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МЕТОДИЧЕСКИЕ УКАЗАНИЯ

по выполнению практических работ
по дисциплине «Иностранный язык в экономике впечатлений»
для студентов направления подготовки 43.03.02 Туризм

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ОГЛАВЛЕНИЕ

1. ЦЕЛЬ И ЗАДАЧИ ОСВОЕНИЯ ДИСЦИПЛИНЫ
2. МЕТОДИЧЕСКИЕ РЕКОМЕНДАЦИИ К ПРОВЕДЕНИЮ ПРАКТИЧЕСКИХ ЗАНЯТИЙ
3. ПЛАНЫ ПРАКТИЧЕСКИХ ЗАНЯТИЙ
4. ЛИТЕРАТУРА И ИНФОРМАЦИОННОЕ ОБЕСПЕЧЕНИЕ

1. ЦЕЛЬ И ЗАДАЧИ ОСВОЕНИЯ ДИСЦИПЛИНЫ

Целью освоения дисциплины «Иностранный язык в экономике впечатлений» является формирование компетенций ПК-4,1 и УК-4 будущего специалиста по направлению подготовки 43.03.02 Туризм. Основная цель курса заключается в изучении и приобретении теоретических знаний и практических навыков по осуществлению деловой коммуникации в устной и письменной формах на иностранном языке в профессиональной сфере и за ее пределами.

Задачами освоения дисциплины являются:

- изучение правил ведения устных переговоров и деловой переписки в профессиональной сфере на иностранном языке;
- приобретение способности свободно и правильно общаться на иностранном языке;
- формирование способности осуществлять деловую коммуникацию в устной и письменной формах в сфере туризма;
- приобретение способности посредством применения знаний в области иностранного языка осуществлять мероприятия по продвижению туристского продукта.

2. МЕТОДИЧЕСКИЕ РЕКОМЕНДАЦИИ К ПРОВЕДЕНИЮ ПРАКТИЧЕСКИХ ЗАНЯТИЙ

Практические занятия предполагают использование различных форм работы: обсуждение теоретических вопросов, решение задач, обсуждение докладов, анализ информации. Практические занятия проводятся с целью углубления и закрепления теоретических знаний, привития навыков анализа обстоятельств дела в конкретно заданной ситуации, что весьма важно для будущей практической деятельности. Они, являясь самостоятельной формой обучения студентов, углубляют знания и практические навыки использования иностранного языка.

Занятия проводятся в форме опроса студентов по теоретическим вопросам, обозначенным в планах, а также обсуждения вариантов решения практических заданий (ситуаций), которые были предложены в качестве подготовки к занятию. Готовясь к занятиям, студенты должны изучить:

- соответствующие теме занятия правила грамматики и лексики;
- рекомендованную в планах практических занятий базовую, а также дополнительную литературу и методические разработки для студентов, подготовленные кафедрой.

Практические занятия строятся по следующей схеме:

- вначале преподаватель объявляет тему и задачи практического занятия;
- производит опрос студентов по теоретическим вопросам, обозначенным в плане занятия, а также проверяет наличие у студентов письменных решений ситуаций. Данные решения обсуждаются в форме дискуссии непосредственно на занятии;
- по окончании занятия подводятся итоги дискуссии и общие итоги.

Планирование практических занятий осуществляется с учётом установленного количества часов. Основные этапы планирования и подготовки занятий:

- Разработка системы занятий по теме или разделу.
- Определение задач и целей занятия.
- Определение оптимального объема учебного материала, расчленение на ряд законченных в смысловом отношении блоков, частей.

При проведении практических занятий преподаватель уделяет внимание формулировкам выводов, способности студентов сравнивать, анализировать, находить несоответствия, оценивает уровень знаний студентов.

При подведении итогов преподаватель знакомит студентов с результатами выполнения заданий, оценивает качество выполненной работы каждым студентом.

3. ПЛАНЫ ПРАКТИЧЕСКИХ ЗАНЯТИЙ

3 семестр

Practical lesson 1. History of travel and tourism

Mesopotamia, Egypt and the Indus Valley

Mesopotamia, or the 'land between the rivers' (situated approximately in modern-day Iraq), is known as the 'Cradle of Civilisation' and perhaps the first place to experience tourism. The factors that gave rise to civilisation, and hence to emergent tourism systems, include the availability of a permanent water supply (the Tigris and Euphrates rivers), rich alluvial soils (deposited during the annual flooding of these waterways), a warm climate and a central location between Asia, Africa and Europe, all of which contributed to the development of agriculture. Hunting and gathering societies were replaced by permanent settlements cultivating the same plots of land year after year.

Surplus food production was a critical outcome of this process, as it fostered the formation

of wealth and the emergence of a small leisure class of priests, warriors and others that did not have to worry continually about its day-to-day survival.

The availability of sufficient discretionary time and discretionary income was the most important factor that enabled members of this leisured elite to engage in tourism. Moreover, Mesopotamia was the birthplace of many fundamental inventions and innovations that heralded both the demand and ability to travel for tourism-related purposes. These included the wheel, the wagon, money, the alphabet, domesticated animals such as the horse, and roads. Early cities (another Mesopotamian creation) such as Ur and Nippur were apparently overcrowded and uncomfortable at the best of times, and tourism allowed the elite to escape them whenever possible. Also critical was the imposition of government structure and civil order over the surrounding countryside, which provided a foundation for the development of destination and transit regions.

Egypt

Mesopotamian civilisation gradually spread to the Nile Valley (in modern-day Egypt) and eastward to the Indus Valley (in modern-day Pakistan), where similar physical environments and factors enabled additional tourism travel. Ancient Egypt provides some of the earliest and most enduring evidence of pleasure tourism. An inscription, carved into the side of one of the lesser known pyramids and dated 1244 BC, is among the earliest examples of tourist graffiti and such sites remain foundational to Egypt's contemporary tourism industry.

China

Impulses of civilisation emerged in China around the same time as they did in Mesopotamia. Whether this was coincidental or influenced by the latter region is unclear. Regardless, it is known that tourism-related travel was well established by 2000 BC and that four distinct groups were dominant throughout the premodern era. The first group consisted of royalty, their security and their entourages.

One reason for travel was to demonstrate government authority and learn more about conditions in different parts of the empire. Another reason was to shift the seat of the royal residence between cooler summer and warmer winter locations. Given the massive number of individuals involved in such transfers, the royal residences became resorts of a sort and centres for leisure pursuits such as hunting and horseback riding. The second group involved scholars, students and artists, reflecting a long Chinese Confucian tradition of respect for education, learning and self-improvement. Various scenic and inspiring locations in the mountains and elsewhere became popular destinations, and the writings, poems and paintings produced by visitors may be seen as an early form of travel literature and destination promotion. Buddhist pilgrims and monks comprised a third major group, and their travel to numerous sacred sites within China was complemented by travel to Buddhist sites in India — some of the earliest indications of outbound tourism. Finally, premodern China was characterised by extensive business travel by traders, though the links here to tourism per se are perhaps more tenuous.

The sophisticated civilisation of premodern China was a great facilitator of tourism activity, although there were also extensive periods of instability that dissuaded travel. As early as fifth century BC, the Grand Canal accommodated travel between north and south China for all four groups, while the Silk Road network of routes connected China with Persia, India and the Middle East. During the Tang Dynasty (c. AD 600–900), China was arguably the centre of world tourism. The capital city of Xi'an had a population of at least two million and at any time hosted a large population of foreign students and other visitors.

Practical lesson 2. Roman Empire

Tourism in ancient Greece is mostly associated with national festivals such as the Olympic Games, where residents of the Greek city-states gathered every four years to hold religious ceremonies and compete in athletic events and artistic performances.

The participants and spectators at this festival, estimated to number in the tens of thousands, would have had little difficulty in meeting the modern criteria for international stayovers. Accordingly, the game site at Olympia can be considered as one of the oldest specialised, though periodic, tourist resorts, and one that like the Egyptian pyramids still attracts the attention of tourists (see Technology and tourism: New ways to see old Olympia). The Games themselves are one of the first recorded examples of sport and event tourism and the precursor to the modern Olympics.

The transit process in ancient Greece was not pleasant or easy. Although a sacred truce was called during the major festivals, tourists were often targeted by highway robbers or pirates, depending on their mode of travel. Roads were primitive and accommodation, if available, was rudimentary, unsanitary and often dangerous. It is useful to point out that the word 'travel' is derived from the French noun travail, which translates into English as 'hard work'. As with the Mesopotamians, Egyptians and Chinese, the proportion of ancient Greeks who could and did travel as tourists was effectively restricted to a small elite. However, the propensity to engage in tourism was socially sanctioned by the prevalent philosophy of the culture (applicable at least to the elite), who valued leisure time for its own sake as an opportunity to engage in artistic, intellectual and athletic pursuits.

