms intended for travelers to stay.

An inn is a place where tourists are offered accommodation and meals, usually in rural areas. Before the advent of modern hotels, this type of accommodation was the most common one.

Motels provide special facilities for tourists traveling by car. In addition to car parking, you can also get other services, including free internet access, a picnic and barbecue area. Guests have access to a 24-hour front desk.

The boarding house (the name is French) is especially popular with travelers in Europe. Nowadays it usually offers bed and breakfast at low prices. In the UK, it is traditionally called "B and B", which means a guest house offering breakfast.

Caravanning involves travelling in your own mode of transport (often a van) where you can sleep and cook your own meals. In camping, the traveller takes a tent or other camping equipment with him.

Marina is a bay where boats and yachts can moor. Since people use their boats for living, here they are usually offered electricity, telephone, drinking water, toilets and so on.

The hotel is the most common type of accommodation for modern travellers. The hotel may also offer dining or leisure facilities such as a restaurant, a swimming pool, or a beach.

There are several categories of hotels: resort hotels, commercial hotels, apartment-type hotels, etc. Hotels can also be categorized according to the quality of the services they offer. Luxury hotels that offer their guests the ultimate in convenience and comfort are at the top of this list. On the lower step are usually those that provide just a place to sleep. The quality rating system for hotels is most common in Europe, as well as in other countries. At the same time, the best hotels are placed in a special category "luxury", while others receive a category ranging from one star to five stars.

Room types as to the occupancy

Each hotel provides its own rooms depending on the number of people who can stay in the room. Hotel rooms can be offered depending on the requests of the guests. Consider some types of hotel rooms.

Single rooms are for one person or a couple. There may be one or more beds, but their size depends on the room category. Some single rooms have two single beds, most rooms have a double bed, some are equipped with a queen bed.

Double rooms are usually designed for two people. Depending on the category of the hotel and the wishes of the guests, two single beds or one double bed are provided.

A triple room is equipped to accommodate three people. The room will be provided with a set of three single beds or two double beds or consists of one double bed and one single.

A quadruple room is designed for comfortable accommodation of four people. This type of room can have two double beds, which also has a name Double-Double. However, some may be dorm-style accommodations with bunks or twin beds, so check with the hotel manager prior to arrival.

Hotel rooms depending on the bed

Classification of rooms in some hotels may be carried out depending on the number or size of beds in the room. Guests should be aware that hotels may have limits on the number of guests per room. Having a double bed in a room does not mean that you can stay in the room in a large group. Many hotels charge extra for the extra number of guests or can accommodate a baby cot in the room.

Depending on the availability and size of the beds, there are different types of rooms. For example, a room with a large double bed is called a King, a room with a queen size bed is called a Queen.

In the rooms, which are called a Studio, in addition to the main place to sleep – the bed, there is usually also an armchair or a sofa that can be transformed into a bed. There are other types of studios that look like an apartment with furniture, a kitchen and a small bathroom.

Hotel rooms according to the layout

Depending on the layout, hotel rooms have a different price category. It depends on many factors: whether there is an additional bedroom; if the rooms are large enough; whether the room has a kitchen or a living room (which is usually available in a suite room). There is a certain classification of

room names, which allows tourists to choose the appropriate option. For example, a business traveler will be contented with one type of room, and a disabled person with another. Most of these classifications are widely known, but some nuances may still occur. Therefore, before booking a room, the traveller should clarify the details.

A standard room is perfect for a single traveller or a couple. The room offers a double bed.

Deluxe rooms are usually larger in size. You can look forward to a good view from the window and improved conditions. These rooms are usually furnished either for small groups or for couples or families with children.

Joint rooms consist of two rooms that have a common wall, but have separate entrances. Joint rooms are convenient for families with children who are old enough to live apart from their parents, but not too far away to be supervised.

The suites can be of different sizes. The basic suite usually has a living room that has a separate entrance to one or more bedrooms. This complex is also called the master suite. A single room with a small seating area and a bed is called a junior suite or a mini suite. Some suites may include a kitchen for self-catering. The presidential suite is usually the most luxurious and expensive room in a hotel. It usually has several bedrooms with private bathrooms or jacuzzi, a living room, a meeting or conference room, and personalized service.

Apartment-style hotels provide traditional-style rooms, which can be found in other hotel chains. Rooms in the apartment hotel are designed for longer stays of tourists. The rooms are equipped with kitchens, the hotel has a laundry and other amenities necessary for a comfortable stay of guests. Housekeeping service is provided once or twice a week.

Each hotel must provide several rooms for people with disabilities. These rooms should have space for a wheelchair, a special bed, and a bathroom equipped for people with disabilities. These rooms are called accessible rooms.

A. Tasks for the text.

1. Name three places where it is convenient to stay with a car.
2. Name the cheapest places to stay in.
3. Indicate the main differences between the hotel and other places of accommodation for tourists.
4. Name the difference between a double room and a twin room.
5. Name the main types of suits.

6. Justify the difference between apart-hotels and other types of hotels.
7. What type of accommodation is more preferable for a family with teenagers?
8. What rooms should hotels provide for disabled people?

B. Read the text and choose the best answer to the questions below the text.

The front desk

The work of hotel employees is divided into two broad categories: front of the house staff and back of the house staff.

The duties of the front of the house staff include, in addition to management work and various work at the front desk, also bookkeeping, travel promotion, handling and delivery of luggage to rooms, car parking and other special services. The back of the house staff is responsible for food and beverage preparation and service, housekeeping and room service, laundry and dry cleaning, maintenance of premises.

The front desk is where tourists check in, receive room keys, get some necessary information, deposit valuables in the safe, and pay bills. Another name for a front desk is a reception desk.

Usually, the front desk is located in the hall of the hotel on the first floor. Arriving at the hotel, guests first enter the lobby, from where they can then go to the rooms, cafes and restaurants, find shops and other useful places of the hotel. Therefore, the reception is often located near the entrance to the hotel in the line of sight of the guests.

The front desk staff includes receptionists, several assistant managers, bellboys, concierges, porters and other staff. Managers are usually responsible for welcoming new guests, resolving booking issues, or dealing with customer complaints.

For a comfortable stay of guests at the hotel, the reception staff perform their tasks, monitor the correctness of check-in and check-out procedures, and provide useful and necessary information.

Front desk staff are the face of the hotel for most guests, as they are the first people guests meet upon arrival. The well-coordinated work of the hotel staff is always the key to success.

1. The responsibilities of the front of the house staff include:
 - a) housekeeping;
 - b) accounting;
 - c) engineering.

2. The duties of the back of the house staff jobs include:
 - a) laundry; b) bellboy; c) car attendants.
3. The front desk is the counter where the guests:
 - a) call relatives; b) buy food and beverages; c) check in.
4. The front desk is located:
 - a) opposite the swimming pool; b) in the courtyard; c) near the hotel's main entrance.
5. According to most customers the important factor in the success of the hotel is:
 - a) the attentiveness of the front desk staff; b) close-knit work of the front desk staff; c) having personal conversations with others in front of guests.

Task 4. Consider the situations. Three families are planning to spend a weekend in the Carpathians:

1. Mr. and Mrs. Kosak: the newlyweds are going to spend their honeymoon in a cozy and romantic place in the mountains. They would prefer a hotel that has a restaurant with national cuisine and live music.

2. Mr. and Mrs. Grinenko: a couple in their thirties, having a daughter, 7 years old, and a son, 10 years old. They consider staying in a hotel near the mountains. Mr. Green is an athlete, loves active sports. Their children go in for horse riding, they would like to go hiking and make new friends.

3. Mr. and Mrs. Pertenko: retirees who are looking for an affordable hotel near the lake and forest at an affordable price. Mr. Pertenko likes fishing.

View information on some of the hotels in the region. Which hotel would you suggest to each family?

1. Resort Hotel Voevodino *****.

Location: The Transcarpathian region, Turya Pasika village. In a large territory, among meadows and mountain streams, the hotel is comfortably located, as well as small cottage houses. The capacity is 300 people.

Hotel infrastructure: There are several restaurants with Ukrainian, Slovak and Hungarian cuisine. Hiking in the Transcarpathian forests, as well as extreme sports are offered. There is an equestrian club, a tennis court, children's playgrounds. There is a spa center with a swimming pool, a fitness room, a sauna. Near the hotel Shenborn Park is situated.

Early booking recommended. 1 child under 8 stays free of charge in a room with 2 adults. Supplement for one extra bed.

Room rate per night: Standard (double) – € 2365.00; Suite (triple): € 4115.00.

2. Manor "Forest Corner" ***.

Location: Ivano-Frankivsk region, Verkhovynskyi district, Biloberizka.

If you are interested in the private sector of the Carpathians, visit the Lisovyi Zakutok estate. Here you can rent an inexpensive house in the Carpathians, the prices for accommodation are quite affordable. Guests will enjoy a relaxing holiday among the Carpathian Mountains, beneficial forest air and the atmosphere of Hutsul life.

The place is very quiet and cozy, with beautiful nature. There are mountains and forest around, the mountain river Cheremosh flows nearby. During a holiday in the Carpathians, guests will stay in a wooden house. In the territory there are two small trout fields, a gazebo, a brazier. Next to the homestead there is a sauna. Guests can cook their own meals in the kitchen. It is also possible to order meals from the owners of the Lisovyi Zakutok estate – dishes (including Hutsul dishes) prepared from fresh, home-made products.

Fans of excursions will not miss the opportunity to see the rocky massifs of Pysanyi Kamin and Protyate Kaminnie, Bukovyna waterfalls and other picturesque places in the vicinity of the village of Biloberizka. At the request of the guests, hiking and trips to the mountains, horseback riding, hiking in the forest for mushrooms, berries and medicinal herbs are possible.

Room categories: On the first floor there are 3 rooms: two standard rooms, a separate suite with a bathroom. Each room has a TV and Internet. On the second floor there are three bedrooms.

Room prices: Standard room: € 400; Double deluxe room: € 650.

Infrastructure: vat for 8 – 9 people (price is negotiable); gazebo, barbecue; parking space; two trout; next to the estate "Lisovyi Zakutok", there is a sauna for 5 – 6 people (price is negotiable).

3. Camelot Hotel ****.

Location: The Transcarpathian region, Uzhhorod. The hotel is located nine kilometers from the city, in the valley of the river Uzh. At the top of the mountain there is one of the majestic castles of Transcarpathia of the 13th century – the Nevitsky Castle. The Camelot Hotel is located at the foot of this mountain. The combination of mountains, coniferous forest and river creates a terrific beauty of the landscape.

The hotel "Camelot", Uzhhorod, is a modern hotel complex, which consists of two buildings, as well as six cottages – bungalows, located in the territory of "Camelot". In the main building there is a restaurant, a banquet hall. The additional building includes a recreation area, rooms, and a conference room.

Food: At your service is the hotel's restaurant "Camelot", decorated in a medieval style, where the chef will prepare any dish of your choice, and an experienced sommelier will help you choose the wine. In the restaurant of Uzhhorod you can hold a business meeting, wedding or birthday. The hotel also has a Carpathian kolyba with traditional Transcarpathian cuisine. The interior of the kolyba hall is decorated in the national style. You can try pork sausages with beer and garlic sauce, barbecue, bograch, or fried trout. You can also listen to live music in the restaurant.

It offers guests an outdoor pool, gym, table tennis, garage parking. Laundry and dry cleaning services are also available daily.

Rooms: The hotel "Camelot" has 36 comfortable rooms of the category "standard", "junior suite", "luxury" and "family room", as well as six separate rooms and two-storey cottages – bungalows. The rooms are made in European style using environmentally friendly materials. All hotel rooms are equipped with modern furniture, TV, satellite TV, Wi-Fi Internet access, a telephone, a safe, air conditioning, a refrigerator, a mini-bar, a jacuzzi, an electronic security system (with a key card you cannot only open the door of the room but also pay for the services rendered).

Prices: Standard single: € 2100; standard double: € 2500; junior suite: € 3100; suite: € 5500; family room: € 3800.

Task 5. Make a list of the hotels' facilities. Compare the Manor "Forest Corner" and Camelot Hotel. Fill in the table. Discuss the results with your partner.

Manor "Forest Corner" ***	Camelot Hotel ****

Task 6. Read the text. Choose from (A – G) the one which best fits each space (1 – 5). There are two choices you don't need to use.

Modern hotels provide guests not only with (1), but also other amenities, such as cafes, bars and restaurants, souvenir shops, places for various events, conferences – conference rooms, large and small ballrooms, exhibition areas, etc.

More recently, conference rooms have not had such wide popularity with hoteliers. They met only in huge tourist complexes at famous resorts. Recently, the situation has changed and many hotels have begun (2), seeking not only to gain additional profit, but also to satisfy the needs of certain categories of tourist groups.

The construction of individual resort complexes has recently gained great popularity in the hotel business. Recreational facilities such as viewpoints, green areas or swimming pools are now the hallmark of every hotel. The most common of these is (3). The first thing a tourist will notice when looking at a photo of the hotel area is, of course, a beautiful swimming pool. In many resorts of the world, such promotional photos are (4). Other objects used for tourism and recreation are sports facilities – these are tennis courts, golf courses in resort hotels.

Depending on the region and location, hotels have recreational facilities that are (5): ski slopes and slopes, ice skating rinks. Others may offer horseback riding, kayaking and other outdoor activities.

