

Навчальне видання

ЧАСТНИК Станіслав Володимирович
КОРОБКА Галина Олександрівна

**Англійська мова
для менеджерів міжнародного туризму**

Посібник для студентів
вищих навчальних закладів культури

Друкується в авторській редакції

Художній редактор І.Р. Акмен

Підписано до друку 28.02.2004. Формат 60х84/16.
Папір офсетний. Друк ризограф.
Обл. друк. 10,1. Ум. друк. арк. 9,3. Тираж . Зам. № 125

ХДАК, 61003, Харків-3, Бурсацький спуск, 4
Надруковано в лаб. множ. техніки ХДАК

Частник С.В.,
Коробка Г.О.

**АНГЛІЙСЬКА МОВА
ДЛЯ МЕНЕДЖЕРІВ
МІЖНАРОДНОГО
ТУРИЗМУ**
English

for International Tourism Students



Харків, ХДАК, 2004

УДК 811.111(075.8)
ББК 81.Англ-923
А64

*Друкується за рішенням
Вченої ради Харківської державної академії культури,
протокол № 10 від 28 лютого 2003 р.*

Рецензенти:

Сімонок В.П., доктор філологічних наук, доцент,
зав. кафедри іноземних мов Національної юридичної академії
імені Ярослава Мудрого;

Буданов С.І., професор, завідувач кафедри іноземних мов
Харківської державної академії технологій та організації
харчування

Частник С.В., Коробка Г.О. Англійська мова для менеджерів
А64 міжнародного туризму: Навчальний посібник. – Х.: ХДАК,
2003. – 160 с.

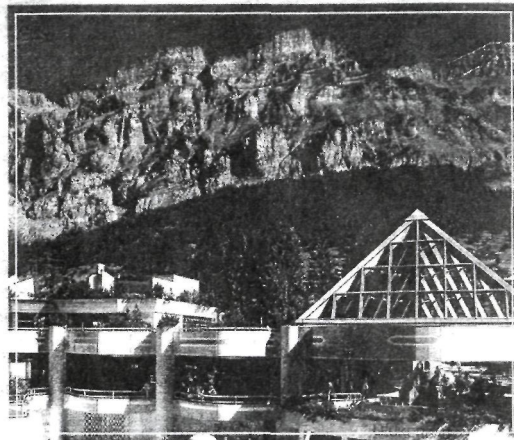
Посібник призначений, насамперед, для відділів вищих
навчальних закладів, де готують фахівців з менеджменту
міжнародного туризму, готельного бізнесу, а також реклами.

Мета посібника – дати студентам знання та навички
з англійської мови, потрібні для успішного виконання
професійних функцій у сфері менеджменту готельної справи,
інформації й реклами в туристичному бізнесі, організації й
реклами міжнародних конференцій, екскурсійних турів на
місцевому, регіональному та міжнародному рівнях, державного
регулювання індустрії туризму.

УДК 811.111(075.8)
ББК 81.Англ-923

© Харківська державна академія
культури, 2004
© Частник С.В., 2004
© Коробка Г.О., 2004

Part 1 HOTEL MANAGEMENT



- Active Words and Word Combinations. Terminology of Hotel Management
- Word Formation
- The Passive Voice. Pronoun 'one'. Should, would, could. The Gerund. Infinitive Constructions.
- Texts: Hotel Facilities, Enquiries, Types. Arranging a Conference
- Lexical and Grammatical Problems of Translation
- Topics for Discussion: Hotel Business and Its Problems

Lesson 1

HOTEL FACILITIES AND RESERVATIONS

Active Words and Word Combinations

Accept «*приймати, акцентувати, погоджуватися*»: The President of the University has accepted the invitation to visit the Academy of Culture.

Available «*наявний; доступний; є; можна придбати*»: Television isn't available here.

Beach «*пляж*»: Tourists go there to walk on the beach.

Choice «*вибір*»: The President had no choice but to agree.

Common «*звичайний, звичний*»: Oksana is a common name in Ukraine.

Compare «*порівнювати*»: The fee (плата за навчання) is low, compared with that at many other independent schools.

Confirm «*підтверджувати*»: to confirm an arrangement (домовленість) on the telephone

Convenient «*зручний*»: The Grand Hotel is a convenient place to live.

Deal with «*мати справу з*»: The Finance Officer deals with all the finances of the university.

Equip «*устаткувати, постачати*»: They will equip themselves with a great variety of computerised gadgets (пристрої).

Expensive «*дорогий, коштовний*»: to wear expensive clothes

Feature «*характерна риса, особливість*»: The most important feature of our work must be parental involvement (участь батьків).

Jogging «*біг підтюпцем*»: He goes jogging each morning.

Include «*включати, містити*»: The proposals (пропозиції) included the nationalization of major industries.

Including «*включаючи*»: a home with 5 rooms (not including the bathroom)

Location «*місце, місцезнаходження, перебування*»: The new job involves a new employer, a new location, and a new set of colleagues.

Offer «*пропонувати; забезпечувати; надавати*»: The University offers an M. A. (Master of Arts) programme in Tourism Management.