NEW WAYS TO SEE OLD OLYMPIA

The site of the ancient Olympic Games in Greece remains an enduring cultural icon of the Western world despite consisting only of ruins. Numerous tourists continue to visit the site, but people now have the opportunity to better appreciate the original qualities of Olympia through the use of virtual reality (VR) technology. In Athens, several immersive VR exhibits have been developed for visitors to the Foundation of the Hellenic World (www.fhw.gr/fhw/), an institute dedicated to preserving and disseminating ancient Greek history and culture. Applications of new information technologies are central to its mission. One of the exhibits in the Foundation's Cultural Centre is A Walk through Ancient Olympia, which depicts the site as historians believe it to have appeared at the end of the second century BC. Featured attractions include the Temple of Zeus, the stadium and various ancient rituals. This and other productions can be viewed in several venues including the Tholos, which is a VR theatre that resembles a planetarium and accommodates 130 viewers. Special glasses are worn to create a 3D effect, which is amplified by wrap-around screens, and a sole viewer can navigate the virtual site via hand controllers. The main advantage of VR is the opportunity to experience the semblance of an original site that no longer exists. In some venues, viewers can create their own individualised tours, while researchers can enhance the authenticity of these tours by using VR simulators to test theories such as whether a certain ruined structure originally supported a particular kind of roof. Some argue that VR experiences provide a surrogate for an actual site visit, thereby reducing environmental impacts from excessive visitation. Others, however, suggest that high-quality VR exposure might inspire viewers to visit the site to obtain another perspective, thereby increasing the environmental stress.

Practical lesson 3. The Middle ages

I. Answer the following questions.

What careers in tourism do you know? Give as many examples as you can. Try to classify them into categories according to spheres that they can be applied to. Some types can belong to more than one group. What careers are traditional ones? What careers are brand new? What careers are more popular/less popular? Why?

II. Give Russian equivalents to the following words and word combinations.

To choose a career in tourism, to enter a tourist college, to be keen on tourism, to be fond of travelling, to be interested in work with people, to put smb in the picture, to

develop tours, to sell tours wholesale to travel agents, separate tourist services, to grasp the difference, to handle a lot of operations, to make sales by telephone, to meet customers in person, to be successful in career, to do well in English, to receive extensive tutoring.

III. Read, translate and discuss.

DIALOGUE: CHOOSING A CAREER IN TOURISM

Student 1: I hear you are going to choose a career in tourism.

Student 2: Yes, I am. Definitely! Why are you asking?

Student 1: I am planning to enter some tourist college. But I'm not quite sure what I'm going to be.

Student 2: Are you keen on tourism at all? Are you fond of travelling? Are you interested in work with people?

Student 1: Yes, I am. Absolutely! I really enjoy all of these. But the fact is that I don't know any jobs in tourism.

Student 2: You want to enter a tourist college but don't know any tourist jobs. Isn't that amazing?

Student 1: Put me in the picture, then!

Student 2: People in tourism are tour operators and travel agents, booking agents and ticket agents, travel consultants and tourism managers, tour guides and guides-interpreters, animators and travel writers...

Student 1: Wow, quite a choice! What job are you going to take on?

Student 2: I'm thinking of the position of a travel agent to begin with. I'm planning to study at the same time. After graduation I'm going to continue as a tour operator.

Student 1: What does the job of a tour operator involve? And what does a travel agent do?

Student 2: Briefly speaking, a tour operator develops tours and sells them wholesale to travel agents. A travel agent sells tours and separate tourist services retail to customers.

Student 1: Wait a minute! I'm trying to grasp the difference. As far as I understand, tour operators are wholesalers while travel agents are retailers.

Student 2: Exactly! Both tour operators and travel agents handle a lot of operations and deal with people.

Student 1: And how do a booking agent and a ticket agent differ?

Student 2: A booking agent makes sales by telephone, while a ticket agent also issues tickets and meets customers in person.

Student 1: Are foreign languages essential in all these jobs?

Student 2: Knowledge of English is essential. It's a must if you want to be successful in your career.

Student 1: I'm not doing very well in English. Is your English getting any better?

Student 2: I hope so. I practise it every day. I receive extensive tutoring at the Russian International Academy for Tourism. Knowledge is power!

Practical lesson 4.Columbus

1. Respond.

– Do you enjoy travel business? – Yes, I do. (No, I don't.)

– What do you enjoy in travel business? – I really enjoy working with people, going places, speaking a foreign language.

1. – Do you know any jobs in tourism? – _____

– What jobs do you know? – _____

2. – Does the job of a tour operator involve developing tours? – _____

– What does the job of a tour operator involve? – _____

3. – Does the job of a travel agent involve selling tours? – _____

– What does the job of a travel agent involve? – _____

4. – Do tour operators handle a lot of work? – _____

– What kind of work do tour operators handle? – _____

5. – Do travel agents handle a lot of work? – _____

– What kind of work do travel agents handle? – _____

6. – Does a tour operator handle a lot of work? – _____

– What kind of work does a tour operator handle? – _____

7. – Does a travel agent handle a lot of work? – _____

– What kind of work does a travel agent handle? – _____

8. – Do you practise your English every day? – _____

– What skills do you practise every day? – _____

9. – Does the tour guide handle tour groups? – _____

– What does the tour guide do? – _____

10. – Does the animator organize entertainments for guests in a hotel? – _____

– What does the animator organize? – _____

2. Make up your own dialogue on choosing a career in tourism.

3. Tell your groupmates what you have found out about Students 1 and 2. Start as follows:

Student 1 is planning to enter some tourist college. But he is not quite sure what he is going to be ...

4. Tell your groupmates what career you are going to choose.

Practical lesson 5. Highlights of travel in the nineteenth century

Read, translate and answer the questions.

THE TOUR OPERATOR

The tour operator works in a tourist company. He develops tours also known as tour packages. Tour packages include transportation, accommodation, catering, transfers and other services.

In order to develop a tour package the tour operator works with various service providers: transportation companies or carriers, hotels, restaurants, museums and other suppliers.

The tour operator usually markets the tours. He advertises them in mass media or in brochures.

The tour operator is a wholesaler. He sells tour packages to travel agents wholesale and pays commission to them. Sometimes he sells tour packages direct to the public. Tour operators organize tours, so they are the main producers in the tourist industry.

1. Where does the tour operator work?
2. What does he do?
3. What do tour packages include?
4. What kind of companies does the tour operator work with?
5. How does the tour operator market the tours?
6. How does the tour operator sell tours? What does «a wholesaler» mean?

Practical lesson 6. Tourism in the Twentieth century

THE TRAVEL AGENT

The travel agent works in a travel company. The travel agent like the shopassistant sells goods to customers. The goods which he offers are tour operator's packages.

The travel agent is a retailer. He sells tour packages retail to consumers. He gets a commission from the tour operator. The commission is usually from 5 to 10 per cent of the tour cost.

The travel agent also sells separate services. They are flights, hotel rooms, sightseeing tours, car rentals, travel insurances and so on. The travel agent works directly with the public.

Travel agents sell tours, so they are the main sellers in the tourist industry. If you're considering becoming a travel agent, you will need great organizational skills, attention to detail, and the ability to think on your feet.

1. Where does the travel agent work?
2. What does the travel agent do?
3. What kind of goods does the travel agent sell?
4. How does the travel agent sell tour packages? What does «a retailer» mean?
5. How high is the travel agent's commission?
6. What kind of separate services does the travel agent sell?

Practical lesson 7. Travel and tourism industry

THE TOURISM MANAGER

The tourism manager works in a tourist company. He runs some tourist business. He supervises all kind of operations in a tourist company. He also supervises the tourist company staff.

Sometimes the tourism manager is just the head of some department in a large tourist company: a sales department, a marketing department, or a public relations department. In this case he reports to the general manager.

The tourism manager plans tourist business: operations, new products, profits. He controls the results. In a travel company – a tour operator or a travel agency – the tourism manager decides on development and promotion of new tour packages,

advertising and sales.

He also decides on prices and discounts. The tourism manager hires employees. He selects them and provides their training.

1. Where does the tourism manager work?
2. What does he supervise?
3. In what case does the tourism manager report to the general manager?
4. What does the tourism manager plan and control?
5. What does the tourism manager decide on in a travel company?
6. How does the tourism manager hire employees?

Practical lesson 8. Nature and characteristics of travel and tourism

THE TOUR GUIDE

Tour guides are an important aspect of the tourism and travel industry. Tour guides work in the travel industry, and give guided tours to groups of visitors/tourists.

The tour guide handles tour groups. Tour guides may work within museums and galleries or outside areas that include national parks, zoos and other attractions that draw tourists and interested travellers. The tour guide conducts sightseeing tours or tours of museums and exhibitions. The tour guide is also called the tour conductor.

The tour guide accompanies tourists during a local tour or during the whole journey. He or she caters to the needs of tourists. During a journey the tour guide deals with all kinds of problems.

The tour guide speaks the language of the tourists perfectly well. He or she interprets and translates well from one language into another. The tour guide must have expert knowledge of specific areas, including geography, natural features, history, art and culture. He or she knows all the sights in a travel destination. The tour guide answers a lot of questions.

The tour guide is a friendly, easy-going and helpful person. Tourists sometimes tip their guides if they like them.

1. What does the tour guide do?
2. How does the tour guide handle tour groups?
3. What does the tour guide cater to?
4. How well does the tour guide know a foreign language?
5. What other subjects does the tour guide know and why?
6. What kind of person is the tour guide?

Practical lesson 9. What is tourism?

Choose the correct variant of answer to the given questions (only one variant is possible).