- A. the swimming pool;
- B. designed for winter sports;
- C. large cities or in intensively developed resort areas;
- D. accommodation in rooms;
- E. to include conference rooms in their services widely used by hotels;
- F. social functions, conventions and conferences.

Task 7. Discuss with your partner.

1. What are some of the different varieties of accommodations that are available to travelers nowadays?

2. What facilities are usually available in large, modern hotels?

Compare your answers with the whole group.

Focus on vocabulary

Task 8. Match the words from each column to form word partnerships. Find them in the text [22].

- | | |
|------------------|------------|
| 1. Boarding; | a) style; |
| 2. Golf; | b) desk; |
| 3. Queen; | c) suite; |
| 4. Dormitory; | d) house; |
| 5. Presidential; | e) course; |
| 6. Front; | f) style; |
| 7. Apartment. | g) bed. |

Task 9. Fill the gaps in the sentences with the appropriate word(s).

The concierge, a sommelier, the communication department, all financial expenses, the Travel Desk, the maids, bedrooms, escorting guests, the Front Desk, Information sector.

1. Responsibilities of _____ are to receive guests upon arrival, prepare the relevant documents.
2. The _____ coordinates the work of couriers and postal services.
3. The _____ is in charge of redirecting phone calls to guest rooms.
4. The Bell Desk Section is tasked with _____ to their rooms and informing them of the security and amenities in the room and hotel.
5. The task of _____ is to assist guests with various tasks, such as, for example, booking tables in restaurants or nightclubs, arranging spa treatments, finding the right transport, buying tickets for events or excursions.
6. The Cash and Bills section is responsible for _____ of the guest.
7. _____ organizes the transfer of guests during arrival and departure, if necessary, can hire guides and translators.
8. _____ is an employee responsible for alcoholic beverages.
9. _____ are responsible for the cleanliness of the rooms, as well as their improvement.
10. Suites have 1 or 2 _____ connected to a living and dining area.

Task 10. Read the text below. For gaps (1 – 8) choose the correct answer (A, B, C or D).

The backbone of any hotel service is the front desk. Recently, with the improvement of technological processes in the registration of tourists and (1) various forms, it is believed that the front desk in hotels is no longer such an

important component. For example, an online check-in system is a significant improvement for front desk workers, and many large hotel complexes are happy to (2), these new technologies.

One of the functions of the front desk is to sell additional services to guests. But experience shows that this does not quite work, as guests, after spending a long time on the road, are not very (3) to these ideas.

Since the check-in time is often planned in advance, the front desk can be (4) by several customers at the same time, who are trying to check in at the same time. Often such situations affect the overall impression of the hotel.

Therefore, the hotel staff needs to get in touch with the guest in order to (5) the purpose of his arrival. It can be a business visit, such as a conference or a business trip, or a family visit, such as a wedding or birthday. This can make the meeting of guests more friendly, as well as the staff will receive information about what additional service is appropriate to offer the guest.

The simplest solution to this problem would be to (6) several check-in kiosks or special terminals in the lobby of hotels, where guests can check in on their own, without waiting in line at the check-in desk.

The front desk employee may continue to perform their functions, while guests may not (7) with him if they do not want to. This will (8) continuous operation while serving new guests.

Travelers' mobile devices are now a reliable tool when booking flights, ordering their favorite food or reserving tables at restaurants. Tourists would like to use the usual service when checking into a hotel.

1	A	filling in	B	moving in	C	checking in	D	breaking in
2	A	cooperate	B	adopt	C	bring	D	send
3	A	receptive	B	ignoring	C	discouraged	D	understandable
4	A	involved	B	loaded	C	occupied	D	related
5	A	adapt	B	nominate	C	compose	D	determine
6	A	install	B	borrow	C	send	D	reward
7	A	argue	B	obey	C	interact	D	cooperate
8	A	produce	B	ensure	C	impact	D	pass

Focus on grammar

Task 11. Complete the following table with appropriate forms of the words.

Noun	Verb	Adjective	Adverb
1. responsibility	respond	responsible	responsibly
2. increasing			
3.		acceptable	
4.		perfect	

Task 12. The Present Perfect (have/has + Participle II) links the past and the present. It is used to talk about past events which have no specific past time marker, have a present result, continue to the present or haven't happened yet. Sometimes there is a time phrase, e.g. *this week, today, so far, already, just, until now, this year, ever, never, yet, since, for* [21].

A. Write a sentence using the verbs in the Present Perfect and complete the sentences.

a) *decide, make, take, train, confirm.*

We ... already ... our booking. 2. But we ... not ... what to include in the package tour yet. 3. One out of five Americans ... a hotel towel, hotel bathrobe or ashtray. 4. ... you ... the beds yet? 5. She ... already ... as a Housekeeping Manager.

b) *do, iron, meet, clean, leave, update.*

1. ... the bellboy ... his uniform? 2. We ... never ... the chandeliers before. 3. The housemaid ... not ... the fifth floor yet. 4. The last guests ... a tip of 10 dollars. 5. They ... already ... their website.

B. Put the sentences into the Present Perfect Tense.

1. We (already send) the Email to the manager.
2. So far we (not hear) anything from the Booking Office.
3. You (ever visit) the USA?
4. I (lose) all my traveller's cheques. Can you lend me some money?
5. We (just print) the travel brochures in English.
6. He asks if she (counted) the towels, linen and slippers.

Task 13. Write questions with *How long ...* and the Present Perfect. The first sentence is an example.

1. *you / work / here – How long have you worked here?*
2. *he / talk / about this problem.*
3. *she / be / a director of the company.*

4. they / phone the bell desk / to get help with their luggage.
5. this tour operator / have / its website.
6. they / guide / the guests through the staircase.
7. the staff / hand over the keys to the guest's room to unauthorized persons.
8. reception / complete / the registration formalities / and assign / rooms to the guests.

Task 14. Complete the sentences with the correct form of the verb (Present Simple, Present Continuous, Past Simple, Present Perfect/ Present Perfect Continuous) in brackets.

1. Michael (write) a report at the moment.
2. I (meet) them for lunch tomorrow at 2 pm.
3. Margaret speaks Chinese so well because she (to live) in Beijing.
4. The snowfall (stop) an hour ago.
5. The wind (stop) blowing, so we can go sailing.
6. We (travel) around the Carpathians last year.
7. My parents (live) in this house all their lives.
8. Hundreds of inhabitants of a tropical island (always / live) a quiet life, growing their own vegetables, picking fruits and fishing.
9. Throughout history, people (travel) all over the world for a variety of purposes.
10. In the 17th century the sons of the British aristocracy (travel) throughout Europe to improve their knowledge.

Task 15. Correct these sentences. Use the Present Perfect, the Present Continuous or the Present Simple.

1. I work as a tour guide for six months.
2. We pay by credit card at the moment.
3. We not invite them every year.
4. Tourism is an industry that grow rapidly.
5. Our tour bookings grow over the years.
6. Have you ever travel to the Far East?
7. How long have you do business there?

Task 16. Study the forms of the pronouns in the box.

Demonstrative pronouns: *this – these; that – those; such, the same* [28].

The plural demonstrative pronouns *this* and *that* are *these* and *those*. They are used as demonstrative pronouns for nouns and adjectives. The pronoun *this* defines what is close in space and time, *that* defines what is farther in space and time.

This (these)/That (those) are also used as a substitute for a word to avoid tautologies.

The demonstrative pronouns *such* and *the same* are used as noun pronouns and adjective pronouns.

Put the demonstrative pronouns in plural:

1. This is your registration form. 2. Was that his bill? 3. Is this your brochure? 4. That was your tour guide. 5. Is this your agency in Kharkiv? 6. Is this a weekly meeting? 7. Is that your inquiry form? 8. Excuse me, can I take this seat?

Task 17. The indefinite pronoun *some* is used in the form of *any* in negative and interrogative sentences. Fill the gaps with the pronouns *some* or *any* or their derivatives (-body/-thing/-where).

1. "Have you seen ... good films recently?" "No, I haven't had any time so far".

2. You should cash these traveller's cheques at ... bank.

3. Can you give me ... information about the cheapest excursions in the town?

4. With the special tourist train ticket, you can travel on ... train you like.

5. If there are ... idioms you don't understand, use a dictionary.

6. "Do you live ... near Mrs. Clinton?" "No, she lives in the suburb".

7. "What shall we do at the weekend?" "Let's go ... where it is quiet and calm, for example, to the lake in the east of the city".

8. Hi! Forgot to let you know if ... calls while I'm on the road, can you tell them I'll be back at 10 am? Thanks!

9. The cinema in the city center was almost empty. The movie is boring and ... wanted to buy tickets.

10. I went shopping but I didn't buy ... I needed.

Focus on listening and speaking

Task 18. Watch the video "Checking – in a hotel". Listen to the dialogue and decide where it takes place (on the phone, in a ticket

office, at the reservation desk, in a spa hotel) and what kind of room the customer booked [27].

Task 19. Put the words below in the correct order to make questions.

- us the room directly Did you book through?
- a travel agent use a hotel reservation service you or Do?
- is How more to that cost much going?
- the wireless about What internet?
- pass you Will parking be a needing?
- the valet already Has car taken your?
- I have ID some Could form of?

Task 20. Listen to the conversation again. Tom is visiting a Transnational hotel. The hotel receptionist is asking him some questions. Complete the questions she asks with the missing information.

1. What _____ I do for you?
2. Did you book the room directly through us or do you use a _____ or a travel agent?
3. Has the valet already taken your car or will you be needing a _____?
4. Could I have some form of _____, please?
5. And is this your _____ in the Big Apple?

Task 21. Match each answer (a – e) with a question (1 – 5) in Task 20.

- a. Oh. I don't have a car. I took a taxi from the airport.
- b. I have a business conference to attend, but I'm looking forward to getting some sightseeing down as well.
- c. I have a reservation for a single room for three nights.
- d. I booked it directly through you.
- e. Sure. Here's my driver's license.

Task 22. Listen again and tick *True* or *False* for each statement.

1. Tom is from Chicago.
2. He has a reservation for a double room for three nights.
3. Tom has already paid a deposit on the first night .
4. Additional services provided by a hotel are the gym and the indoor pool.

5. Tom has to pay no extra charge for the business suite.
6. His room is No. 635.
7. Tom Sanders needs a parking pass.

Questions for self-assessment.

1. What are the largest tour operators in Ukraine?
2. What are the most popular travel destinations they offer?
3. What new directions do they provide this year?
4. How do local tour operators sell tours: through travel agents or directly?
5. Are there any specialized tour operators in our country?
6. What types of special vacations do they provide?

Focus on writing

Task 23. Learn how to write a letter of guarantee. Look through the necessary tips.

Letters of guarantee are intended to provide the addressee with written guarantees in order to confirm certain promises or conditions, intentions or actions of the author (the sending organization), one way or another affecting the interests of the addressee.

Letters of guarantee are addressed to an organization or an individual. The word "guarantee" may not be mentioned at all in the text of the letter, however, the letter will remain a document containing a guarantee. The payment for the work performed, the timing of its completion, the quality of the work, the quality of the goods, the timing of its delivery, payment for the products received, etc. can be guaranteed. These aspects can make up the content of the whole letter or enter the text of the letter as its component. Letters of guarantee are emphatically legal in nature, corresponding in status to documents of a contractual nature. Most often, letters of guarantee are issued to confirm payment. In this case, it is obligatory to indicate the number of the contract and the invoice according to which the payment must be made.

Letters of guarantee are distinguished by clarity, accuracy and unambiguous wording – since we are talking about providing guarantees to the addressee on behalf of an organization or official. It must indicate the type of operation to be performed.

Such letters may begin with a statement of the essence of the guarantees provided to the addressee, for example: "I guarantee with this letter ...". In other cases, a letter of guarantee may contain a statement of the reasons that caused the intention of the author to declare his readiness to provide certain guarantees to the addressee. In this case, the corresponding statement is formulated in the final sentence, for example: "We guarantee payment" or "I guarantee timely and full payment".

A feature of this type of letter is the presence, along with the signature of the author (for example, the director of the organization), the signature of an official who is directly in charge of financial or other issues. If a letter of guarantee is sent as an obligation to pay for a purchase, service rendered, etc., then it must contain the bank details of the paying organization.

The key phrase of a letter of guarantee may include the words and expressions:

We guarantee ...

We guarantee that ...

Firm "Fregat" guarantees ...

Please send cash on delivery (type of guarantee) to our address ...

Guaranteed payment ...

We hereby guarantee ...

Task 24. Preparation. Match the word(s) with the definitions.

1. To reserve a room.
2. A room designed to be easy to use, for example if you are a person with a disability.
3. A special password that can reduce the price or increase the level of service.
4. To state or show that something is definitely true or correct, especially by providing evidence.
5. To tell someone.
 - a) an accessible room;
 - b) to book a room;
 - c) a promotional code;
 - d) to confirm;
 - e) to let somebody know.

Task 25. The firm "Class" sends an employee on a two-day business trip. The scheduled meeting of the company's employees will take place on August 27. Mr. Markif arrives at 6 pm on August 26.

Determine the type of room you want to book and enter the required details in the letter of guarantee.

Ukrainian Tour Ltd. No. _____
To: General Director Falk O. O. " " _____ 20__.

Letter of guarantee

Firm _____ asks to book _____ a hotel room _____ from _____ to _____ in the name of _____ at the cost of _____ hryvnia per day. Cash payment is guaranteed upon check-in.

In case of non-arrival of the specified person or cancellation of the reservation, the company _____ undertakes to pay the amount in the amount of one day of accommodation. Removal of the reservation takes place according to the individual rules of the hotel.

General Director
Chief Accountant

Volovich A. O.
Sechko V. D.

2.2. Marketing and promotion of hotel services

Task 1. Find out the essence of the concepts "leisure tourism", "VFR (visiting friends and relatives)", "business tourism" according to the Dictionary of Contemporary English [22].

Name the typical reasons for these trips. Name the motives that motivate people to travel. Find out the peculiarities of tourist behavior. Consider the problems that may arise for tourists in the clash of cultures. Explain why tourists spend more money on business trips and vacations. How do you think tourist travel has changed over the last 25 years?

Task 2. These are the key terms of the studied text. Read them, learn and find the best explanation. Use a dictionary if necessary [22].

1. An entrepreneurial organization	A. An organization or country that engages in commercial or economic competition with others
2. Warehousing	B. A long-term plan to achieve the company's goals by understanding customer needs and creating a distinct and sustainable competitive advantage
3. Pricing	C. An entity formed for the purpose of carrying on commercial enterprise
4. Advertising	D. Place where personal property is kept
5. Tourism marketing	E. The process of providing a product or service to a consumer or business user who needs it
6. Consumer demand	F. The process of setting the price a producer will receive for goods and services
7. Sales	G. Promotional activities aimed at selling a product or service to a target audience
8. A competitor	H. A face-to-face sale in which one person, who is the seller, tries to convince the buyer to buy the product
9. The distribution process	I. Business promotion, distinguishing it from competitors, attracting customers and increasing brand awareness; cannot be sold to the public
10. Marketing strategies	J. An individual or entity that provides a product or service to another entity
11. Promotion	K. A measure of the willingness of consumers to obtain a product or service based on its availability
12. PR	L. The exchange of a product, goods, service or delivery for money
13. Direct marketing	M. Personal communication of market participants, the purpose of which is the object of marketing; one of the main means of marketing communications
14. A supplier	N. The practice of managing and distributing information from a person or organization (e.g. business, government agency) to the public in order to influence their public perception
15. Personal sales	O. A set of various measures, efforts, actions taken by marketers, sellers of goods, intermediaries in order to increase demand, increase sales

Focus on reading

Task 3. Read the text.

Economic activity is carried out for livelihood, such as a job, business, or profession. The main task of business as a type of economic activity is to make a profit.

An entrepreneurial organization is engaged in providing consumers with the necessary goods and services. As a rule, a successful business is realized depending on how efficiently products and services are delivered to consumers. Making products available to consumers requires a number of activities such as product design, packaging, warehousing, transportation, advertising, pricing, and sales.

Thus, marketing is the totality of all activities that are intended to direct the flow of goods and services from producers to consumers. People usually confuse the term "marketing" with the term "sales". Marketing is sometimes compared to advertising, pricing, and promoting or selling a product. Basically, it's all about marketing.

Marketing includes a set of activities necessary to create and stimulate consumer demand and move the flow of product and services from producer to consumer in the distribution process.

Tourism marketing is the general name given to various marketing strategies used by businesses in the tourism industry. The purpose of tourism marketing is to promote a business, distinguish it from competitors, attract customers and increase brand awareness.

To inform its customers about the appearance of the desired product, the company uses various promotion methods. Good marketing is essential for all travel and tourism products. The marketing process includes several stages. First, find out the needs and desires of customers, then develop your products and services, promote them, and as a result, receive and evaluate feedback.

The main idea of promoting a tourist product is to sell it. How to do it right? The answer begins with informing the consumer about the existence of the product. It is also the creation of demand. Another way to promote is to make it clear to customers that your product is better than other similar products.

Creating demand is a matter of advertising technology. Advertising is one of the key strategies in promotion, although it is not the only method. In

addition to advertising in magazines, on television, there is also PR in the media. Public relations have to do with managing opinions, or how others see and think about a person, brand or company. PR for corporations, especially public companies, aims to maintain a positive corporate image while handling media inquiries. There is also what we call direct marketing.

The supplier can be an airline with a special offer or any tour operator. The supplier communicates directly with the customer, usually by sending information and news directly to the customers from their database. Many small tour operators use email, but for most large companies, direct marketing is letters that come directly through the mail. There are also personal sales. This, for example, can be a travel agent who communicates directly with the client.

Read the text again and say if the following sentences are *True* or *False*.

1. The main task of business as a type of economic activity is to pay taxes. ()
2. Marketing is a complex of all activities that are designed to direct commodity flows and services from producers to consumers. ()
3. Marketing and selling are the same. ()
4. The purpose of tourism marketing is business development, attracting potential customers, increasing brand awareness. ()
5. The main idea of promoting a tourism product is its implementation. ()
6. Advertising is the only way to promote tourism services. ()
7. Direct marketing strategies include email marketing, media advertising, database usage, phone calls, and more. ()
8. The tour operator communicates directly with the client. ()

Task 4. Read the text. Choose from (A – I) the one which best fits each space (1 – 7). There are two choices you don't need to use [2].

The current state of economic development for the stable progress of any company requires the introduction of the latest product, the exploration and development of new markets and activities. This is especially evident in such (1). In this context, the role of **strategic planning** of the activities of industry enterprises is growing in order (2) and maintain their competitiveness.

The strategy for promoting and selling hotel services is one of the most important parts of the overall marketing strategy of the hotel complex. The elements of a marketing strategy for the promotion and sale of hotel services should be closely related to the overall goals and objectives of the hotel complex, consistent with the internal standards adopted in the hotel complex, which should be (3) of the needs of visitors.

The practice of marketing **convincingly** shows that the promotion and sale of hotel services should not be considered as a one-time event, but as an element of a well-thought-out long-term strategy for the operation of a hotel enterprise.

The promotion of hotel services is (4) of the hotel enterprise. The development and promotion of hotel services involve the definition of their goals, market, consumers, the choice of methods for promoting services, the choice of **intermediaries** and the determination of an acceptable form of work with them.

Taking into account the specifics of the work of hotel complexes, their task is not only (5), but also to sell them, to communicate to the target visitor in the most convenient form for him, in the shortest possible time and with the maximum economic effect for the hotel complex itself.

Choosing a way to promote and implement hotel services is the main step in developing this strategy for the hotel complex. Promotion methods are **determined** based on the goals and objectives of this strategy, sales volumes and the speed of circulation of hotel services. One of the most important elements of this stage is (6), greater flexibility and the ability to adapt to consumer **requirements** and the possibility of increasing the efficiency of its use.

While marketing research aims to explore the opinions of consumers, the goal of promotion is to offer the consumer exactly the hotel services that he needs.

The most important functions of promotion are creating an image of prestige or low prices, innovation, information about hotel services and their characteristics, maintaining the popularity of hotel services, improving the quality of hotel services, **persuading** consumers (7), satisfying consumer needs, favourable information about the hotel.

Promotion is always seen as an integral part of the hotel's **marketing** mix. Competitive hotel services are usually advertised. But the most progressive is the promotion of the entire hotel complex, and not its individual

services. Since the hotel complex can use different types of promotion, this type of promotion contributes to the development of the entire enterprise.

So, the main condition for the successful promotion of hotel services is the complexity of the marketing strategy of the enterprise. It **assumes** the continuity, interdependence of marketing activities, subject to one predetermined strategic goal of the enterprise.

- A. to gain advantages in the market;
- B. the controllability of promotion methods;
- C. a dynamic industry as the hospitality industry;
- D. aimed at maximum satisfaction;
- E. determined by the whole range of marketing activities;
- F. allows tourists to choose the appropriate option;
- G. to switch to more expensive hotel services;
- H. to provide high-quality hotel services;
- I. for all financial expenses of the guest.

Task 5. Complete the sentences with the correct form of a word or phrase in bold in the text in Task 4.

1. _____ is a way to define the goals of the company and the project in order to understand in which direction to develop.
2. The transaction will be completed with the help of _____.
3. The travel agent is now making many arguments _____ customers to purchase this tour package.
4. Against the backdrop of the raging _____ of world tourism, the question of the role of Ukraine in the world market of tourism services naturally arises.
5. The facts _____ prove that the manager made a mistake in the calculations.
6. What needs to be done to _____ ideas?
7. The goal is _____ by the expected result of the work.
8. Employees analyze customer _____.
9. _____ includes four main elements – product, price, promotion system and product distribution system.
10. The system _____ to perform the functions of an administrator.

Task 6. Create a short promotional text about any hotel. Share your experience with the group.

Focus on vocabulary

Task 7. Find synonyms for these words [22].

1. Enterprise _____
2. Customer _____
3. Commodity _____
4. Service _____
5. Expenses _____

Task 8. Find the right definition for the words highlighted in the text.

SWOT analysis in the tourism business

SWOT analysis is an orderly diagram of your business. Its structure consists of four main components: ***strengths***, weaknesses, opportunities and threats.

For any kind of business, strengths and weaknesses are ***internal*** elements, such as customer service, location, staff, etc. These are things that can be changed and adjusted over time by making some improvements.

Opportunities and threats are ***external*** to your travel business. For example, it can be competitors, pricing, necessary expenses, weather and other factors. These factors relate to changes in the market and are often beyond your control.

SWOT analysis is often performed during the business planning phase. It can be done for any specific business when it is necessary not only to consider your business as a whole, but also to determine its strengths and ***weaknesses***, identify ***opportunities*** and prevent perceived ***threats***.

A strength of your travel business might, for example, be that you have an active Instagram page with a large number of active followers. The weak point may be that access to your website is closed to mobile devices.

1. A weak point in the system, somebody's character, etc.
2. Quality or ability of a person or thing that gives it an advantage.
3. The possibility of trouble, danger or calamity.
4. Related to the internal order of something.
5. A time when a certain situation makes it possible to do or achieve something.
6. Connected to or located outside of something/someone.

Task 9. Divide a sheet of paper into four equal parts. Then, in each of the sections, add three items that you think are necessary for your proposed business. Fill in the table.

Strengths	Weaknesses
Opportunities	Threats

Task 10. Connect the words from each column to form phrases.

- | | |
|---------------------|------------------|
| 1. Marketing; | a) planning; |
| 2. Weak; | b) needs; |
| 3. Strategic; | c) mix; |
| 4. Hotel; | d) relations; |
| 5. Consumer; | e) marketing; |
| 6. Public; | f) point; |
| 7. Entrepreneurial; | g) service; |
| 8. Direct. | h) organization. |

Task 11. Insert the right words or phrases in these sentences by choosing the most appropriate ones below [22].

Advertising, to convey, the communication strategy, a positive image, public relations, tourism planning, demand, geographical principle.

1. It is the most effective way for a travel company _____ the necessary information to its customers, change their point of view, encourage them to pay attention to the services offered.

2. Modern tourism cannot be imagined without _____.

3. A great importance is given to creating _____ of the company.

4. The successful advertising activity of a travel company is a powerful means of achieving the goals of the marketing strategy in general and _____ in particular.

5. Creating _____ for tourism goods and services is the goal of the company's activities to promote them.

6. Promotion of a tourism product or service is a broad concept that includes promotional activities in the press, a variety of personal selling techniques, _____, and sales promotion activities.

7. Types of tourist activities differ according to the purpose of the tour, _____, the number of participants in the tour and the way tourists travel.

8. _____ is engaged in solving the problems of tourism development, determining the means to achieve them.

Focus on grammar

Task 12. Complete the following table with the appropriate word forms [26].

Noun	Verb
	implement
advertising	
	promote
	satisfy
	expand

Task 13. When we talk about actions that have finished, referring to a certain moment or period in the past, we use the Past Simple, while the Past Perfect is used for situations and states before the past, completed actions before a moment in the past, or completed actions, where the important thing is the result at a certain moment in the past. The Past Perfect tense is used with the following words: *never, always, just, ever, just in time, yet, already, this week, recently, forever, etc.* [26].

Put the verbs in brackets in the Past Perfect tense.

1. They didn't know they were being met because the guide (not tell) them about it before.
2. When I got to the office of the travel company, it (have already close).
3. Jane (work) at the front desk when she was made a chief administrator.
4. Mrs. Watkins said that she (not be) to Ukraine before.
5. After they (do) the hotel booking, they reserved the airline tickets.
6. I (put) the money somewhere and then couldn't find it.
7. When our holiday rep arrived, the hotel manager (leave).
8. When Mr. Collins got to the airport, he realised that he (lose) his passport.
9. When we arrived at the bus stop we

were upset that we (miss) our bus. 10. Mr. Blink couldn't see the reservation form well because he (leave) his glasses in the car.

Task 14. Complete this report by writing the correct form of the verbs given in brackets. Use the Past Simple or the Present Perfect tenses.

(1) (you be) to Transcarpathia? I want to talk about my visit to this great region. Last year, our family (2) (rest) at the Villa Kvitka Hotel, not far from the town of Svalyava. The place was incredibly beautiful and picturesque. The villa was surrounded by mountains on all sides, and, accordingly, the air there (3) (is) the cleanest. The hotel itself consisted of two buildings: in the first one there were junior suites and suites, the other (4) (have) a motel with standard rooms. In addition, there was also a spa. We (5) (be) in this hotel twice already and we can definitely say that you can relax there with pleasure. Firstly, the hotel regularly (6) (hold) some kind of promotions and special offers, which included complex meals, visits to the spa and pool. There were a few restaurants there with tasty food. We would like to note that the hotel staff always (7) (have be) polite throughout our stay. As regards the territory – in the main building there were pump rooms with mineral water, and the space of the hotel was conducive to romantic walks.