- 1) What do tour packages include?
 - a) transportation;
 - b) accommodation;

- c) catering;
 - d) transfers;
 - e) all of the variants given.
- 2) What statement about the travel agent doesn't correspond to reality?
- a) The travel agent is a wholesaler;
 - b) The travel agent is a retailer;
 - c) The travel agent gets a commission from the tour operator;
 - d) both "a" and "c";
 - e) both "b" and "c".
- 3) What does the tourism manager do?
- a) hires employees;
 - b) runs some tourist business;
 - c) works directly with the public;
 - d) both "a" and "c";
 - e) both "a" and "b".
- 4) What are the features of the tour guide?
- a) knows a lot on history, geography, art and culture;
 - b) decides on prices and discounts;
 - c) plans tourist business;
 - d) knows all the sights in a travel destination;
 - e) both "a" and "d".
- 5) What statement characterizes the chief animator?
- a) is also called the social director;
 - b) communicates with guests a lot;
 - c) accompanies tourists during a local tour or during the whole journey;
 - d) both "a" and "b";
 - e) "a", "b" and "c".

Practical lesson 10. Project: Different types of tourism

Prepare an individual project on one of the topics.

1. Organization of international tourism
2. Business tourism
3. Rural tourism
4. Active tourism
5. Children's tourism
6. Ecological tourism
7. Health tourism
8. Ski tourism
9. Tourist sites of Russia
10. Tourist sites in Europe
11. Tourist sites of America
12. Tourist sites in Africa
13. Tourist sites of Asian countries

Practical lesson 11. Traveller types and holiday mindsets

Match the terms on the left with their definitions on the right.

1) a tour operator	a) a travel company staff member who sells tours and separate services retail
2) a travel agent	b) a tourist professional who shows tourists round a destination or a sight
3) a tourism manager	c) the person accompanying a group throughout its travel and making all the travel arrangements for the group
4) a tour guide	d) a tourist specialist who develops tour packages
5) an animator	e) a manager who supervises a staff of animators
6) a social director	f) a person who is not attached to any company staff and works for himself having a licence to do such work
7) a booking agent	g) a tourist professional who manages a travel company or a department
8) a ticket agent	h) a travel company staff member who issues and sells tickets
9) a conductor	i) a specialist who arranges entertainments for hotel guests or cruise passengers
10) a free-lancer	j) a travel company staff member who arranges ticket bookings

Practical lesson 12. Tourist motivations

Agree or disagree with the following statements. Correct the false ones.

- 1) A tour operator puts together the components of a holiday package or tour, booking accommodations, travel and services.
- 2) Travel agents have the job of selling the packages created by tour operators.
- 3) Introverted people are more appropriate for the job of social director.
- 4) Travel agencies are tourist companies which develop and put together tour

packages.

- 5) Social director is a person in charge of the activities that are supposed to entertain and amuse the customers.
- 6) The social director has to organize entertainment activities, but he mustn't involve the willing and the reluctant guests in the fun and games.
- 7) Tourism managers are also called the tour conductors.
- 8) The role of a tourism manager is a combination of marketing, public relations and management, it also involves lots of planning and preparation.
- 9) Tour guides don't escort people on sightseeing trips and tours of particular countries, cities, historical sites, monuments, and tourist attractions. They always work indoors, giving tours in art galleries, museums or historical buildings.
- 10) Tour operators are retail tourist companies which work directly with the public.
- 11) Animators are supposed not to allow holiday-makers to relax in the hotel.
- 12) Experience of dealing with the public and giving presentations are not necessary in the job of a guide, and additional languages may not help.
- 13) The sightseeing guide is not supposed to be asked a lot of questions. A sightseeing guide never has any difficult or unexpected problems to deal with.
- 14) In order to develop a tour package the tour operator works with travel agencies.
- 15) A travel agent does not have any direct contact with the public.

Practical lesson 13. The changing face of tourism

Fill in the blanks with proper prepositions if necessary.

- 1) The tour operator works ... a tourist company.
- 2) Tour operators sell tour packages wholesale ... travel agencies or sometimes direct ... the public.
- 3) I'm planning to enter ... some school ... advanced tourism training.
- 4) Are you keen ... tourism management?
- 5) Both tour operators and travel agents deal ... tourist services.
- 6) A booking agent makes sales ... telephone.
- 7) What are you interested ... at a tourist job?
- 8) What position are you thinking ...?
- 9) In a large tourist company the tourism manager reports ... the general manager.
- 10) The tour guide has to deal ... any problems that occur ... the tour or excursion.

Fill in the blanks.

a retailer
a commission
the animator
suppliers
the social director
carriers
the tour operator
destination

the tour conductor
the tourism manager
a wholesaler
the tour guide
the travel agent
sightseeing
entertainment
promotion

- 1) _____ supervises all operations in a tourist company and its staff.
- 2) _____ handles tour groups.
- 3) _____ sells tour packages and separate services to customers.
- 4) _____ provides entertainment for holiday-makers.
- 5) _____ develops tour packages.
- 6) The tour guide knows all sights in the _____ .
- 7) The tourism manager decides on _____ and advertising of new tours.
- 8) The tour operator pays _____ to travel agents.
- 9) The tour guide conducts _____ tours.
- 10) The animator arranges and conducts _____ programmes.
- 11) The travel agent is _____ .
- 12) The tour operator is _____ .
- 13) The chief animator is also called _____ .
- 14) The tour operator works with _____ , hotels, museums and other _____ .
- 15) The tour guide is also called _____ .

Practical lesson 14. Project: your country and region

Prepare an individual project on one of the topics.

1. Organization of international tourism
2. Tourist sites of Russia
3. Tourist sites in your city or village
4. Problems and prospects for the development of tourism in Russia
5. Statistical review of tourism in Russia.
6. Statistical overview of tourism in your city

Practical lesson 15. Recent developments

Make up sentences.

- 1) to the general public, necessary travel information, provides, a retail travel agency.
- 2) the travel agent, the intending tourists, come, to the office of.
- 3) proposed visit, seek, information about, they, their.
- 4) the travel, people, should be, very knowledgeable, agents.
- 5) relating to travel, should supply, up to date and concrete information, they.

- 6) they, skills, must have, communication, great.
- 7) the potential customers, the art of catching, the travel agent, should be thorough in.
- 8) is a desirable qualification, a travel agency, the knowledge of foreign languages, for those working in.
- 9) to choose, the potential tourist, a travel agent, the most convenient course, advises.
- 10) a great deal of initiative, and, this job, calls for, drive.

Fill in the correct word derived from the words in brackets.

Tourism is one of the fastest growing industries in the world. There are so many (1) ... (differ) jobs available which require a wide range of skills and (2) ... (able). However, the industry relies heavily on client (3) ... (approve) and (4) ... (satisfy), so one of the key (5) ... (require) for most jobs is to provide convenient and (6) ... (efficiency) services that go beyond a customer's (7) ... (expect). Although there are many different positions, there are several similar skills that (8) ... (apply) must possess to be (9) ... (success) in the tourism industry. Excellence in team work is a must, and so too is a (10) ... (will) to learn through experience. (11) ... (Confide) in using computer software, communicating with clients or guests, and an ability to solve problems are also (12) ... (significance) for most candidates. Because there are so many jobs on offer, from entry level to (13) ... (manage) positions, it is hard to pinpoint an (14) ... (expect) salary. Therefore, depending on the (15) ... (pose), experience and company, a tourism salary can begin as low as £12,000 but reach more than £50,000 each year. On-the-job experience is a major education tool used in tourism. However, bachelor's degrees and (16) ... (advance) degrees in tourism and related disciplines are usually needed for (17) ... (high) level positions.

Practical lesson 16. Leisure travel

Make up alternative questions.

- 1) His friend is a guide. – Is his friend a guide or an interpreter?
- 2) He speaks English. – Does he speak English or French?
- 1) Travel agents sell tours retail.
- 2) Thomas Cook set up the first travel agency.
- 3) There will be more business travellers in future.
- 4) Animators conduct entertainment programmes for children.
- 5) The WTO emerged in 1975.
- 6) The travellers will stay at a resort hotel.
- 7) The animators are easy-going people.
- 8) They worked as animators during their summer holidays.
- 9) The tour operator will develop some new tours next season.
- 10) Tour operators pay commission to travel agents.
- 11) The most famous travellers in the past were explorers.
- 12) Tourism will grow very fast.

- 13) This is our chief animator.
- 14) The trains outdid ferries.
- 15) They will have a theme park in Moscow soon.

Make up tail-questions.

- 1) Customers tip guides. – Customers tip guides, don't they?
- 2) Customers don't tip guides. – Customers don't tip guides, do they?
- 1) The guide conducts sightseeing tours.
- 2) The age of airplanes made travel available to all people.
- 3) The travel agents won't offer any discounts in high season.
- 4) The guide doesn't decide on discounts.
- 5) Tourism managers hired some new employees last week.
- 6) The resort hotel will offer a new animation programme next season.
- 7) The general manager doesn't report to a department manager.

Practical lesson 17. Mass tourism

Translate from Russian to English

Массовый туризм имеет у нас две коннотации. Более часто встречаемая форма массового туризма ассоциируется с проведением массовых турпоходов, разного рода слетов, фестивалей на открытом воздухе. Очевидно, одной из форм массового туризма в советское время можно считать функционирование пионерских лагерей. Вот одно из распространенных определений массового туризма: «Массовый туризм (массовые туристские мероприятия) - вид образовательно-оздоровительной и досуговой деятельности, направленной на привлечение к участию в туристско-краеведческой и туристско-спортивной деятельности самых широких слоев населения, привитие навыков туристской деятельности в природной среде, создание привлекательных для молодежи средств осуществления молодежной политики, оздоровление нации средствами активной досуговой деятельности».

В этом случае массовый туризм является составной частью спортивно-оздоровительного туризма, среди форм которого называются: турпоходы - однодневные, выходного дня, многодневные некатегорийные (в том числе с детьми), массовые спортивные походы низких категорий сложности (в том числе для школьников), слеты, соревнования, туристские вечера, конкурсы, выставки, туристские лагеря, показательные выступления и др. Местом их проведения является природная среда с хорошо развитой инфраструктурой.

Их участники - это люди, имеющие минимальную туристскую подготовку. Но для проведения подобных массовых мероприятий необходимо наличие инструкторов-общественников и организаций, иницирующих или спонсирующих эти мероприятия. Здесь, как правило, делается весьма важная оговорка: туристская активность прямо зависит от уровня образования населения, что расширяет интересы людей и стимулирует познавательную деятельность.

Practical lesson 18. Eco tourism

Make up special questions.

- 1) She is a knowledgeable tour guide.
 - a) Who is a knowledgeable tour guide?
 - b) What kind of guide is she?
 - c) What is she?
- 2) She handles tour groups in high season because she is a guide.
 - a) Who handles tour groups in high season?
 - b) What kind of groups does she handle in high season?
 - c) What season does she handle tour groups?
 - d) Why does she handle tour groups?
- 1) He decides on prices and discounts because he is a tourism manager. (Who, What, Why)
- 2) The UN conference on international travel and tourism took place in Rome in 1963. (What, What kind of..., Where, When)
- 3) Their best travel agent will go on an incentive tour next season. (Who, What kind of..., When)
- 4) This tour operator pays us a 10 per cent commission. (Who, What)
- 5) Our tour operators developed some new tours last season. (What, When, Who)
- 6) You will take a coaching tour to Europe next summer. (Who, What, What kind of ..., Where to, When)
- 7) Travel agents always provide a travel insurance with the tour package. (Who, What kind of...)
- 8) She was often away on business because she was a tour operator. (How often, Why)
- 9) The holiday-makers will take a tour to this theme park tomorrow morning. (Who, What, What kind of ..., When)
- 10) The animator entertains passengers on a cruise ship. (Whom, Where)
- 11) They advertised their tour packages in mass media last month. (Where, When)
- 12) Our customer will attend the international exhibition next month. (Who, Whose, What, What kind of ..., When)
- 13) The booking agent handles bookings over the phone. (Who, How)
- 14) Thomas Cook set up the first travel agency in the middle of the 19th century. (Who, What, When)
- 15) More and more people will have paid holidays and long weekends in future. (Who, What, What kind of..., When)

Text

Ecological tourism or ecotourism is environmentally responsible travel towards undisturbed natural areas for the purpose of exploring and enjoying nature and cultural attractions, which promotes conservation, has a “soft” impact on the environment, and ensures the active socio-economic participation of local residents and their receipt of benefits from these activities.” International Union for Conservation of Nature.

Ecotourism is tourism that includes travel to places with relatively untouched

nature in order to get an idea of the natural, cultural and ethnographic features of a given area, which does not violate the integrity of ecosystems and creates economic conditions under which the protection of nature and natural resources becomes profitable for the local population." World Wildlife Fund .

4 семестр

Practical lesson 1. We are in tourism

Open the brackets.

- 1) The tour guide usually (to speak) a few foreign languages.
- 2) A month ago our company (to put) a new tour together. We (not to advertise) it in mass media. We (to include) it in our new travelogue.
- 3) What kind of tour packages your company (to promote) next season? – We (to promote) sporting tours. We (to advertise) them on TV and (to publish) in travelogues. We (not to promote) shopping tours any more.
- 4) The guide (not to know) all the sights in our destination. She (not to be) a local guide.
- 5) Your tourism manager (to travel) anywhere last year? – He (not to take) his paid holidays last year. He (to have) a lot of work to do.
- 6) Your employer (to send) the best employees on an incentive tour again next year?
- 7) Your travel agency (to sell) separate services? – Yes, it (to do). But we (not to offer) car rentals.
- 8) When and where the UN conference on international travel and tourism (to take) place? – It (to take) place in 1963 in the capital of Italy.
- 9) Your travelling companions (to take) the same kind of tour next year? – No, they won't. They (to go) on a cruising tour next time.
- 10) How tour operators (to sell) their tour packages? – They (to sell) them wholesale. They (to pay) commission to travel agents. The commission (to be) from 5 to 10 per cent of the tour cost.
- 11) They (to set) up a new tourist company and (to do) market research last year.
- 12) How many travel clerks they (to include) in the FAM tour next time? – They (not to include) many.
- 13) Your travel consultant (to be) in the office? – No, he (not to be) in. He (to be) away on business.
- 14) You (to cooperate) with major tour operators a couple of years ago? – No, we didn't.
- 15) Educational tourism (to become) even more widespread in future.

Practical lesson 2. Types of holidays

Translate from Russian into English.

- 1) Менеджер туризма управляет туристской компанией. Он принимает решения о турах, ценах и скидках. Он управляет персоналом компании. Он не всегда находится в офисе. Он часто ездит по делам.
- 2) Вчера я прочитал статью о Всемирной туристской организации в журнале. – Когда эта организация возникла? – Если я не ошибаюсь, это событие произошло в 1975 году.
- 3) Я собираюсь стать гидом-переводчиком. В следующем году я буду изучать еще один иностранный язык. – Какой язык ты будешь осваивать? – Я начну с итальянского, а потом продолжу изучать испанский. – А будешь ли ты изучать историю и искусство? – Да, определенно. Все будущие гиды будут изучать историю и географию, культуру и искусство. Надеюсь, мы будем знать все достопримечательности нашего турцентра в конце курса обучения.
- 4) Чем занимается туроператор? Где он работает? – Туроператор – главный производитель в индустрии туризма. Он работает с поставщиками и разрабатывает пакеты туров. Он реализует пакеты туров оптом. Иногда туроператор продает туры в розницу.
- 5) Томас Кук стал известен в Англии в середине XIX века. – Чем он стал известен? Что он сделал? – Он организовал первую туристскую поездку по железной дороге. Он основал первое в мире турагентство.
- 6) На собрании в конце года менеджер туризма будет принимать решение о разработке и продвижении новых услуг и пакетов туров.
- 7) Я – гид-переводчик. Я не работаю в туристской компании. Я занимаюсь туристскими группами. Я провожу экскурсии. Я часто отвечаю на вопросы туристов. Я много перевожу с одного языка на другой.
- 8) А кто такие аниматоры? Чем они занимаются? Аниматоры организуют и проводят развлекательные программы. Они вовлекают гостей в действие. Аниматоры очень артистичны. Обычно они очень общительные люди. Они хорошо говорят на родном и иностранных языках.
- 9) Турагент не разрабатывает туры. Турагент продает пакеты туров клиентам в розницу. Турагент также предлагает различные отдельные услуги. Какие услуги предоставляет турагент? Турагент предоставляет билеты, экскурсии, аренду автомобилей, страховки.
- 10) Вы будете предлагать какие-либо новые туры в будущем сезоне? – Да, наша туроператорская фирма будет рекламировать и реализовывать оптом и в розницу каникулярные инклюзив-туры для детей. – В какие страны вы направите детей? – Это будет Турция, Греция, Испания и Италия.

Practical lesson 3. Defining a strategy

Make up all possible questions to the following sentences.

- 1) Travel agents sell tours retail.
- 2) The tour operator is a wholesaler.
- 3) The UN conference on international travel and tourism took place in Rome in 1963.

- 4) The travel agent offered me travel insurance.
- 5) During educational tours travel clerks will get familiar with local facilities, hotels, restaurants and attractions.
- 6) Tourist companies will provide more services in future.

I. Answer the following questions.

What types of tourism do you know? Give as many examples as you can. Try to classify them into categories according to features that they have in common. Some types can belong to more than one group. What types are traditional ones? What types are brand new? What types of tourism are more popular/less popular? Why?

II. Give Russian equivalents to the following words and word combinations.

To talk about travel and tourism, many types of tourism, to depend on the purposes of travelling people, the exact figure, domestic tourism, international tourism, in-coming tourism, out-going tourism, resort tourism, to be popular all over the world, a beer-drinking tour, adventure holiday, an uninhabited island, fascinating tours, to watch birds in natural surroundings, up-to-date hobbies, for the sake of convenience and politeness.

III. Read, translate and discuss.

DIALOGUE: SORTING OUT DIFFERENT TYPES OF TOURISM

Student 1: I was wondering if we could continue talking about travel and tourism.

Student 2: That sounds fine with me. What do you have in mind?

Student 1: Are there many types of tourism nowadays?

Student 2: Quite a lot! They depend on the purposes of travelling people.

Student 1: Will you share your knowledge with me? If it's not too much trouble, of course.

Student 2: No trouble at all!

Student 1: I am curious to know how many types of tourism there are.

Student 2: I don't think anybody will give you the exact figure.

Student 1: Will you name just a few?

Student 2: Tourism can be categorized in terms of different factors: geography (internal, international and domestic tourism, in-coming and out-going tourism); a form of ownership (government and private); industry (transport system, hospitality services or related services); motive (profit or non-profit). But the purpose of a tourism trip is generally considered the main factor of tourism typology. There are many reasons for people to travel. However, all of them fall under two main headings: travel for pleasure or recreation and travel for business...