We really (8) (enjoy) our vacation in such a beautiful place and would like to return here next summer.

Task 15. Eddie Sorrento, general manager of a travel company, tells employees about one of the travel reviews. For sentences (1 – 10) choose the correct answer (A, B, C or D) and complete his report.

Dear colleagues, good afternoon!

Our tourists (1) (just return) home from a holiday spent at a ski resort in Italy, Livigno, in a 4* Hotel Alegro. I want to tell you about their impressions of the trip. On the first day upon arrival at the airport at that moment it (2) (snow) heavily and all the roads were covered with snow. There were some problems with the transfer. But, thanks for the interrelated work of our team, this problem was quickly solved, as we (3) (organize) the logistics in advance at the highest level. Although the guests were very worried and nervous, they were able to immediately get through to our representative Boris, who (4) (talk) to them throughout the transfer from the airport to the hotel, reassured and supported them.

The guests (5) (like) that the rental had excellent skis for all occasions. So, when they went skiing with the necessary equipment, the sun (6) (shine) brightly, and bright snow sparkled on the mountain slopes.

Tourists asked to convey to Boris their deep gratitude for the high professionalism in work, humanity! Tourists really liked the reception at the hotel, they (7) (is) especially impressed with the excursions that we (8) (organize) in advance.

I want to emphasize that our guides have made every effort to please the country.

1	A	returned	B	have just returned	C	have returning	D	just have returned
2	A	was snowing	B	snowed	C	snow	D	have snowed
3	A	organized	B	have organized	C	had organized	D	was organizing
4	A	have talked	B	was talking	C	had talked	D	talked
5	A	liked	B	was liking	C	have liked	D	had liked
6	A	shone	B	had shone	C	have shone	D	was shining
7	A	have been	B	was	C	were	D	is
8	A	had organized	B	organized	C	were organizing	D	have organized

Task 16. Put the verbs in brackets in the Past Simple tense, the Past Continuous tense or Past Perfect tense.

1. When I (approach) the travel agency, I saw that Mr. Bah (talk) on the phone.

2. When the Smiths (check) into the hotel, they found they (leave) the camera at home.

3. The bus driver (brake) hard and some of the tourists' things (fall off) the shelves.

4. The guide already (have finish) the story when we (join) the group of tourists.

5. Suddenly a strong wind (blow) and the yacht (bend over).

6. I (see) how the Bellboy (come) to the door, (knock) for a long time, but the guests (not open) the door.

7. While my husband (fill) out the registration form, I (go) to inspect the room.

8. While the chef (prepare) our lunch, we (study) the drinks menu in the hotel cafe.

9. When we (go) sightseeing, the bus (get) a flat tire. The driver (have) to call a car service.

10. When we (return) to the room, we (see) that the maid (make) swans out of towels.

Focus on listening and speaking

Task 17. Watch the video "SWOT analysis in the tourism industry" decide what the importance of this type of analysis for the travel industry is [33].

Task 18. Ask your partner about different characteristics of the tourist cluster in Kharkiv region. Put each answer in the appropriate part of your SWOT chart.

Destination assets • Transportation • Tourist accommodation infrastructure • Medical care infrastructure • Quality of life • Public services and facilities • Community support • Support services • Education • Image and visibility • Infrastructure (other) • Business climate • Events and festivals.

Task 19. Work in groups of three or four. Read the SWOT analysis of tourism industry in Sri Lanka. What sort of strengths and opportunities, weaknesses and threats does Ukraine have?

Strengths	Weaknesses
<ul style="list-style-type: none">• Unique cultural and historical heritage.• Historical, cultural and tourism and recreational resources in the territory of the country.• Comfortable weather condition.• Peaceful environment.• Stable political environment.• Developing infrastructure facilities.	<ul style="list-style-type: none">• Higher intervention of government (through rules and regulations).• Lower level of security facilities.• Non-use of tourist potential of the region.• Low activity of the community of the city as a whole, including the field of tourism, services, development of client-oriented small and medium business.

<ul style="list-style-type: none"> • Favorable transport and logistics location of the country 	<ul style="list-style-type: none"> • The current lack of well-known tourist-attractive events of national and international importance. • Language problems. • Lack of infrastructure facilities. • Most facilitated hotels located in the city centre
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Rapid growth of the world tourism industry. • Increased demand for tourism products in the domestic market. • Availability of modern information technologies and their further development. • Depreciation of the Rupee value. • Most tourists like to visit Asian countries 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Unsatisfactory state of the country's transport infrastructure, low quality of transportation services. • High competition with other Asia countries. • Impact of world oil prices. • Bad cultural effect of other countries

Task 20. Read the SWOT analysis of the Sunrise hotel and do a SWOT analysis for your dream hotel. Present your hotel using its strengths and opportunities, weaknesses and threats.

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • Powerful brand. • Excellent customer support program. • Cross-selling 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • Limited funds available. • Difficulty in finding high quality employees. • Employees require extra training to serve Western guests
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Many tourists are both foreign and domestic. • Changes in Ukrainian consumer behavior. • Year-round conferences and events 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Competition with foreign and Ukrainian hotel chains. • The global economic downturn. • The rise of budget hotels

Task 21. Work with a partner. Use the information from a SWOT analysis and compare any two hotels.

	Boutique Hotel	Baden-Baden Hotel
Strengths	<ul style="list-style-type: none"> • Location (luxury place, potential access to main roads). • Quality of staff, service and menu. • Cooperation with tourist agencies. • Competitive prices 	<ul style="list-style-type: none"> • Location nearby lakes. • A diversified offer: using its restaurant spaces for big parties (wedding parties, youth parties). • A nice garden and a good menu. • Competitive prices. • Parking space. • Income from the rent
Weakness	<ul style="list-style-type: none"> • Missing appropriate parking space. • Small number of rooms. • Small space for bathrooms. • Lacking professional administration 	<ul style="list-style-type: none"> • Poor promotion. • The absence of a proper salon for conferences. • Missing qualified staff. • Lacking certain facilities. • An outdated web page. • Too little information on the internet. • Poor online review. • Tourists have to travel further to get to your hotel
Opportunities	<ul style="list-style-type: none"> • Location in the city centre. • Drawing attention towards it as a chain of hotels. • The hotel requires reconstruction. • Replacing the furniture 	<ul style="list-style-type: none"> • Increasing the number of rooms. • New upcoming investments in hotel buildings. • Enlarging common areas. • Sales through Internet. • Renting parts of the hotel
Threats	<ul style="list-style-type: none"> • Competition from 14 hotels operating in the city centre. • High taxes. • Changes in consumer behavior 	<ul style="list-style-type: none"> • Electrical energy. • Pandemics. • Unfavourable economic conditions. • Changes in trends

Focus on writing

Task 22. A letter of offer for cooperation in providing a venue for the event.

An advertising campaign in the tourism business is a set of promotional activities pursuing common tasks, aimed at further increasing the income of a travel company. A travel business owner can have many goals for a product or service promotion campaign, such as attracting solvent customers of a certain age or income, or repeating and releasing new promotional messages to remind customers of the company's offerings.

When planning an advertising campaign, understanding the goals is an important factor. The main goals are to increase sales and profits through the process of informing more people, offering to try new offers or services, as well as reminding customers of the existence of the company, when advertising is aimed at making customers remember their positive emotions received in the past from the tourist service.

To effectively promote hotel services, there are several types of advertising. Explore some examples:

- hotel advertising text ordered from a professional copywriter;
- external design of the facade – a signboard with illumination;
- outdoor advertising;
- billboards;
- printable advertisement;
- business cards;
- Internet advertising;
- promotion in online booking systems;
- promotion in social networks;
- setting up restaurants or cafes in the territory of the hotel;
- sale of souvenirs and much more.

Task 23. Check out the commercial offer for the provision of tourist services placed in the Internet.

The hotel "Space Star" offers you its services in accommodating groups planning corporate holidays and off-site seminars or congresses. We will help you minimize costs and make your event of the highest quality.

The system of corporate recreation and field seminars has been used all over the world for a long time and has been a huge success. We are

pleased to offer you the necessary conditions for holding corporate seminars, conferences and business meetings. Our hotel has two conference rooms for 80 and 30 people, as well as the necessary audio and video equipment.

Discounts for group orders!
Contact us on +4450023222
Roman Dekker

Study the letter of response to the owner of the hotel "Space Star".

Dear Mr. Dekker,

The Modern World club regularly holds business seminars, master classes and conferences. We would like to know if you could provide us with a venue for our next workshop, which is scheduled from 17 to 18 September 2022. A group of 35 participants is expected to stay for two days.

Your benefit is also obvious: as part of our social media advertising campaign, we could advertise your hotel. This might provide you with an influx of people and increase income on the days of the event itself.

If you are interested in our offer, please contact us to discuss the details on email ***@gmail.com.

Sincerely yours,
Modern Word CEO
A. Petrenko

Task 24. Write a letter of response to the owner of the hotel "Space Star". Imagine that you are a representative of one of the firms that saw this commercial offer for the provision of travel services on the Internet. Use any option from task 19. As an example, you can use a letter from the Modern World club.

2.3. Hotel reservation

Task 1. Check out these abbreviations. Consult a dictionary for the meaning of each of them [22].

1. GDS	a) Semi-Automatic Business Research Environment
2. CRS system	b) a computerized program commonly used for the storage and subsequent retrieval of information and transactions related to hotels, flights, car rentals or other types of travel services

3. SABRE	c) used to describe distribution through third party websites. This includes online travel agencies, travel portals, search engines or hotel travel directories, websites of certain airlines with online booking capability
4. ADS system	d) a computerized network system, usually owned or operated by a company, which allows transactions between major travel service providers such as airlines, hotels, car rental companies and some travel agencies

Task 2. These are the key words from the text under study. Read them carefully and choose the best explanation. Use a dictionary for help [22].

1. Booking	a) receive, acquire or provide something
2. Sales process	b) an execution plan for a process or procedure, giving lists of expected events and times
3. Deposit	c) an organization created for the purpose of carrying out managerial, socio-cultural and other non-commercial functions
4. Ensure	d) an essay that describes something
5. Schedule	e) a point where two systems, a subject, an organization, etc., meet and interact
6. Boarding passes	f) the stages that a seller overcomes when selling a product: search and evaluation of potential buyers, preliminary preparation for a visit, approach to a client, presentation and demonstration of goods, etc.
7. Currency conversion	g) a record of assigning a resource to someone
8. Performance	h) a pass for boarding an aircraft, given to a passenger when the ticket is issued or upon check-in at the airport
9. Confirmation	i) for the whole of the usual working day or week; on a full-time basis
10. Full-fledged work	j) an amount paid in advance to secure the fulfillment of the entire obligation
11. Obtain	k) the ability to produce a certain amount of products

12. Cultural institutions	l) a special notice of the reservation of accommodation (voucher), sent to the tourist on the letterhead of the organization in electronic form or by fax
13. Description	m) a type of transactions for the sale or purchase of monetary units of one country for the funds of another country at a certain price, which involves making a profit by the exchange office due to the difference in exchange rates
14. Interface	n) make certain that (something) shall occur or be the case

Focus on reading

Task 3. Read the text and do the multiple choice task below.

Booking is one of the stages in the sales process of tourist services. Each travel agency has a specific procedure that its sales consultants must follow. A fixed booking procedure is to correctly record the key information received when the client contacts the agency in order to avoid errors. To do this, the client needs to fill out a booking form and pay a deposit – usually a fixed amount per person. The information is then passed on to the tour operator or service provider to confirm availability. After that, the tour operator issues a supporting document. Payment of the rest of the cost of the holiday is usually made 5 – 7 weeks before departure.

There are four major Global Distribution Systems (GDS) in today's tourism business: Sabre, Galileo, Amadeus, and Worldspan. These systems provide services to nearly 1,000,000 travel agencies around the world. These systems ensure the provision of booking of various types of tourist services, including hotel accommodation.

The first computerized reservation system (CRS) emerged in the middle of the 20th century and was originally intended only for internal use by airlines. It made it possible to track information about flight schedules, availability of seats on a flight, and ticket prices. It was called SABRE (Semi-Automatic Business Research Environment), and was created by the developers of American Airlines in 1959. This system exists to this day. Realizing the effectiveness of this system, airlines opened their internal systems for booking air travel. As a result, sales consultants gained access to information about the availability of flights of various airlines.

SABRE now provides its users with the most reliable travel information in the industry, as well as data on schedules, availability, pricing and airline regulations. In addition, SABRE makes it possible to book and issue air tickets, boarding passes, routes and other transportation documents.

The SABRE system also includes travel information such as currency conversions, medical requirements, visa instructions, weather information, and local attractions.

Travel agencies have definitely decreased their time costs and improved their performance by using the GDS system. Gradually, such methods of work began to be applied in other sectors of the tourism business.

Currently, the GDS system is widely used for booking both air tickets and hotels, cars and other services necessary in the tourism business. Many travel organizations connected to the automated terminals of the global booking systems Galileo, Amadeus, Sabre and Worldspan are able to provide their customers with a package of real-time booking services. Therefore, any agent of a travel company with the help of certain queries can easily find a suitable hotel, study prices, availability and book a room.