Student 1: Wait a minute! Are you serious? Do you mean business travel is a type of tourism?

Student 2: I definitely mean it. Look, tourism is not just pleasure! The more purposes travellers may have, the more types of tourism there are and will be.

Student 1: Will you sort out some of the purposes of travel then?

Student 2: The more detailed classification of tourism according to the purpose of a

tourism trip allows to distinguish a great number of various forms of tourism such as: cultural tourism (visiting different and unique sights and experience their cultural heritages); educational tourism (travelling to an educational institution or some other destination in order to take personal interest classes); ecological or sustainable tourism (which implies minimal impact on the environment and integrates tourism with ecology); medical tourism (travelling to get medical treatment or advanced care that is not available in the native country); sports tourism (spending time participating in some sport activities such as skiing, golf, diving or travel to watch a sport competition)... However, there are a lot more types of tourism.

Student 1: Curiously enough, I personally know just holiday, resort, cruise and sports tourism.

Student 2: I believe, lots of people think of tourism as just recreation. So you are no exception.

Student 1: Will you name some more types of tourism?

Student 2: Adventure tourism, hiking and hitch-hiking, pilgrimage, special-interest tourism...

Student 1: Will you slow down, please? What is a special-interest tourism?

Student 2: As a matter of fact, there is a great deal of special-interest holidays popular with tourists all over the world.

Student 1: «Special interest» sounds very intriguing to me. What kind of special interest is meant here?

Student 2: Any hobby you can think of. Hobby tourism means travelling alone or with groups to participate in hobby interests, to meet others with similar interests or to experience something pertinent to a hobby.

Student 1: Do you mean that if I enjoy beer and take a beer-drinking tour to Bavaria, it is a special-interest tourism?

Student 2: Your example is quite to the point! Why not? Some other examples are cookery and bird-watching, gambling and painting, motor racing and horse riding, botany and survival.

Student 1: Survival? It must be fantastic! Is it an adventure holiday somewhere on an uninhabited island or on one of the poles?

Student 2: Absolutely so! Adventure tourism or extreme tourism is travelling to rugged regions and places such as mountains, jungles, deserts, caves or participating in dangerous events such as hiking and mountaineering.

Student 1: And what does bird-watching involve?

Student 2: Those are fascinating tours where travellers watch birds in natural surroundings. Just imagine travelling to the Seychelles Bird Island or to Ecuador!

Student 1: Such tours must be very expensive!

Practical lesson 4. Destinations

Respond.

- Are you going to choose a career in tourism? – Yes, I am. (No, I am not.)
- What career in tourism are you going to choose? – I'm going to choose a

career of a tourism manager.

1. – Are you planning to enter any tourist college? – _____
– What college, school or university are you planning to enter? – _____
2. – Are you going to be a tourism professional? – _____
– What are you going to be? – _____
3. – Are you keen on tourism at all? – _____
– What are you keen on in tourism? – _____
4. – Are you fond of travelling at all? – _____
– What are you fond of in travelling? – _____
5. – Are you interested in work with people? – _____
– What are you interested in at a tourist job? – _____
6. – Are you going to take a job in tourism? – _____
– What job are you going to take? – _____
7. – Are you thinking of the position of a travel agent? – _____
– What position are you thinking of? – _____
8. – Are you planning to study? – _____
– What are you planning to study? – _____
9. – Are you going to work as a tour operator after graduation? – _____
– What are you going to do after graduation? – _____
10. – Are foreign languages essential in tourism business? – _____
– What foreign languages are essential in tourism business? – _____

Make up your own dialogue on different types tourism.

Tell your groupmates about your favourite type and place of tourism.

Practical lesson 5.Active tourism

Read, translate and answer the questions.

LEISURE TOURISM

Leisure tourism is also called pleasure tourism or holiday tourism. It is a type of tourism when a person goes on holiday and does not travel on business. Thus, the purpose of tourism in this case is recreation.

Leisure travellers look for sun, sea and sand. They want to go sunbathing, swimming and diving. So this kind of travellers go to sea resorts or holiday camps and stay at resort hotels.

Leisure travellers enjoy organized entertainment and sport. In a resort hotel there are always swimming-pools, fitting-centres, tennis courts, discos. A resort hotel offers its customers contests, concerts, shows, animation programmes for children. Usually it offers tours and visits to different attractions: local sights or amusement or theme parks.

Holiday-makers normally travel with their families and children. There are other ways to travel for pleasure: cruising and coaching, motoring and hiking.

More and more working people will have longer paid holidays and long

weekends in future. More and more people will retire at an earlier age. It means that more and more people will travel for leisure in future.

1. How is leisure tourism called?
2. What type of travel is leisure tourism?
3. What do leisure travellers look for?
4. Where do leisure travellers go on holiday?
5. What do leisure travellers enjoy?
6. What does a resort hotel offer?
7. What are other ways to travel for pleasure?
8. Why will more and more people travel for pleasure in future?

SPORTS TOURISM

Sports tourism is a type of active holiday. The purpose of a sporting tour is to exercise and keep physically fit. At the same time travellers enjoy natural surroundings, fresh air and clean water.

Travellers combine action and relaxation during a sporting holiday. Tourist companies offer hiking, cycling, boating, rafting and other kinds of sporting tour.

Very often sporting tours require preparation and special training. First the tour instructors will plan the itinerary. Then they will train tourists how to use sporting equipment. They will explain the details of the route. They will define means of transportation, provision of meals and overnight accommodation.

During some tours travellers carry their luggage and sporting equipment themselves. During some other tours special carriers transfer the luggage for them. It depends on the difficulty of the tour, on the tourist destination and the local practice. Within sports tourism there is water tourism, mountain tourism and mountaineering, skiing. Sports tourism is popular all year round.

1. What type of holiday is sporting tour?
2. What is the purpose of a sporting tour?
3. What do travellers enjoy during a sporting tour?
4. What kind of sporting tours do tourist companies offer?
5. How will instructors prepare travellers for sporting tours?
6. What will instructors plan before the tour?
7. Who carries the tourists' luggage during a sporting tour? What does it depend on?
8. What types of tourism are there within sports tourism?

Practical lesson 6. Hotel facilities

BUSINESS TOURISM

Business tourism is a travel for business purposes. Business travellers are businessmen and government officials. They travel on different missions. They often travel to attend a convention. Convention tourism is a part of business tourism. It involves taking part in a conference or a seminar.

Business travellers often travel to attend an international exhibition or a trade fair. There are tourist companies that provide business services. Those are fax, telex and telephone communications, secretarial services, answering service, business meeting arrangements. There are business facilities for business travellers at hotels, airports, on airplanes.

Business travel will develop faster than other types of tourism in future. There will be more business tourists and more tourist companies which will deal with business tourism. They will provide more services in future. They will collect information on markets and trade partners, provide economic data on monitors, arrange negotiations, offer pre-convention and post-convention tours.

1. What kind of travel is business tourism?
2. What kind of tourists are business travellers?
3. What do business tourists travel for?
4. What does convention tourism involve?

Practical lesson 7. Complaints

1. What complaints arise from clients in tourism.
2. How can complaints and shortcomings in the tourism sector be eliminated?

INCENTIVE TOURISM

Incentive tourism means that a business company offers holiday tours to its employees and covers all travel expenses.

On the one hand, the company does it as a reward or a bonus to a person for his successful work.

On the other hand, the company does it as an incentive for the future. The company hopes that the employee will work even better in future and bring profit to the company.

Very often an employer sets a target for an employee: «You will earn a holiday in France for your family if you exceed your quota by 10 per cent next year».

Incentive tourism emerged in the 1960s in the USA. Later on it spread in Europe. But only large progressive corporations offer tours to their employees.

In some countries there are specialist tourist companies which arrange incentive tours for business corporations. They take great responsibility because incentive tours go under the name of the business corporation. It means that good travel arrangements will improve its reputation. Bad travel arrangements will shake its reputation.

This type of tourism is still a very small part of international tourism. Most probably this type of tourism won't grow in future.

1. What does incentive tourism mean?
2. Why does a business company offer incentive tours to its employees?
3. What sort of target does an employer set for the employee?
4. When and where did incentive tourism emerge?
5. What kind of companies offer incentive tours?
6. Why do tourist companies take great responsibility when they arrange incentive tours for business corporations?

7. How popular is this type of tourism?

Practical lesson 8. Contracts

1. Types of contracts in tourism
2. Travel insurance
3. Rights and obligations of participants in a travel contract

FAMILIARIZATION TOURISM

Familiarization tourism is often called just FAM tourism. It means that a business company sends its staff on educational tours to its branches or other business companies in other cities and countries.

If a travel agency sends its travel clerks on FAM tours, it means that they will have educational visits to a tourist destination. There they will get familiar with local facilities, hotels, restaurants and attractions. They will study a tour operator's or local travel agency's practice.

The main purpose of travel clerks on a FAM tour is to get necessary knowledge from personal experience. When the clerks return home, they will know what to offer and what to explain to their customers about the destination.

Some experts say that FAM tourism is a part of incentive tourism. On the one hand, such a tour is an incentive to the travel agency staff selling holidays. On the other, it is a benefit to the tour operator which arranges them.

FAM tourism is very popular and will become even more popular in future.

1. What does familiarization tourism mean?
2. What do travel agencies send their clerks on FAM tours for?
3. What do travel clerks get familiar with during FAM tours?
4. What is the main purpose of travel clerks on a FAM tour?
5. What will the travel clerks know when they return home?
6. Why do some experts say that FAM tourism is a part of incentive tourism?

Practical lesson 9. Negotiating a deal

Cross out one odd term in each line. Explain your choice.

- 1) secretarial services, government officials, trade partners, telephone communications, international exhibition, travel agency staff, negotiations;
- 2) holiday-maker, vacationist, official, tourist, traveller;
- 3) expensive, international, cultural, cookery, ecological, educational;
- 4) entertainment, international, contest, disco, swimming-pool, concert, fittingcentre;
- 5) trainings, motoring, gambling, mountaineering, cycling, cruising, hiking;
- 6) exercise, equipment, training, instructor, competition, enduring;
- 7) to depend on, to devise, to report to, to sort out, to spread out, to deal with, to slow down;
- 8) necessary knowledge, educational tour, personal experience, branch, tourist

destination;

9) itinerary, tour, destination, quota, route, tour package;

10) expenses, reward, bonus, incentive, profit, successful.

Agree or disagree with the following statements. Correct the false ones.

1) Tourism can not be classified.

2) The main factor of tourism typology is a form of ownership.

3) International tourism is one of the forms of tourism.

4) Cultural tourism involves visiting rugged regions and dangerous places such as mountains and caves.

5) Leisure travel is often characterized by staying in nice hotels or resorts, relaxing on beaches or in a room, or going on guided tours and experiencing local tourist attractions.

6) Extreme tourism is also called sustainable tourism.

7) People travelling for leisure purposes are interested in the conference facilities at a destination.

8) Travelling alone or with groups to participate in hobby interests and to meet others with similar interests is known as sports tourism.

9) Ecotourism helps to support the local agricultural economy.

10) During business tourism, individuals are still working and being paid, but are doing so away from both their workplace and home.

11) Incentive tourism is rapidly growing worldwide.

12) Sports tourism involves people travelling to participate in sporting events.

13) The classification of tourism is complete.

14) FAMs are very important in the hospitality industry.

15) Business travellers may be more interested in the conference facilities or the ease of getting from the city centre to the airport.

Practical lesson 10. Applying for a job

Give English equivalents to the words in brackets.

1) There are many (причин) why people travel.

2) Tourism (можно классифицировать) in terms of different factors.

3) The main factor of tourism typology is the (цель) of a tourism trip.

4) There are tourist companies that provide business services: (услуги секретаря), (служба секретарей на телефоне), (организация деловых встреч).

5) Cultural tourism involves visiting unique (достопримечательности).

6) Adventure tourism means travelling to (труднопроходимый) and (опасный) places.

7) Ecotourism (объединять) tourism with ecology.

8) A resort hotel offers its customers contests, concerts, shows, (анимационные программы) for children.

9) Sports tourism implies participating in various (спортивные мероприятия) and (соревнования).

10) (Азартные игры) is very popular nowadays.

- 11) Incentive tourism means that a business company offers holiday tours to its employees and covers all (дорожные расходы).
- 12) The list of different types of tourism is (не полный).
- 13) If a travel agency sends its travel clerks on FAM tours, it means that they will have (образовательный визит) to a tourist destination.
- 14) During sporting tours tour instructors define (средства транспорта), (обеспечение питанием), and (ночлег).
- 15) Leisure travellers usually visit different attractions: local (достопримечательности) or (парки развлечений или тематические парки).

Practical lesson 11. Tour operators

Fill in the blanks.

equipment
 travel expenses
 answering service
 recreation
 the itinerary
 mission
 a target
 convention
 mountaineering
 surroundings
 a bonus
 data
 staff
 training
 a FAM tour

- 1) _____ tourism is one part of business tourism.
- 2) FAM tourism means that a company sends its _____ on educational tours to other companies.
- 3) Sporting tourists enjoy exercise and natural _____ .
- 4) Tourist companies provide special services for businessmen. Among them are _____ and business meeting arrangements.
- 5) Within sports tourism there is water tourism, mountain tourism and _____ .
- 6) During _____ travel clerks get familiar with local facilities.
- 7) The purpose of pleasure tourism is _____ .
- 8) Sports tour instructors will always train tourists how to use sporting _____ .
- 9) Tourist companies will provide business tourists with economic _____ on monitors.
- 10) Sporting tours require preparation and special _____ .
- 11) The incentive tour is a reward or _____ to a successful employee.
- 12) Business tourists travel on different _____ .

- 13) An employer often sets _____ for an employee to exceed his quota.
- 14) A sporting tour instructor will carefully plan _____ .
- 15) The employer covers the employee's _____ during an incentive tour.

Practical lesson 12. Travel agency activities

State whether these tourists' travel refers to domestic tourism (D), inbound tourism (I) or outbound tourism (O). Then define the particular type of tourists.

- 1) A salesman from Texas who is awarded with a holiday package to Washington DC
- 2) A salesman from Rome who is awarded with a holiday package to San Francisco
- 3) A French woman whose trip to Rio for plastic surgery is arranged by a Brazilian travel agency
- 4) An American who is invited by his business partner in Berlin to witness the Football World Cup Final
- 5) A Russian businessman who is referred to a private cardio surgery in Israel by his family doctor
- 6) A salesman from Beijing who travels to a fair in Guangzhou
- 7) A group of Germans coming to Russia on an international mission to help clean Lake Baikal
- 8) Hoards of Russians flying to Turkey for their summer holidays
- 9) A group of Russian students hitch-hiking over Europe
- 10) A fashion designer from Tokyo who is invited to a show in Milan
- 11) A British tourist who goes to Sweden for fishing and hiking
- 12) A representative of London University who is sent to China to recruit some foreign students
- 13) A Russian professor who goes rafting in Mongolia
- 14) A student from Tomsk taking a tour of Saint Petersburg museums
- 15) A CEO from Chicago flying to a business meeting in New York
- 16) The congregation of a Russian church taking an organized tour to Jerusalem

Practical lesson 13. Economics of tourism

The present-day tourist industry offers a great variety of tours and types of tourism. Adjectival tourism is the term used to define the numerous niches or specialty travel forms of tourism, whose names comprise adjectives.

A) Group the following examples of tourism types according to the market niches:

Adventure tourism	Fertility tourism	Pop-culture tourism
Agritourism	Genealogy tourism	Responsible tourism
Archaeological tourism	Geotourism	Rural tourism

Atomic tourism	Halal tourism	Sex tourism
Bookstore tourism	Heritage tourism	Shark tourism
Christian tourism	Jungle tourism	Space tourism
Couch Surfing	Kosher tourism	Suicide tourism
Culinary tourism	Literary tourism	Sustainable tourism
Cultural tourism	Medical tourism	Village tourism
Dental tourism	Militarism heritage	Water tourism
Drug tourism	tourism	Wellness tourism
Ecotourism	Music tourism	Wildlife tourism
Extreme tourism	Nautical tourism	Wine tourism

- 1) Adventure and extreme
- 2) Culture and the arts
- 3) Extralegal
- 4) Food and drink
- 5) Historical
- 6) Low-impact
- 7) Medical and dental
- 8) Nature and rural
- 9) Religious
- 10) Water-related

Practical lesson 14. Tourism management

Read the text and do the tasks given below.

Tourism is an important sector of the national economy of Belarus. Belarus has created all necessary conditions for the development of inbound tourism. Belarus is a state open to cooperation, including in tourism. One of the popular types of tourism is agro-ecotourism which utilizes the capacity of rural regions, local historical and cultural heritage. The development of cognitive, ecological and scientific tourism is closely connected with the formation of the tourism product in small towns and protected natural sites. This is possible through the implementation of state programs. There were the following programmes: the programme for the development of a network of specially protected natural areas for 2008–2014, the programme for the development of the Belarusian part of the Augustow Canal for 2009–2011, the programme for social and economic development and multiple use of the natural resources of the Pripjat Polesie for 2010–2015, the Naroch region development programme for 2011–2015, the Mstislavl and Mstislavl District development programme for 2011–2016. The implementation of international tourism projects such as Unknown Europe in Grodno Oblast, Euroregion Poozerye, Bella Dvina in Vitebsk Oblast and many more will allow for an efficient use of the country's historical and cultural heritage, its unique natural potential, ensure its protection, especially in small towns and rural regions. In recreational and health tourism the focus will be made on the construction of modern spa and wellness centres, development of children's health centres similar to the Zubrenok national children's recreational centre, guesthouses and

holiday hotels for senior citizens and students in small towns and villages, development of recreational tours.