Internet reservation systems were created in the early 1990s when Internet access became available to the general public. The GDS system was available only to travel agents, as travel agencies had licenses, Internet reservation systems allowed individuals to use booking services. Individuals, by logging into any of the gateways of the Internet reservation system, can choose the appropriate hotel and room type for specific dates, reserve their request in real time and receive an immediate confirmation to their email address. Today there are a large number of such sites in the world, including Travelocity.com, HRS.com, Hotels.com, Expedia.com, Priceline.com, Orbitz.com. and others.

Amadeus is the youngest of all modern air ticket booking systems, it was developed in 1987 and began full-fledged work in 1992. It is one of the most popular computerized booking systems in the world. Numerous travel agency offices on five continents use Amadeus to book flights, hotels, ferries, car rentals and tours.

GALILEO is a complex of built-in subsystems, each of which is designed to perform the task of obtaining complete information and providing convenient access to the resources of airlines, hotel chains, car rental, as well as for booking cruises, excursions, theater tickets. view information about fares, weather, visas, vaccinations, credit cards and more.

Worldspan is an information system that makes reservations mainly for air transport, hotels, tour agencies, theaters and other cultural institutions, car rental companies. The system is used by more than 25 thousand travel companies all over the world.

After analyzing the data of the system, we can say that a hotel that provides its product in the Internet reservation systems and GDS systems immediately gets access to millions of potential customers and thousands of travel agencies. In this case, the hotel significantly increases its efficiency by reducing various costs.

The information provided about the hotel, including a detailed description of rooms, types of prices, immediately gets on thousands of channels of existing systems. And this tells us that a potential client from any corner of the world at any time can independently or with the help of an agent choose the option of interest to him.

At the same time, receiving booking information from a large number of sources, the hotel spends minimal resources on its processing. The CRS makes it possible to save all available information about the availability of rooms in the hotel, their prices in one place – in the so-called electronic "personal account" of the hotel. It is from here that the hotel has the ability to manage sales through all channels, using only the same clear interface.

1. Booking is one of:
 - a) phases of the sale of a tourist product;
 - b) types of marketing services;
 - c) ways to provide information about services.
2. A few weeks before departure, the tourist must:
 - a) book a hotel;
 - b) reserve air tickets;
 - c) make full payment for the selected tour.
3. The first computerized booking system was:
 - a) Galileo;
 - b) Sabre;
 - c) Amadeus.
4. When using the GDS system, travel agencies:
 - a) improved performance;
 - b) increased wages for employees;
 - c) increased airfare.

5. Internet reservation systems (IRS):

- a) provide the opportunity to use the booking services to individuals;
- b) allow only travel agents to use the booking services;
- c) operate as a payment system for services.

6. What is a computerized reservation system (CRS) for the tourism industry?

- a) a platform used in the hospitality industry to centralize reservations, distribution and pricing in real time;
- b) a sales management software;
- c) information about the availability of rooms in the hotel.

Task 4. Think about the advantages and disadvantages of booking by yourself or booking through a travel agency. Complete the table below.

Booking types	Advantages	Disadvantages
Self-booking		
Booking through a travel agency		

Task 5. Study the information about the main hotel room classification codes, select the appropriate code for each booking option presented in the table below [25].

Basic hotel room classification codes

In international practice, there is an unofficial list of codes and definitions, with the help of which hotels encrypt information about their number of rooms. It is designed to simplify the interaction between tourists and hotel representatives, who often speak different languages.

Let's determine where a novice tourist may encounter such information. This mainly happens when you try to self-book a room on the hotel website. In the booking form, the client will be asked to indicate the type of accommodation required (Standard, Bungalow, etc.), the number of beds (Single, Double, Triple), the composition of the rooms (Apartment, 1BDR, 2BDR), the need for additional beds (SGL + CHD, SGL + 2CHD, DBL + CHD) or select the desired characteristics from the list.

It will be difficult to do this if the potential guest is not familiar with the international hotel classification codes. The booking process is greatly simplified if a person is travelling as part of an organized tourist group. In this case, the tour operator's managers will help him understand the confusing terms and codes. Based on international classification codes, hotel rooms can be grouped according to the following criteria: location and purpose, number of beds and composition of rooms, view from the window.

Another coding option is the number of beds. Abbreviation: Single – SGL, Double – DBL, Triple –TRPL, Quadruple – QDPL, Apartment Multi-bed – APT. Keep in mind that if you are offered a Kingsize Bedroom, then it will have a bed with a width of 180 cm or more. In modern hotels, there are combined rooms designed for adults with children. As a rule, they have one large bed for parents and sleeping places for children. The following abbreviations are used to characterize combined rooms: Single + child – SGL + CHD, Single + 2 children – SGL + 2CHD, etc. If you need an extra bed and a bed for children, abbreviations of this type are used: Double + extra bed + child DBL + EXB + CHD.

Important features of hotel rooms are their composition and size. They can differ not only in price, but also in composition. For example, in the Bedroom, the bedroom will be located separately from the hall. And in Business there is an office with a comfortable workplace. Deluxe Suite – increased level of comfort. Exceeds in area Superior Duplex – Duplex 2 – storey room. Ideal for family or company accommodation. Honeymoon room – Honeymoon Room with euro bed, fruit, champagne and a small gift from the hotel.

View from the window. Such rooms are designated by an abbreviation of two or three letters. The first letter characterizes the view that opens from the window, it is on it that you need to pay attention when booking a room. Run of the House – ROH – Window view not specified, Garden View – GV, City View – CV, Inside View – IV, Mountain View – MV, River View – RV, River Beach View – BV, Sea View – SV, Sea Side View – SSV, Ocean View – OV, etc.

The symbol "V" in the abbreviations stands for the abbreviated word *view*. Before booking a room in a foreign hotel, familiarize yourself with the international room classification codes in advance. Better yet, print out the basic codes and definitions and keep them handy when you call a foreign hotel or try to book a room on its official website.

No.	Room stock codes	Client request
1	Main Building, DBL + CHD, MV	A. A wealthy businessman will rent a room in the Maldives for the weekend
2	Honeymoon room, SV	B. A family with a child is going to spend a holiday in the Swiss Alps
3	Bungalow, DBL + 2CHD, BV	C. The newlyweds are looking for a hotel room in Cyprus
4	Suite, King-size Bed, OV	D. A family with two small children wants to find a cozy place close to the beach

Focus on vocabulary

Task 6. Match the words from each column to form word partnerships.

internet	systems
window	representatives
hotel	view
scheduled	access
booking	flights

Task 7. Fill in the gaps in the sentences by choosing the most appropriate words, abbreviations or phrases.

A guest house, an apartment, GDS, rate plan, close out, Holiday Village Hotel, the Resort Hotel, B&B, Online Travel Agency, an apart-hotel.

1. The abbreviation _____ is used to refer to small home hotels with standard rooms.

2. _____ differs from a B&B in that it is served not only by the owners, but also by hired staff.

3. _____ is a flat with separate sleeping and dining areas.

4. _____ is the same apartments, only combined into large hotel-type buildings.

5. _____ consists of detached bungalows.

6. At the top of the evolutionary ladder of hotels are the _____ with a well-developed sports and entertainment infrastructure.

7. Only agencies have access and the opportunity to work in _____ due to the rather specific interface and rules of work.
8. _____ – travel agencies that sell their services via the Internet.
9. _____ – in fact, this is the same name for the tariffs that are used in the hotel. For example, BAR, non-refundable rate, early booking rate, etc.
10. _____ – designation of a date closed for booking.

Focus on grammar

Task 8. 1. The Future Perfect tense (*will have done*) is used to talk about actions that will end at a certain point in the future. For example: *Tomorrow by 10 am your booking confirmation will have been completed by our manager* [21].

2. Modal verbs *may (have done)*, *might (have done)*, are used in this case if there is a lower probability of such an action. For example: *We may have completed the booking before 11 am tomorrow, when the number of available rooms in the hotel is known* [24].

Put the verbs in brackets into Future Perfect tense.

1. Tomorrow by 9 am our manager (to make) a decision about this tour and its cost.
2. Cindy always leaves her house at 8.20 in the morning, so she won't be at the office at 9 o'clock. She (to be) on her way.
3. It's a pity. we're late. The performance (already start) by the time we get to the theatre.
4. Next week Tim and Ann (to be married) for 22 years.
5. When their first child is born, they (to live) together for three years.
6. Phone me after 8 o'clock (we/finish) processing your request by then.
7. A: Miss Cruz, will you be free at 11.30?
B: Yes, of course, I (just finish) giving the tour by then.
8. At the moment we have opened three new travel agencies in Ukraine. By the end of next year (we/open) four more.

Task 9. Work in small groups. Make up sentences about yourself using Future Perfect tense. What will you achieve or not achieve:

- a) ... by this time in a week;
- b) ... until the next session;

- c) ... in two years;
- d) ... by the end of studying?

Task 10. Compare: "I will be doing something" (Future Continuous) – "I will be busy with something" and "I will have done" (Future Perfect) – "I will finish doing something". Put the verb in brackets in the correct tense [23].

1. Her birthday is tomorrow, so we (make) restaurant reservations until 7 pm tonight.

2. I'm leaving on vacation on Saturday. This time next Friday I (drink) a tropical cocktail on the beach.

3. Tomorrow by 8 am the tour group (arrive) at the hotel. Please check all booked rooms.

4. The maid (clean) your room just in time for you to return.

5. Don't call the agency between 7 and 8. We (have) a meeting then.

6. Sam is on holiday in Turkey now and he is wasting his money very quickly. If he continues like this, (he/spend) all his money before the end of his vacation.

7. Matthew came from the UK to Ukraine almost two years ago. Next Tuesday he (serve) exactly two years as the director of our travel agency.

8. If you need to contact me, I (stay) at the Ritz Hotel until Tuesday.

Task 11. A. We use Conditional I (If/when clause (condition) + present tense – main clause (result) + future simple with will/won't; If/when clause (condition) + present tense – main clause (result) can/can't/must/mustn't) [21].

Study the example:

If our competitors find out about our new travel product, they will want to copy it for their own use.

We will be very happy if you join us on this Kharkiv sightseeing tour.

Regarding Type I Conditional sentences, let's consider the following situation [21].

"I'll call you if I am back at the office tomorrow" is a two-part sentence:

the main part is "I'll call you";

the if-part is "if I am back to the office tomorrow".

The tense in the sentence is the future (tomorrow), but we use the present tense in the if-part of the sentence. We don't use *will* in the conditional part of the sentence.

Conditional I has the following uses:

- talking about the future results of a possible action or event;
- terms of the contract or agreement, e.g. *If you are not completely satisfied with our service, we will refund your money.*

B. We use Conditional II (if + past (if I knew / if you were / if we didn't, etc.) + would/wouldn't/could/couldn't/might) when we imagine a situation. But the meaning is present, not past (we don't normally use would in the if-part of the sentence) [21].

e.g. *If the price was lower, I'd buy this tour package. If you lowered the price of the tour package, we might be interested.*

Conditional II has the following uses:

- unreal situations, e.g. *If everyone used email, we wouldn't need to send brochures.*
- the results of improbable actions or events, e.g. *If other companies entered the tourist market of Ukraine, the competition would be higher.*

Complete the sentences with *if* or *will*, e.g. *I won't buy these tickets unless they offer a discount.*

1. We place ads, we'll increase profit.
2. They give you a discount if you buy two tour packages.
3. If you could increase our discount, we buy more of your tourism products.
4. They sign a contract with our travel company if we extend the deadline?
5. They don't offer Mr. Johnson a pay rise, will he leave the company?
6. You late for the coach, I'll drive you to the bus station.

Task 12. Complete the sentences with *if* or *would*, e.g. *We would be in trouble if we spent too much.*

1. More people buy this tour if we have completely redesigned it.
2. If I finished work before 5 o'clock, I have time to go to the concert with you.

3. We would lose our customers we raised prices for air tickets.
4. You book this Suite if it was cheaper?
5. If it had more amenities, more people buy it?
6. I would let you know the number of available rooms today by 4 pm
the administrator provided the necessary information.

Task 13. Choose the correct form *in italics*.

1. If the booking is late, *it'll / it'd* be a problem.
2. Would/Will they buy more ad time if we reduced the price?
3. If we sold out, our company will/would be very happy.
4. If you return the tickets, we would/will credit the money to your account.
5. He *wouldn't/won't* agree to this deal if he doesn't like the terms.
6. Susan has decided not to apply for the position of administrator. She isn't really qualified for it, so she probably *won't/wouldn't* get it if she applied.
7. They *will/would* be offended if we didn't accept their proposal.
8. A: Why didn't you stay at the Sky hotel?
B: If we stayed at the Sky hotel, it *would/will* cost too much money.

Focus on listening and speaking

Task 14. Watch the video "Hotel reservation: Check-in and check-out" [30].

Task 15. Watch the video "Hotel reservation: Check-in and check-out" and decide if the sentences are *True* or *False*.

Dialogue 1.

1. The client needs a room for two ().
2. The client must take the dirty clothes to the laundry himself ().
3. The gym is located on the second floor ().

Dialogue 2.

1. Mr. Stewart booked a room for four ().
2. His room is on the fourth floor ().
3. Their luggage is located near the reception ().