Development of transit and cross-border tourism will be continued as part of the programmes on good neighbourliness and twin-town relations with the regions of Russia and neighbouring countries as well as the Union State tourism programmes. More effort will be put into the development of international tourist routes including cross-border educational, sports, recreational, medical, environmental and agro-tours. Sports tourism is closely associated with the development of necessary infrastructure in the regions with the use of water systems and natural resources, construction of sports facilities and ski centres, aquaparks, cultural and entertainment centres, ice arenas. Development of water tourism in the regions requires enhancement of the associated infrastructure along the rivers Dnieper, Dvina, Sozh, Pripyat, Berezina and their confluents, construction of quays, acquisition of sea vessels, extension of the tours to the country's historical, cultural and natural sites, tailor-made tours and specialized programmes. Pilgrimage tourism is associated with visits to religious shrines and spiritual development. Travel operators will invest more effort in the development of tours to the religious sites of the Republic of Belarus. The Sports and Tourism Ministry will focus on setting up the advanced tourism infrastructure, logistics, up-to-date tourist facilities in small towns, upgrading of the existing sanatoriums and wellness centres, development of road service and infrastructure of water systems and specially protected natural sites, hunting and fishing lodges, children's tourism and local lore studies. New projects include construction of helipads near the tourist hubs, development of beach zones and health paths. In general, tourism in the country will be promoted through the creation of the modern international tourist centres and complexes based on new technologies and also investment projects and international programmes. It should be noted that the national tourism policy is formulated in the context of the social development concept of the country and takes into account the transfer of the national economy on a path of innovative development. Educational policy in the tourism sector should take into account modern requirements for quality tourism services and human resources.

Practical lesson 15. Tourism marketing

1. Essence and types of marketing
2. Features of modern marketing in tourism

I. Make up interrogative and negative sentences.

+ The student is speaking to his friend at the moment.

? Is the student speaking to his friend at the moment?

– The student is not speaking to his friend at the moment.

1) We are doing very well in languages.

2) I was speaking English too slowly yesterday.

3) The travel agent will be waiting for you tomorrow at 12.30 p.m.

4) Her English is getting better.

5) The students were trying to grasp the difference.

- 6) This group of animators will be working hard during the sea voyage.
- 7) The list of different forms and types of tourism is constantly enriching.
- 8) The booking agent was speaking over the phone when I entered the office.
- 9) The students will be discussing their future careers at tomorrow's conference.
- 10) The ticket agent is working on the computer now.
- 11) My spelling and pronunciation were getting better.
- 12) Industrial tourism is growing rapidly nowadays in many countries.
- 13) They were trying to choose a holiday they all could agree to.
- 14) The customers will be asking questions about the tour.
- 15) I'm taking my holiday at the end of August.

Practical lesson 16. Consumer behavior in tourism

1. Theories of motivation
2. Features of consumer behavior in the tourism sector
3. Ways to influence consumers

Make up tail-questions.

- 1) We are doing well in English. – We are doing well in English, aren't we?
- 2) We are not doing well in English. – We are not doing well in English, are we?
- 1) You are practising your English.
- 2) The ticket agent was selling tickets.
- 3) The guide will not be waiting for us.
- 4) The managers are discussing the prices.
- 5) He was trying to grasp the difference.
- 6) The customers will be asking questions about the tour.
- 7) Your friend is not thinking of any other job.
- 8) The guide was counting her tourists.
- 9) They will be having a business meeting with their suppliers.
- 10) Your classmates are not planning to enter any other tourist college.
- 11) The students were choosing a career in tourism.
- 12) They will be taking an exam in Destination Geography tomorrow at 3 p.m.
- 13) They are not thinking about the price.
- 14) The tour operator was developing a new tour.
- 15) The students will not be working full-time.

4. ЛИТЕРАТУРА И ИНФОРМАЦИОННОЕ ОБЕСПЕЧЕНИЕ

4.1. Перечень основной и дополнительной литературы, необходимой для освоения дисциплины

4.1.1. Перечень основной литературы:

1. Мошняга, Е. В. Английский язык для изучающих туризм (A2-B1+) : учебное пособие для вузов / Е. В. Мошняга. — 6-е изд., испр. и доп. — Москва : Издательство Юрайт, 2024. — 267 с. — (Высшее образование). — ISBN 978-5-534-10436-3. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/541363>

2. Трибунская, С. А. Английский язык для изучающих туризм (B1-B2) : учебное пособие для вузов / С. А. Трибунская. — 2-е изд., перераб. и доп. — Москва : Издательство Юрайт, 2024. — 218 с. — (Высшее образование). — ISBN 978-5-534-11310-5. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/540700> (дата обращения: 21.03.2024).

4.1.2. Перечень дополнительной литературы:

1. Куряева, Р. И. Английский язык. Лексика и грамматика : учебник для вузов / Р. И. Куряева. — 8-е изд., испр. и доп. — Москва : Издательство Юрайт, 2024. — 497 с. — (Высшее образование). — ISBN 978-5-534-16536-4. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/544927>

2. Невзорова, Г. Д. Английский язык. Грамматика : учебное пособие для вузов / Г. Д. Невзорова, Г. И. Никитушкина. — 2-е изд., испр. и доп. — Москва : Издательство Юрайт, 2024. — 213 с. — (Высшее образование). — ISBN 978-5-534-09359-9. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/537717>

4.2. Перечень учебно-методического обеспечения самостоятельной работы обучающихся по дисциплине

1. Методические указания по выполнению практических занятий по дисциплине «Иностранный язык в экономике впечатлений» для студентов специальности 43.03.02 Туризм [Электронная версия].

2. Методические указания по организации самостоятельной работы студентов по дисциплине «Иностранный язык в экономике впечатлений» для студентов специальности 43.03.02 Туризм [Электронная версия].

4.3. Перечень ресурсов информационно-телекоммуникационной сети «Интернет», необходимых для освоения дисциплины

1. Английский язык для путешествий и туризма. — Режим доступа: <https://online-class.by/ru/news/blogh/angliyskiy-dlya-puteshestviy>

2. Туризм и гостеприимство. — Режим доступа: https://vk.com/wall-36775085_506193?ysclid=lu2krjgwix433761765

Министерство науки и высшего образования Российской Федерации
Федеральное государственное автономное
образовательное учреждение высшего образования
«Северо-Кавказский федеральный университет»

МЕТОДИЧЕСКИЕ УКАЗАНИЯ

по организации самостоятельной работы
по дисциплине «Иностранный язык в экономике впечатлений»
для студентов направления подготовки
43.03.02 Туризм

Направленность (профиль) «Экономика впечатлений»

Ставрополь, 2026 г.

СОДЕРЖАНИЕ

ВВЕДЕНИЕ

1. ОБЩИЕ ТРЕБОВАНИЯ

2. ВАРИАНТЫ САМОСТОЯТЕЛЬНО ВЫПОЛНЯЕМОЙ РАБОТЫ

**3. МЕТОДИЧЕСКИЕ РЕКОМЕНДАЦИИ ПО ПОДГОТОВКЕ
ИНДИВИДУАЛЬНЫХ ТВОРЧЕСКИХ ПРОЕКТОВ**

4. РЕКОМЕНДУЕМАЯ ЛИТЕРАТУРА

ВВЕДЕНИЕ

Выполнение самостоятельной работы требует проявления творчества, умения отбирать необходимый материал и анализировать информацию.

Учебный план высших учебных заведений предусматривает студентами направления 43.03.02 Туризм самостоятельное решение ситуационных заданий по дисциплине «Иностранный язык в экономике впечатлений», которая является важным звеном в выработке студентами навыков самостоятельного изучения науки и приобретении опыта самостоятельного получения и накопления знаний, что необходимо будущему дипломированному специалисту в его трудовой деятельности.

Настоящие методические указания обозначают порядок выполнения и оформления самостоятельной работы. Теоретическая часть работы должна отражать понимание студентом теоретического значения исследуемого вопроса. В итоге студент должен показать свою подготовленность к самостоятельному выполнению конкретной исследовательской и аналитической работы по изучению особенностей общения на иностранном языке.

1. ОБЩИЕ ТРЕБОВАНИЯ

Выполнение самостоятельной работы, является самостоятельной учебной работой студента, при этом цель ее выполнения состоит в систематизации знаний и представлений об особенностях делового общения в туризме.

Самостоятельная работа состоит из подготовки ответа на вопросы. Выбор вопроса производится в соответствии с указанными ниже заданиями.

Перед выполнением самостоятельной работы студенту необходимо:

- изучить теоретический и практический материал в соответствующих источниках литературы по данной дисциплине;

- ознакомиться со статистическими данными, публикуемыми в периодической печати и в статистических сборниках;

- ознакомиться со статьями периодической печати, освещающими вопросы самостоятельной работы.

Выполняемая самостоятельная работа должна соответствовать выбранному вопросу, содержание вопросов должно быть раскрыто полностью, при этом необходимо избегать шаблонного переписывания текстов учебников. Для доказательства определенной закономерности, обоснования выводов требуется привести цифровой материал, который служит доказательной базой. При решении поставленных задач необходимо использовать знания, полученные при самостоятельном изучении материала. Работа должна быть написана грамотно и разборчивым почерком. Ответы на вопросы самостоятельной работы должны быть конкретными, точными, без лишних отступлений. В процессе самостоятельного изучения материала и выполнения самостоятельной работы студенты могут пользоваться консультацией преподавателей.