Dialogue 3.

1. The guest checks out of the hotel ().
2. The guest liked everything in the hotel ().
3. Dinner was brought too early ().

Task 16. Complete the conversation between the receptionist and the guest with suitable expressions. Write in the missing phrases.

How many people should the booking be for? / And please give me a phone number where you can be contacted / May I ask if there are rooms available? / Under what name will the booking be listed? / How can I help you? / And would you prefer a room with a double bed or two single beds? / Please provide the cardholder's last name / What is this card?

R: Good afternoon. The Treasure Hotel. (1) _____.

G: Hello, good afternoon. I would like to make a booking for the last weekend of this month. (2) _____.

R: Let me think ... It will be September 24th and 25th, right? Looks like we have a few rooms available for those dates. (3) _____.

G: There will be two of us.

R: (4) _____.

G: A queen room with a shower, please.

R: Excellent. Your room is \$370 per night. (5) _____.

G: Boris Sedin.

R: (6) _____.

G: Sure. It's 987 345 800.

R: Excellent. I will now ask for your credit card information in order to book a room for you. (7) _____.

G: MasterCard. The number is 757351229.

R: (8) _____.

G: Boris Sedin.

R: Alright, Mr. Sedin, your reservation has been made for the 24th and 25th of September for a queen room with a shower. Check-in is before 1 pm.

G: Excellent, thank you!

R: My pleasure. See you at the end of September then, Mr. Smith.

Task 17. You are from Lviv. Your business partner is planning to visit Berlin for five days, next week. He asks you to make a reservation

at the Circus Hotel. Call this hotel and complete the booking form for your friend.

Task 18. Work in pairs. Make a short conversation. You have to go to Spain, Madrid to join a conference. It will be held near the Metropolis Building. You might choose one of the hotels near there to live in for several days. Do the check-in for yourself.

Practice task. Work in pairs. You are going to check out from a hotel. You are unsatisfied with the service in the hotel you're staying. Practice the dialogue. Swap the roles.

Focus on writing

Task 19. Learn how to write an email when booking a hotel. Look through the necessary tips [29].

- When writing an email to a hotel, you should start with "Hello" or "Dear Sir/Madam".
- Be clear about your desired dates, room type, and whether breakfast should be included or not.
- Don't forget to include any additional information or add special requests.
- Ask the staff to confirm your booking. Please provide your phone number if you prefer to be contacted directly [28].

Task 20. Here is a hotel booking letter written by Mr. Macconahy to the Ritz hotel. Read the letter and say if the sentences are true or false [16].

To: info@ritz-hotel.co.uk
From: Michael Macconahy
Subject: Booking 3 nights next week
Dear Sirs or Madams,

I would like to reserve a single room for disabled guests for three nights with breakfast from May 12th to May 14th. Can I get a quiet room with a sea view if possible?

I will arrive at about 9 p.m. and I have an appointment for the next morning, so could you please give me an early morning call at 6.45 a.m.?

I have a promotional code (MP4388). Can you confirm that it is £65 per night with Continental breakfast included?

Please could you confirm the booking? If you need any further information, please let me know.

Many thanks.

With kind regards,

Michael Macconahy

1. Michael is travelling alone.
2. The hotel price for Michael is lower than usual.
3. Michael wants the staff to wake him up next morning.
4. The hotel costs £75 for three nights including breakfast.
5. In your booking email, you should say exactly which dates you want to stay in the hotel.
6. It's best to make special requests when you arrive at the hotel.

Task 21. Imagine that you want to spend your holidays at the seaside resort / in the mountains. Write a booking letter to the hotel where you are going to stay. Mention:

- how many rooms you want;
- when you arrive;
- when you leave;
- what kind of rooms you would like;
- ask to confirm the reservation.

Case study 2

A vacation package for a new customer

Task 1. Read the dialogue and complete a new customer's profile.

B: – Good morning!

A: – Hello! We are glad to welcome you in our Vidvidai Tour company!
How can I help?

B: – I would like to book a weekend tour to the Carpathians from 17 to 19 September.

A: – Great choice. What places would you like to visit, Transcarpathia, Bukovel or something else?

B: – I haven't decided yet, but what could you offer me?

A: – We have many different options for tours from 1 to 3 days. What are your tour preferences? Will it be an active, sightseeing, wellness vacation or something else?

B: – I would like an active holiday. I would like to see mountains, rivers or lakes as I enjoy rafting and hiking.

A: – Oh good. Are you planning to travel alone?

B: – No, with my wife. She loves to explore new interesting places and try delicious national cuisine.

A: – Well, here, please look at these several options.

B: – Yes, thanks. I would choose this one. It suits me both in terms of price and theme.

A: – Great! We need to know your full name and email address so we can complete the registration form for you.

B: – Bogdan Klimko. My address is bogdan123@gmail.com. Kindly send me a booking confirmation email.

A: – Thank you very much for choosing our company. The letter will be sent within the next few days. See you!

B: – Goodbye!

1.	Name	
2.	Destination	
3.	Number of travellers	
4.	Wants to visit	
5.	Hobbies and interests	
6.	Dates	
7.	Type of the package	
8.	Email address	

Task 2. Study three holiday packages (A, B, C) and choose the most appropriate one for Bogdan.

A. Festival "Belibash Banosh" (3 days, 2 nights)

Go to the Dovbush trail – a legendary place in the Carpathians, where, according to the legend, the robber hid his gold.

Departure from Lviv at 8 am – Delyatyn – Dora Monastery – Museum of Carpathian Miniatures in Yaremche. 2nd day: departure to the Trufanets waterfall – Rakhiv with beautiful mountain landscapes – the Belibash Benosh food festival in the village of Kostylevka. 3rd day in the morning: return to Lviv.

Accommodation, food (national cuisine), transfer, a guide is included in the price.

The price is 1990 UAH for 1 person

B. B. An ecotour "Synievir" (3 days, 2 nights)

Head from Lviv to the Soimy mineral water springs, where the water has healing properties. 1st day: arrival at Synievir Lake, which is located almost 1000 m above sea level. The lake is a protected area; you can swim only in the rivers nearby. 2nd day: Kolochava village – visiting local cheese farms and lunch in national style. 3rd day: Shypit waterfall – a deer farm in the village of Ize. In the evening: local wine tasting in the village of Pilipitsa.

The price of the tour includes: transfer by bus, accommodation, two meals a day and a tour guide.

The cost is 2600 UAH per person

C. C. Magic Hutsulshchyna

Go to the highest mountain in Ukraine – Hoverla, where there are beautiful clean ice springs, gorgeous spruces, pines, berries and mushrooms. 2nd day: a visit to the Wolf tavern in the village of Kolochava with the opportunity to watch a theatrical performance in the old Ukrainian style, try local liqueurs and national dishes – visit local museums, including the "Old Village", "Kolochaev narrow-gauge railway", "Arpad Line". 3rd day: rafting on the Black Cheremosh – extreme outdoor activities will take you along turbulent streams with mountain rapids. You will never forget this holiday!

The price of the tour includes: 3 breakfasts, 2 dinners, transportation by a comfortable bus, hotel accommodation, excursion service of professional guides.

The price for 1 person is 1550 UAH

Task 3. Write an Email to Bogdan to confirm his booking. Study the example:

From: Tanya Libermann
To: Boris Collings
Subject: your last-minute booking

Dear Mr. Collings,

Thank you for booking with Shark Tour. I am writing to confirm the details of your last-minutes booking to Mauritius for 5 nights. Your travel dates are from January 30 to February 4. Your package tour includes light for one person and full-board accommodation in the Trump Hotel.

The total cost of your booking is \$5595. We could accept payment either by credit card or bank transfer.

If you have any questions, you may contact us any time for details.

Regards,

travel agent

Tanya Libermann

Scripts

Tourism concept: forms/types and linkages (1.1)

Tourism, as an industry has become one of the fastest-growing industries. With technology advancement people are interacting with much. It is since the world has been sunk in the village. This global spread of tourism has produced economic and employment benefits in many related sectors. So, in this video, we will cover the basic concept of tourism and the purest different form of tourism and the linkages between these tourism forms.

Hello, friends! I am Dr Naveen Sahil. Welcome you all on austerity the broadcast. Talking about the etymology of tourism, the word tourism is derived from the word "tour" which is derived from old English "Turian" adopted from the Latin word "Tournare" which is itself taken from the ancient Greek word "Tornos" which means a circular trip in which starting and ending point is the same just like in tour we start from our home and after visiting different places return back at the starting point that is our home. Adding suffix "-ism" to the word to represent a process of the circular movement which starts with leaving on for travel and then coming back at the same place while adding the suffix "-ist" denotes the person who goes out for travelling and is called a tourist. But still, there are a number of ways tourism can be defined.

And for this reason, the United Nations World Tourism Organization that is UN WTO definition is globally accepted. It says: Tourism comprises all the activities of persons travelling to and staying outside their usual environment for not more than one consecutive year but not less than 24 hours for leisure and other purposes not related to the exercise of an activity remunerated from within the place visited. We can conclude this definition into three parts.

The first one is displacement outside the residential place – a traveller should move out of his permanent residence to other places. Second: travelling purpose. A traveller must not indulge himself into any revenues generating activity or his purpose should be non-commercial and only for travel. And the third one is travel time: a traveller should stay outside for at least an overnight, that is 24 hours. And he can stay up to one year at any destination.

Talking about UN WTO, it is the leading international organization in the field of tourism that promotes tourism as a driver of economic growth inclusive development and environmental sustainability and also offers support to tourism policies worldwide for the best moment of a tourist.

UN WTO gives three basic forms of tourism. In domestic tourism a tourist travels only within his own country, like a resident of India who travels in another part of India only will be called a domestic tourist and this process is called domestic tourism. Next is inbound tourism in which a non-resident tourist visits within the country of reference. For example, assume yourself a resident of India, then any tourist visiting India from another country will be called inbound tourist, and this process will be called inbound tourism. The third form is outbound tourism where the resident of a country travels outside his country to another part of the world. For example, if a resident of India travels outside India to another country, then he will be an outbound tourist for all Indian and this process will be outbound tourism.

To understand the economic benefit of a different form of tourism based on their movement, you need to have a fair idea about the linkages between these recent forms.

These forms are further combined into three categories. The first one is internal tourism, which means the movement of resident or non-resident tourists within the country of reference which comprises domestic as well as inbound tourism. For example, Indian or foreign tourists travelling to any part of India will be considered internal tourism for India. Second is national tourism which comprises domestic tourism and outbound tourism. It means a resident of India either visited other parts of India or goes outside to travel to other parts of the world. This will be considered as national tourism. International tourism comprises all inbound and outbound tourists, which means the movement of tourists outside his country of residence. Here is the summary of the matter discussed in this video.

The types of travel agents (1.2)

Travel agents. What are they? Should you use them? What are the different types of travel agents? Are travel agents dying out? What are the benefits of using a travel agent? If you are wondering about any of these things, don't worry. I'm going to ask them in today's video. My name is

Dr. Haley Stanton. If you're interested in studying travelling tourism or simply learning a little bit more about the industry, make sure you subscribe to my channel.

So, what is a travel agent? Well, actually a lot of people get this wrong. A travel agent is an organization who essentially will prepare your travel arrangements for you. They like the middle man. They will talk to the airline and they will book that ticket and they will give that ticket to you. Now a lot of people think that travel agents are the physical buildings that you will see in your High Street or maybe you won't because they have kind of been dying out in recent years. There are different types of travel agents. And that's what I'm going to teach you about. Now ... So, a travel agent is a person or a business who will book your holiday arrangements or your travel arrangements for you.

Now, this comes in different shapes and sizes and they will typically make their money through a commission. So, let's start off by saying why should we book our travels through travelling. Now many people do things that if you put your holiday via travel agent it's actually more expensive. But this is not always the case. Travel agents will have special systems that they have access to. But you and I do not have access to it. So, yes. I can go on Skyscanner or Expedia and I can find a flight. But often the travel agents through their systems will find that same flight for a reduced price. They will then add on a commission and book it for you. So, actually, it's not always cheaper to book it independently and sometimes you can save money by going through a travel agent. Working your holiday through a travel agent can be really beneficial because often they have extra insurance and extra coverage that you won't get if you book independently. For example, they might be covered by ABTA, the Association of British Travel Agents or ATOL, the Air Travel Organizers' Licensing. This often means that in the event you get stuck overseas or you fall unwell, you will have a form of insurance to cover you to get you home to take care of you which especially after the Covid pandemic, it's pretty important. Also, travel agents usually know more than you and me. They are the experts. It is their job. They will find you a great hotel according to your requirements often better than you might be able to do yourself. And in the postcovid world and for any future pandemics or disasters or whatever that could happen because you never know your

travel agent will be more informed because they are the experts. They're more likely to know which airlines might cancel their flights, which seats are guaranteed, which ones are not. So, in these turbulent times that we are in right now and we may well be in again in the future, it's pretty important actually to go through somebody who knows what they're talking about. And if it doesn't cost you any extra money, then there's no problem.

So, what are the types of travel agents? Well, the first type of travel agent is the High Street travel agent. So, I touched on this one before. They usually have a physical shop which is usually found in the High Street. When I was a kid, this was the only way that most people ever booked their holidays. You would walk in. You would look at a holiday brochure. And you would have a chat with the travel agent. They would book your holiday for you, give you some paper tickets or send the paper tickets in the post. And you would go on your holiday. Those times have changed and a lot of people are not going down that route. This system does still exist. However, having a shop on the High Street is expensive. And you've got to pay for people's time. Sometimes they might just be sitting there waiting for customers to come in who don't come.