2. ВАРИАНТЫ САМОСТОЯТЕЛЬНО ВЫПОЛНЯЕМОЙ РАБОТЫ

Задания для проверки уровня обученности:

1. Make up special questions.
The travel agent is speaking to the customers in the office.
 - a) Who is speaking to the customers in the office?
 - b) What is the travel agent doing in the office?
 - c) Who is the travel agent speaking to?
 - d) Where is the travel agent speaking to the customers?
 - 1) They are putting a new tour together. (Who, What, What kind of)
 - 2) His English was getting better. (What, Whose, How)
 - 3) The instructor will be picking the group up from the airport and putting the tourists up for a few days in a sporting camp. (Who, Where...from, Whom, Where)
 - 4) The travel agent is talking to the customers at the moment. (Who, What, When)
 - 5) The ticket agent was working on the computer. (Who, What)
 - 6) The guide will be conducting a tour of the museum. (Who, What, What kind of)
 - 7) Our tourism manager is doing well in foreign languages. (Who, Whose, How, What ... in)
 - 8) The customers were asking questions about the tour. (Who, What, What... about)
 - 9) The tourism manager will be selecting new employees. (Who, What, Whom, What kind of)
 - 10) They are planning a business meeting with their suppliers. (Who, What, What kind of, Who ... with)
 - 11) The tourists were hiking half of the route and were carrying their luggage themselves. (What, How long, Who)
 - 12) The tour operator will be developing a new tour. (What, Why, Who, What kind of)
 - 13) He is thinking about his exam in Destination Geography. (Who, What, What... about, What kind of)
 - 14) She was practising her English because she was going to take her exam. (Who, What, Why)
 - 15) Travel clerks will be having an educational tour to the company's branches to get familiar with local facilities, hotels, restaurants and attractions. (What kind of, Who, Where, Why).

Open the brackets.

- 1) Where is your manager? – He is in his office. He (to work) on the computer.
- 2) What the ticket agent (to do) when you came? – She (to issue) air tickets.
- 3) The managers (to discuss) prices at their morning meeting next Wednesday.

- 4) At the moment we (to look) for a Commercial Director.
- 5) What exam the students (to take) yesterday at this time? – They (to take) an exam in Destination Geography.
- 6) This time next Tuesday our tourists (to sunbathe) on a beach in Italy.
- 7) Who these customers (to look) for? – They (to look) for our tourism manager.
- 8) The tourists (to have a rest) while special carriers (to transfer) their luggage for them.
- 9) You (to use) the Internet in half an hour?
- 10) Where our guide (to go)? – She (not to go) anywhere. She (to wait) for us.
- 11) The tourists (to look through) picturesque travelogues while the ticket agent (to issue) tickets for them.
- 12) The general manager (to interview) new employees at 6 o'clock next Thursday.
- 13) I (to read) your brochure. – You (to think) about the price, aren't you? – No, I (not to think) about it.
- 14) The travel agent (to talk) to the customers when the telephone rang.
- 15) The group of businessmen (to stay) at the hotel until next Monday?

VI. Translate from Russian into English.

- 1) Мои друзья планируют работать в туристском бизнесе. А что планируешь делать ты? – Я планирую стать экскурсоводом или гидом-переводчиком.
- 2) Турагент разговаривал по телефону, когда ты вошел в офис? – Нет, он встречался с посетителями.
- 3) Что вы будете делать вечером? – Мы будем просматривать каталоги и выбирать тур.
- 4) Чем в данный момент занимается ваш менеджер? – Он беседует с поставщиками.
- 5) Когда ты планируешь поступать в туристский колледж? – Я не планирую поступать в колледж. Я студент Российской международной академии туризма.
- 6) Почему менеджеры сидели в офисе так поздно? – Они ждали своих клиентов.
- 7) Твой друг будет работать летом? – Да, он будет работать в турагентстве или в гостинице во время каникул. – Когда он собирается начать работу? – Он собирается приступить к работе завтра.
- 8) Что сейчас делает инструктор? – Он объясняет туристам, как пользоваться спортивным снаряжением.
- 9) Во время ознакомительного тура сотрудники нашего туристического агентства изучали местные условия размещения, питания и развлечения.
- 10) Специальные перевозчики будут заниматься доставкой багажа туристов, в то время как сами туристы будут добираться до места назначения пешком.

3. МЕТОДИЧЕСКИЕ РЕКОМЕНДАЦИИ ПО ПОДГОТОВКЕ ИНДИВИДУАЛЬНЫХ ТВОРЧЕСКИХ ПРОЕКТОВ

Индивидуальный проект представляет собой особую форму организации деятельности обучающихся.

Под руководством научного руководителя студент должен:

- составить индивидуальный план проектной работы;
- сформулировать проблему и тему проектной работы, обосновывать актуальность проблемы;
- определить цель и задачи, выделить объект и предмет проектной работы,
- сформулировать гипотезу;
- уметь работать с различными источниками информации, оформить библиографические ссылки, составить библиографический список;
- выбрать и применить на практике методы исследовательской деятельности, адекватные задачам исследования;
- использовать мультимедийные ресурсы и компьютерные технологии для обработки, передачи, систематизации информации;
- оформить результаты исследования с помощью описания фактов, составления таблиц, графиков, сформулировать выводы;
- представить результаты проектной работы в виде презентации.

Виды проектов:

- исследовательские;
- творческие;
- социальные;
- практико-прикладные.

Требования к структуре проекта

Структура проекта включает в себя:

1. ВВЕДЕНИЕ должно включать:

- четкое и краткое обоснование темы исследования;
- актуальность (которая обусловила выбор темы исследования);
- цели и задачи (которые необходимо решить для достижения поставленной цели);
- объект исследования (процесс или явление, порождающее проблемную ситуацию и избранное для изучения);
- предмет исследования (находится в границах объекта – именно на нем должна быть направлена внимание);
- проблема исследования;
- гипотеза исследования;
- методы исследования (использованные для достижения поставленной в проекте цели);
- научная новизна (практическое значение полученных результатов).

2. ОСНОВНАЯ ЧАСТЬ работы состоит из разделов (подразделов, подпунктов и т.п.)

- содержит обзор и анализ литературы по разрабатываемой проблеме, история вопроса, уровень разработанности проблемы в теории и практике, анализ и сопоставление различных точек зрения, и предложение своего мнения и решения проблемы.

3. ЗАКЛЮЧЕНИЕ - содержит итоги работы, важнейшие выводы, которые получены студентом в результате работы; рекомендации относительно возможностей практического применения материалов работы.

4. ПРИЛОЖЕНИЕ

В этот раздел входят нормативно - правовые документы, таблицы, графики, иллюстрации, схемы и т. п.

5. СПИСОК ИСПОЛЬЗУЕМЫХ ИСТОЧНИКОВ

Список используемых источников составляет не менее 15 наименований, выполняется в алфавитном порядке, оформляется строго в соответствии с правилами библиографии.

Примерная тематика творческих проектов

1. The role of self-management in a student's life
2. Personal effectiveness of famous people (student's choice)
3. Techniques for planning life goals
4. Innovative thinking
5. Types of hotel enterprises
6. Hotel business in Russia
7. Chain hotels
8. Small business in tourism
9. Tour operator activities
10. Taxation of tourism enterprises
11. Tourist formalities
12. The current state of tourism in Russia
13. Types of tourism in the Stavropol Territory
14. How to attract a potential tourist?
15. Marketing and management in tourism.

4. РЕКОМЕНДУЕМАЯ ЛИТЕРАТУРА

4.1. Перечень основной и дополнительной литературы, необходимой для освоения дисциплины

4.1.1. Перечень основной литературы:

1. Мошняга, Е. В. Английский язык для изучающих туризм (A2-B1+) : учебное пособие для вузов / Е. В. Мошняга. — 6-е изд., испр. и доп. — Москва : Издательство Юрайт, 2024. — 267 с. — (Высшее образование). — ISBN 978-5-534-10436-3. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/541363>
2. Трибунская, С. А. Английский язык для изучающих туризм (B1-B2) : учебное пособие для вузов / С. А. Трибунская. — 2-е изд., перераб. и доп. — Москва : Издательство Юрайт, 2024. — 218 с. — (Высшее образование). — ISBN 978-5-534-11310-5. — Текст : электронный //

Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/540700> (дата обращения: 21.03.2024).

4.1.2. Перечень дополнительной литературы:

1. Куряева, Р. И. Английский язык. Лексика и грамматика : учебник для вузов / Р. И. Куряева. — 8-е изд., испр. и доп. — Москва : Издательство Юрайт, 2024. — 497 с. — (Высшее образование). — ISBN 978-5-534-16536-4. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/544927>
2. Невзорова, Г. Д. Английский язык. Грамматика : учебное пособие для вузов / Г. Д. Невзорова, Г. И. Никитушкина. — 2-е изд., испр. и доп. — Москва : Издательство Юрайт, 2024. — 213 с. — (Высшее образование). — ISBN 978-5-534-09359-9. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/537717>

4.2. Перечень учебно-методического обеспечения самостоятельной работы обучающихся по дисциплине

1. Методические указания по выполнению практических занятий по дисциплине «Иностранный язык в экономике впечатлений» для студентов специальности 43.03.02 Туризм [Электронная версия].
2. Методические указания по организации самостоятельной работы студентов по дисциплине «Иностранный язык в экономике впечатлений» для студентов специальности 43.03.02 Туризм [Электронная версия].

4.3. Перечень ресурсов информационно-телекоммуникационной сети «Интернет», необходимых для освоения дисциплины

1. Английский язык для путешествий и туризма. — Режим доступа: <https://online-class.by/ru/news/blogh/angliyskiy-dlya-puteshestviy>
2. Туризм и гостеприимство. — Режим доступа: https://vk.com/wall-36775085_506193?ysclid=lu2krjgwix4337617.