So, what we've seen in recent years is a decline in High Street travel agents. But this does not mean we have seen a decline in all travel agents which is contrary to belief. Business travel agents are a popular type of travel agent that specializes in business travel. Business tourism is one of the biggest forms of tourism that there is historically. However, since the Covid pandemic the rise in technology, software, such as zoom, teams, video conferencing, etc., it is predicted that the business tourism industry will not continue to grow at the same extent that it has in recent years. And actually, it may decline a little bit. Travel is expensive. And if it can be avoided through the use of technology, then lots of organizations and companies will opt to do this. So, there will definitely be a place for the business travel agents. So, they're exactly the same as a normal travel agent but they focus on business. This sector of the travel agency industry might not grow as much as other areas.

A call centre travel agent is a travel agent who works on the phone. Call centre travel agents have lower overheads than High Street travel agents because they don't have to pay for a property on the High Street which is

usually expensive. Instead, they may be working from home or they may be working in an office in a cheaper location. The idea is pretty simple. You phone up. You tell them what kind of holiday you want. They book it for you.

The type of travel agent that is most popular right now and is set to grow the most is the online travel agent. Now lots of people think that when they go to a company like Expedia, they are booking that independently by themselves (which is known as dynamic packaging by the way). But in actual facts, Expedia is an online travel agent. So, it's kind of like your traditional travel agent. But for us as tourists, we have a bit more control. We're getting recommendations. But we're not getting advice in the same way that we would if we were having a person-to-person conversation. Because online travel agents are on the internet, there are far fewer overhead costs. This means that those costs and savings can often be passed on to the consumer, to the tourist. So, people like this because the one we feel like we've got a bit more control. I don't have to wait till 9:00 a.m. when the travel agent opens on the High Street. I can book it at 2:00 a.m. when I can't sleep at night if I like. I can see the options. I can make my own informed decision. Online travel agents do work in the exact same way as all other travel agents. In terms of how they collect their money, it will largely be on a commission basis. So, let's say I go on to Expedia and I book a holiday for £1,000 and the commissions say 10 %, then Expedia will take £100 of that profit. And because it's all online, there are fewer staffing costs. There are fewer rental costs for those sorts of things. The rise of the internet travel agent has been so big in the recent years that we've seen lots of different travel organizations pop up. There are big organizations like Expedia, but also there are a lot smaller organizations and independents. So, you can, if you want to, become a travel agent yourself. You can set up your own company or you can operate from home based on a franchise set up with another organization. This is becoming really popular and a lot of people often pair it with say a travel blog. So, you write to a travel blog about, let's say, things to do in Marbella. People find that on the internet, they read through it. And then the person will say, and I can book your holiday too. Click here to book. And then they get their business that way. So, there are a lot more ways that we can work as travel agents nowadays. That was not available to us before. This industry is growing. And it is set to continue to grow even more into the future.

So, this leads me on to the different types of travel agent businesses. So, whether you are an online travel agent or a High Street travel agent, you could be a different type of business. So, this can be broken down into three main types. We have an independent travel agent. This is when you have an independent person who owns the company. Say, for example, it could be me. I might buy a business. I could buy a property. And I can physically sit there and sell you holidays and be a High Street travel agent. Or I could become an online travel agent and set up my own business and work from home. Or I can work from the phone and be a call centre travel agent. But if it's me, just me, I'm not connected to any other organizations. I don't own several travel agents. I only own one. Then I would be known as an independent travel agent. But let's say my business is doing really well. And I decide I'm going to branch out. I already have a travel agent business in my hometown. I'm going to open up the second one in the next town down the road, and the third one in the town over there. So, now that I have three different shops, three different travel agents, I'm no longer an independent travel agent. I am now a miniple travel agent. So, miniple travel agents are when you have a few different branches. And let's say a few years go by, and business is booming. So, now I've decided to open up branches of my travel agency all over the country. I'm going for 20, 30, 40, 50 different branches. Now I am known as a multiple travel agent because I have multiple branches of my travel agent.

So, we have the three main types of travel agency businesses: independent, miniple and multiple. So, those are our major types of travel agents. Is the travel agency business going to last into the future? Yes, I think so. I definitely think so. But it's not going to be the same as it did back when our parents put their holidays or our grandparents booked theirs. It's changed, but so is the whole travelling tourism industry.

Transportation planning: the role of transportation systems in social and economic life (1.3)

Welcome to this course on the role of transportation. This course is one of a series of transportation planning courses that are available in the

Planetizen library. This particular course focuses on conceptual understandings of transportation, terminology, and issues we face looking into the future. My name is Rick Wilson, I'm a professor in the Department of Urban and Regional Planning at Cal Poly Pomona. I've been teaching transportation for my career at Cal Poly Pomona. I also do consulting and parking and transit-oriented development. And I've written a couple of books about parking reform. I'd like to start the course by reviewing the basic role of transportation. Which enables social interaction and economic transactions. Social interaction being visits to friends. Economic transactions being going to work, good movement, and trade. So, my definition of transportation is that it is both facilities, roads and rail systems, and services, taxi service, transit service, that provide two things, mobility and access. Mobility is getting from here to there, generally. And access is getting from the transportation system to your particular destination. Such as from a rail transit stop to an office building or a home. And also, it's important to note that the transportation system serves both people and goods movement. So, we have transportation systems because we have to overcome the spatial distance between activities. So, transportation systems serve daily household activities, they allow people and businesses to decide where to locate spatially, they provide mobility for labour, both getting to work and relocating, they provide for economic efficiency by allowing regions to specialize in the economic activities they do best, and finally, of course, they provide access for emergency service.

So why this course? The key idea is that transportation requires an understanding of social and economic dimensions. The old approach in transportation planning was trend analysis. Is this a busy road? There's a lot of traffic, then we should add to the road or build a new one. The new approach is trying to understand the full dimensions of travel. Including why people travel, why they pick locations, why they select certain modes. Understanding the role of travel in social and economic activity and importantly, understanding likely responses to policy interventions. The course contents include understanding travel behaviour, issues of causality in transportation, land use and technology, key transportation concepts, the jurisdictional context for transportation, goods movement and interregional perspectives, and finally will conclude with the discussion of the future as evolution or revolution. Now, let's get started.

Checking – in a hotel (2.1)

– Good morning. Welcome to the Transnational hotel. What can I do for you?

– Good morning. My name is Tom Sanders. I have a reservation for a single room for three nights.

– Alright, Mr. Sanders. Let me pull up your reservation. I can't seem to find a record of your booking. Did you book the room directly through us or do you use a hotel reservation service or a travel agent?

– I booked it directly through you. I've already also paid a deposit on the first night. I have a reservation number if that helps.

– Yes. Sure. Can I see that thing? Thank you. Oh, I see. Maybe there was a glitch with the booking system. Well, we don't have any more single rooms available with the exception of one adjoined room. But you would then be right next door to a family with children, which might get noisy. But that's not a problem. I can upgrade you to one of our business suites. They all come with jacuzzis.

– Oh! That sounds nice. But how much more is that going to cost?

– That would of course be at no extra charge to you.

– Oh! Thank you.

– My pleasure.

– What about the wireless internet?

– Oh. It's really easy. This is your access code and instructions on how to use it. If you have any problems, feel free to call the front desk. And this is a list of all the hotel amenities like the gym and the indoor pool.

– Ah. Thank you very much.

– You are welcome. Has the valet already taken your car or will you be needing a parking pass?

– Oh. I don't have a car. I took a taxi from the airport.

– Alright. Could I have some form of ID, please? And could you just fill out this registration form?

– Sure. Here's my driver's license.

– Thank you. Oh, you're from San Francisco.

– Yes, I am. All the way from the West coast!

– I hope you had a good trip.

– Yes. I did. Thank you. The flight was long but it was smooth and I slept almost the whole way.

- And is this your first time in the Big Apple?
- Yes, it is. I have a business conference to attend, but I'm looking forward to getting some sightseeing down as well.
- I'd be more than happy to give you some sightseeing tips if you need any.
- Thank you.
- Alright. I've got you all checked in to your room. This is your room key. You're in room 653. Just take the elevator on the right up to the sixth floor. When you get off the elevator, turn right. Your room is at the end of the corridor on the left-hand side... Just leave your suitcase here and the bellboy will bring it up.
- Great. Thank you very much.
- If you need anything please feel free to dial on the desk. Enjoy your stay.
- Thank you.
- You are welcome.

SWOT analysis in the tourism industry (2.2)

What is SWOT analysis? Simply SWOT analysis is a strategic planning technique used to identify Strengths, Weakness, Opportunities, and Threats related to business competition or planning. It is also called as SWOT matrix. SWOT analysis is basically used during preliminary stage of decision making or as an evaluation of strategic position of an organization.

SWOT analysis in tourism. The four phases analyze the following matters of any tourism destination or organization.

1. Strengths. Strength analysis is all about to understand: What are the unique features about the destination or organization? What do you do well?
2. Weakness. It is based on: What are the existing challenges or incompetency faced by the destination or organization? What do you need to improve?
3. Opportunities. What are the new markets or products that can be capitalized? What are your goals?
4. Threats. It is all about analyzing the obstacles faced by the destination or organization.

Strengths. The major strengths of Indian tourism are attractive places, comfortable weather or geographical conditions, existing tourism market, good transportation and infrastructure facilities in cities, high biodiversity and vast geography, higher historical and cultural diversity, internationally recognized standards for tourism services, use of English language, and developing digital payment systems.

Weaknesses. Lack of proper infrastructure in all tourism sites, lack of better national policies or strategies for tourism developments, lack of safety and security measures, lack of private local participation in tourism planning, existing negative image or misconception about nation by foreigners (lack of established tourism brand image), lack of tourism niche products' development and marketing, less supports for entrepreneurial activities, and poor maintenance systems for monuments or other heritages.

Opportunities. New markets, new tourism players, and new products; international recognitions and better inbound and outbound travel policies; positive privatization and foreign direct investment policies; technological advancements, connectivity and smartphone or digitalization trends; and scope on medical tourism, MICE, FITs, etc.

Threats. High competitions, environmental and socio-cultural degradation, economic crisis, political instability or wars, economic leakages, internal conflicts and politically biased tensions, corruption, and volatile demands like the sudden demand fluctuations due to natural calamities, epidemics, etc.

These four phases can be classified as internal, external, helpful and harmful. Strengths and weakness are internal normally. Opportunities and threats are external in nature. Strengths and opportunities are helpful factors. Weakness and threats are harmful factors. But the planner has to take all phases in a positive way.

Hotel reservation (2.3)

Dialogue 1.

- Hi. I'm calling because I would like to book a room.
- Hello. When will you be staying with us?
- July 21st.
- It is that for one night?
- Yes, it is.
- What size room will you need?

- It is just me, so a single room.
- I understand. Would you prefer a smoking or non-smoking room?
- Non-smoking, please. Do you have a laundry service?
- Yes, we do. Put your dirty clothes in the box and leave it by the door.
- Is there a gym in this hotel?
- Yes, there is on the second floor.
- Sounds good.
- I will send the confirmation by email. Thank you for calling.
- Thank you, bye.

Dialogue 2.

- Welcome to the vacation hotel. How can I help you?
- Hello. I have a reservation for today.
- May I have your name, please.
- It's James Stuart.
- Okay, Mr. Stuart. According to our records a room for 2 guests was booked under your name.
- No, there must be some mistake. I have booked room for 4 persons.
- Just a moment. Let me check it again. Here we are. Your booking is for the 19th, right?
- Yes, exactly.
- We have your room ready, Mr. Stuart. It's on the 3rd floor. Here is your key card. Your room number is 304. The porter will help you.
- Thank you. Our luggage is in the taxi.
- I will ask the bellboy to get it. Enjoy your stay.
- Thank you.

Dialogue 3.

- I want to check out. Can you please get my bill?
 - Sure. I hope your stay here was comfortable.
 - Yes, it was fine. Thank you.
 - If you have any feedback, you can let me know.
 - Well, the dinner arrived too late but everything else was okay.
 - I'm sorry to hear that. I will make sure that doesn't happen again.
- Have a nice trip!

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Key

1. Tour operators. Travel agencies

1.1. Activities of tour operators: motivation of tourists

Task 2. 1. D; 2. G; 3. A; 4. H; 5. I; 6. B; 7. C; 8. J; 9. K; 10. L; 11. N; 12. M; 13. E; 14. F; 15. P; 16. O.

Task 4. 1. d; 2. a; 3. a; 4. a; 5. b.

Task 7. 1. custom; 2. flight-attendant; 3. promotion; 4. separate; 5. social director.

Task 8. 1. A; 2. B; 3. A; 4. C; 5. D; 6. B; 7. B; 8. D.

Task 9. A. 1. Tour operators provide immediate support systems at the host country, as well as abroad, don't they? 2. Does a qualified tour operator promptly take care of all these activities? 3. Do tour operators provide the best or competitive price to the tourist? 4. Our tour operators will save tourists' time and money, won't they?

B. 1. Who is an experienced tour operator? What does he do? What kind of tour operator is he? 2. Who are our new suppliers? What are they? 3. Who usually markets the tours? What do tour operators market? How often do tour operators market the tours? 4. Who advertises tours in mass media? What does he do? Where does he advertise tours? 5. Who speaks Spanish and French fluently? How well does the manager speak Spanish and French? 6. Who entertains passengers on a cruise ship? What does the animator do on a cruise ship? Where does the animator entertain passengers?

Task 10. A. 1. is waiting; 2. are you doing/I'm looking through; 3. are you discussing; 4. it is raining; 5. develop; 6. I'm not packing; 7. is your German getting/do you ask/we are planning.

B. 1. speaks; 2. Does the chief animator supervise ...? 3. There are 4. When and where does the conference ... take place? 5. ... don't often attend 6. do ... take 7. don't cover 8. Why are there ...?

Task 11. A. 1. is; 2. I think; 3. are you thinking/I'm thinking; 4. I have; 5. I'm having; 6. I see; 7. I'm seeing; 8. I'm seeing; 9. tastes; 10. is tasting; smells.

B. 1. see; 2. taste; 3. Are you enjoying? 4. has; 5. smell; 6. I don't know; 7. Are you smelling; 8. comes; 9. looks; 10. is listening; 11. aren't looking; 12. weighs.

1.2. Travel agencies

Task 1. 1. C; 2. E; 3. A; 4. G; 5. B; 6. F; 7. D.

Task 2. 1. D; 2. E; 3. F; 4. B; 5. A; 6. G; 7. C; 8. J; 9. H; 10. K; 11. I; 12. L.

Task 4. 1. F; 2. T; 3. F; 4. T; 5. T; 6. T; 7. T; 8. F; 9. F; 10. T.

Task 5. 1. A; 2. E; 3. D; 4. F; 5. C; 6. B.

Task 8. 1. C; 2. B; 3. C; 4. D; 5. B.

Task 9. 1. package tour; 2. tour operator; 3. travel agent; 4. inbound; 5. outbound; 6. itineraries; 7. travel insurance; 8. destination; 9. revenues; 10. wholesale.

Task 10. A. 1. B; 2. A; 3. C; 4. D; 5. F; 6. E.

B. 1. A day at Buckingham Palace; 2. A train journey in North Wales; 3. A tour to the White House. 4. A beach on Cyprus. 5. A shopping trip to Harrods. 6. A small town in France. 7. A trip across Golden Gate Bridge. 8. A walk around Titicaca Lake. 9. A visit to the National Gallery. 10. A journey across the Rockies. 11. A look around Trafalgar Square. 12. A boat trip along the Oxford Canal.

Task 11. 1. C; 2. C; 3. A; 4. C; 5. B; 6. C; 7. B; 8. A; 9. A; 10. A.

Task 12. A. Countable: car, phone, person, pencil, cup, minute, house.

Uncountable: television, news, mathematics, jeans, atmosphere, water, food, advice, soup, money, chaos, economics, information, physics, advertising, homework.

B. tasks, types, letters, countries, lives, foxes, shelves, indices, mice, heroes, loaves, people, days, fish, sheep, oxen, children, zeros, houses, gentlemen, photos, businesswomen, buses, cars, tourists, feet, watches, friends.

Task 13. The visitor's ticket, the country's banks, my colleague's magazine, the students' laboratory, the tour group's arrival, the participants' meeting, the receptionist's document, the company's office, the enterprise's freedom, the air travel's increasing.

Task 14. A. 1. was; 2. spoke; 3. organized; 4. were; 5. did.

B. 1. were waiting; 2. was preparing; 3. was packing ... at that moment; 4. were; 5. weren't attending.

Task 15. 1. was preparing ... were discussing; 2. were filling in ... was looking; 3. were developing ... was working; 4. were sitting ... was visiting;

Task 16. 1. was writing; 2. was phoning; 3. was raining; 4. was checking; 5. saw.

Task 17. 1. went; 2. decided; 3. was raining; 4. landed; 5. was shining; 6. was blowing; 7. took; 8. was signing; 9. touched; 10. turned; 11. was staying; 12. went; 13. were selling; 14. were trying; 15. were listening; 16. decided; 17 use; 18. returned.

1.3. Transport and tourism

Task 2. 1. E; 2. C; 3. G; 4. I; 5. F; 6. A; 7. K; 8. B; 9. D; 10. J; 11. R; 12. Q; 13. L; 14. M; 15. O; 16. P; 17. N.

Task 4. 1. accommodation; 2. organize; 3. auxiliary (transfer) transport; 4. vehicles; 5. scheduled flights; 6. determined; 7. arrival; 8. cultural exchange; 9. departure; 10. ferries; 11. car rental; 12. vessels.

Task 6. 1. C; 2. B; 3. E; 4. A; 5. F; 6. D.

Task 7. 1. Route, run, way, round; 2. Whereabouts, site, occurrence; 3. Costs, spending, charges; 4. Great, considerable, large, vital; 5. Conveniences, improvement, comfort.

Task 8. 1. demand; 2. resident; 3. involve; 4. benefit; 5. interacting.

Task 9. 1. Transport sector. 2. Travel agency. 3. Tour operator. 4. Rail transport. 5. Automobile tourism. 6. Insurance. 7. Car rental offices. 8. Sea cruises. 9. Route. 10. Itinerary.

Task 10. 1. will learn; 2. will travel; 3. will meet; 4. will depend on; 5. won't have; 6. won't be; 7. Will you be...?

Task 11. 1. will be staying; 2. will be swimming; 3. will be working; 4. will be flying; 5. will be going / will be finishing; 6. will be going; 7. will be crossing.

Task 12. 1. snows; 2. comes; 3. save up; 4. you will not find; 5. win; 6. will you confirm; 7. cost; 8. will Frank come; 9. there is; 10. will not be able.

Task 13. 1. If you tell your friends about this restaurant, we will give them a 15 per cent discount. 2. If luxury hotels continue charging fifteen dollars for Wi-Fi, they will lose guests, especially not very wealthy guests. 3. If low-cost carriers charge for using the restroom or toilet on flights, other airlines will probably do the same. 4. I think if tailor-made travel become more popular, cruises and hotels will stop charging individual supplements. 5. If the traveler has a negative vacation experience, he will no longer use the services of our agency.

Task 14. 1. is arriving; 2. returns; 3. is working; 4. am confirming / will be confirming; 5. is tasting; 6. am seeing; 7. looks; 8. won't get lost; 9. know; 10. will hire.

2. Accommodation. Marketing and promotion of hotel services

2.1. Accommodation. Hotel

Task 2. 1. B; 2. C; 3. E; 4. A; 5. H; 6. D; 7. K; 8. J; 9. L; 10. M; 11. F; 12. N; 13. G; 14. I; 15. P; 16. O.

Task 3. B. 1. B; 2. A; 3. C; 4. C; 5. B.

Task 6. 1. D; 2. E; 3. A; 4. F; 5. B.

Task 8. 1. D; 2. E; 3. G; 4. F; 5. C; 6. B; 7. A.

Task 9. 1. the front desk; 2. information sector; 3. the communication department; 4. escorting the guests; 5. the concierge; 6. all financial expenses; 7. travel desk; 8. a sommelier; 9. the maids; 10. bedrooms.

Task 10. 1. A; 2. B; 3. A; 4. C; 5. D; 6. A; 7. C; 8. B.

Task 11. 2. Increasing, increase, increasable, increasingly; 3. Acceptance, accept, acceptable, acceptably; 4. Perfection, perfect, perfect, perfectly.

Task 12. A. a) 1. have already confirmed; 2. haven't decided; 3. has taken; 4. Have you made ...?; 5. has already trained.

b) 1. Has the bellboy ironed...?; 2. have never cleaned; 3. hasn't done; 4. have left; 5. have already updated.

B. 1. have already sent; 2. haven't heard; 3. Have you ever visited...? 4. I have lost; 5. have just printed; 6. has counted.

Task 13. 2. he has talked about; 3. she has been a director; 4. they have phoned the bell desk to help; 5. has had its website; 6. they have guided; 7. the staff has handed over; 8. has completed.

Task 14. 1. is writing; 2. I am meeting; 3. has lived; 4. stopped; 5. has stopped/stopped; 6. travelled; 7. live / have been living; 8. have always lived; 9. have been travelling / have travelled; 10. travelled.

Task 15. 1. have worked; 2. are paying; 3. don't invite; 4. is growing; 5. have grown; 6. Have you ever travelled...? 7. How long have you done...?

Task 16. 1. These are; 2. Were those...; 3. Are these; 4. Those were; 5. Are these; 6. Are these; 7. Are those; 8. Are these.

Task 17. 1. any; 2. any; 3. some; 4. any; 5. any; 6. anywhere; 7. somewhere; 8. somebody; 9. no one; 10. anything.

Task 20. 1. can; 2. hotel reservation service; 3. parking pass; 4. ID; 5. first time.

Task 21. a – 3; b – 5; c – 1; d – 2; e – 4.

Task 22. 1. T; 2. T; 3. T; 4. F; 5. T; 6. F.

Task 24. 1. to book a room; 2. an accessible room; 3. a promotional code; 4. to confirm; 5. to let somebody know.

2.2. Marketing and promotion of hotel services

Task 2. 1. C; 2. D; 3. F; 4. G; 5. I; 6. K; 7. L; 8. A; 9. E; 10. B; 11. O; 12. N; 13. M; 14. J; 15. H.

Task 3. 1. false; 2. true; 3. false; 4. true; 5. true; 6. false; 7. true; 8. false.

Task 4. 1. C; 2. A; 3. D; 4. E; 5. H; 6. B; 7 G.

Task 5. 1. Strategic planning; 2. intermediaries; 3. persuading; 4. development; 5. convincingly; 6. implement; 7. determined; 8. requirement; 9. The marketing mix; 10. assumes.

Task 7. 1. Enterprise: undertaking, facility, shop, outfit. 2. Customer: client, patron, buyer, purchaser. 3. Commodity: goods, shipment, product, output. 4. Service: maintain, cater for, maintenance, handling. 5. Expenses: costs, spending, charges.

Task 8. 1. weaknesses; 2. strengths; 3. threats; 4. internal; 5. opportunities; 6. external.

Task 10. 1. C; 2. F; 3. A; 4. G; 5. B; 6. D; 7. H; 8. E.

Task 11. 1. to convey; 2. advertising; 3. a positive image; 4. the communication strategy; 5. demand; 6. public relations; 7. geographical principle; 8. tourism planning.

Task 12. Nouns: implementation, advertising, promotion, satisfaction, expansion. Verb: advertise.

Task 13. 1. didn't tell; 2. had already closed; 3. had worked; 4. hadn't been; 5. had done; 6. had put; 7. had left; 8. had lost; 9. had missed; 10. had lost.

Task 14. 1. Have you ever been? 2. rested; 3. was; 4. had; 5. had been; 6. hold; 7. has always been; 8. enjoyed.

Task 15. 1. B; 2. A; 3. C; 4. B; 5. A; 6. D; 7. C; 8. A.

Task 16. 1. approached / was talking; 2. checked / had left; 3. braked / fell off; 4. had already finished / joined; 5. blew / bent over; 6. saw / came / was knocking / didn't open; 7. was filling out / went; 8. was preparing / were studying; 9. were going / got / had to; 10. returned / saw / had made.

2.3. Hotel reservation

Task 1. 1. D; 2. B; 3. A; 4. C.

Task 2. 1. G; 2. F; 3. J; 4. N; 5. B; 6. H; 7. M; 8. K; 9. L; 10. I; 11. A; 12. C; 13. D; 14. E.

Task 3. 1. A; 2. C; 3. B; 4. A; 5. A; 6. A.

Task 5. 1. B; 2. C; 3. D; 4. A.

Task 6. 1. Internet access; 2. window view; 3. hotel representatives; 4. scheduled flights; 5. booking systems.

Task 7. 1. B&B; 2. a guest house; 3. an apartment; 4. an apart-hotel; 5. holiday village; 6. the resort hotel; 7. GDS; 8. Online Travel Agency; 9. rate plan; 10. close out.

Task 8. 1. will have made; 2. will have been; 3. will have already started; 4. will have been married; 5. will have lived; 6. will have finished; 7. will just have finished; 8. will have opened.

Task 10. 1. will have made; 2. will be drinking; 3. will have arrived; 4. will have cleaned; 5. will be having; 6. will have spent; 7. will have served; 8. will be staying.

Task 11. 1. If we place.../ we'll increase; 2. They will give us a discount if we...; 3. we will buy; 4. Will they sign...? 5. If they don't offer...; 6. If you are late.

Task 12. 1. More people would buy; 2. If I finished / I would have time; 3. We would lose / if we raised; 4. Would you book...? 5. ... would more people buy it? 6. If the administrator provided.

Task 13. 1. it will be; 2. Would they buy; 3. would be; 4. we will credit; 5. He won't agree; 6. she probably wouldn't get; 7. They would be offended; 8. it would cost.

Task 15. Dialogue 1. 1. F; 2. F; 3. T. **Dialogue 2.** 1. T; 2. F; 3. F. **Dialogue 3.** 1. T; 2. F; 3. F.

Task 16. 1. How can I help you? 2. May I ask if there are rooms available? 3. How many people should the booking be for? 4. And would you prefer a room with a double bed or two single beds? 5. Under what name will the booking be listed? 6. And please give me a phone number where you can be contacted? 7. What is this card? 8. Please provide the cardholder's last name.

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