Range «*діапазон, обсяг*»: a wide range of information services

Require «*вимагати, потребувати*»: People are required to publish the source of their income. Synonym: **need**

Top тут: «*найкращий, перший*»: a matter of top priority

Terminology

Accommodation «*житло; номер*» (у готелі)

Advance тут: «*заздалегідь*»

Allocation «*розміщення, розподіл*» (кімнат тощо)

Arrival «*прибуття*». Antonym: **departure**

Book-keeper «*бухгалтер*»

Clerk [kla:k] «*клерк, службовець*»

Cuisine [kwi:'zi:n] «*кухня*» (the style of cooking)

Customer «*користувач, клієнт*»

Decorate «*опоряджати кімнату*» (фарбувати стіни, обклеювати шпалерами тощо)

Diary «*журнал, реєстр, щоденник*»

Double room «*кімната на двох*»

Entertainment «*розваги*»

Enquiry [m'kwæəri] (US inquiry) «*запит*». Synonym: **request**

Facilities: the equipment, buildings, services, etc. that are provided for a particular activity or purpose (e.g. hotel facilities)

Floor show: a series of performances by dancers, singers, comedians at a hotel or night club

Form «*бланк*»

Front office тут: «*конторка*» (адміністратора в готелі)

Rate «*вартість, ціна; норма, курс, клас, тариф, ставка, процент*»

Reserve «*замовляти (заздалегідь), резервувати, бронювати*».

Synonym: **book**

Single room «*кімната на одного*»

Staff «*штат, персонал*»

Exercise 1

a) Insert missing words from the list below. Translate the sentences:

You have no other ..., you must go on!

The film ... with a strange encounter in the desert.

My suspicions were ...ed.

More information becomes ... through the use of computers.

How do your courses ... with business study courses at other colleges?

This bird is rather ... in these parts.

(confirm, compare, choice, common, deals, available)

b) Translate into English paying attention to the underlined words:

Мій вибір дуже обмежений.

Студенти мають усі необхідні для занять умови (facilities), включаючи два комп'ютерні класи.

Цікаво порівняти проспекти цих двох університетів.

П'ятизіркові готелі дорожчі, аніж тризіркові.

Місце проведення вашої конференції має велике значення.

Exercise 2

✓ a) Translate into Ukrainian:

cooking facilities, advance reservations clerk, front hall, reservation request, travel agent, airline seat reservation system, enquiry clerk, computer terminal, first-rate, bank customer, online hotel reservation system, holiday accommodation low hotel rates, online booking

b) Translate into English using the N+N, A+N patterns:

китайська кухня, персонал готелю, повністю обладнаний спортивний комплекс, найвищі посадові особи (officials), прибуття літаків, журнал реєстрації попередніх замовлень, дата від'їзду, майданчики та обладнання для гри у «сквош», готельна справа (бізнес)

WORD FORMATION

Suffixes -ing, -ly, ion, -ation, -ous, -ist, -y, -er, -able. Conversion

Exercise 3

a) Translate into Ukrainian the following derivatives (похідні слова) paying attention to suffixes:

tasteful, reception, receptionist, commonly, normally, booking, registering, confirmation, decoration, luxurious, luxury (зверіть увагу на вимову цих двох слів!), hair-drier, occasional, requirement, bookable

b) Translate into English using suffixes -ous, -ing, -ly, -ness, -er:

зручно, зі смаком, просторий, фізична форма, зазвичай, реєстрація, будівельник

с) Виходячи зі структури речення, визначте функції виділених слів. Перекладіть речення:

The hotel receives hundreds of reservation **requests** each month.

The administration **requests** visitors not to pick the flowers.

They **welcome** and register the guests.

The teacher marks the register at the beginning of the lesson.

A little drop of Scotch would be very **welcome**.

GRAMMAR

The Passive Voice

Key Patterns:

All the rooms are tastefully decorated. Усі кімнати зі смаком фарбовані (обклеєні шпалерами).

A new hotel building is being constructed. Споруджується нова будівля готелю.

A new fitness centre has been built in this place. На цьому місці споруджено новий фітнес-центр.

The confirmation was sent immediately. Підтвердження було відіслано негайно.

Exercise 4

a) Виходячи зі структури речення й семантики базових моделей, спробуйте вивести правило утворення і вжитку пасивного стану в англійській мові.

b) Translate into Ukrainian:

They were given a grant from Illinois University.

The programme had been prepared with the aid of a number of international bodies.

She was being paid sixty dollars a week.

c) Translate into English:

На конференції представлені 32 країни (nations).

Йому нарешті видали (to grant) в'їзду (entrance) візу.

Будівництво готелю буде завершено до кінця року.

Мені запропонували нову роботу.

Exercise 5

a) Виходячи з контексту, структури речень та знання інтернаціоналізмів, спробуйте вивести значення виділених у тексті слів.

b) Read the passages about the Oriental Hotel in Bangkok and the Argao Beach Club Hotel in the Philippines.

c) Now compare the following features of the two hotels. Use the adjectives in brackets to help you:

watersports (*good for*); room facilities (*luxurious*); choice of restaurant (*wide*); location (*peaceful*); shopping (*convenient for*); price (*cheap or expensive*)

Example: beach (*near*)

The Argao Beach Club Hotel is nearer the beach than the Oriental.

Text

Hotel Facilities



The Oriental in Bangkok is named as one of the top three hotels in the world. Its 394 rooms are spacious and tastefully decorated. All have private bathroom, air-conditioning, hair-drier, TV with *in-house movies*, and mini-bar. Guests have a choice of seven restaurants including the 'Normandie Grill' for French cuisine, the 'Lord Jim' for seafood, and the 'Sala Rim Nam', which serves exotic Thai cuisine.

The hotel has two *swimming pools*, and across the rivers is the Oriental's fully-equipped sports complex which offers tennis and squash facilities, a gymnasium, a sauna, a *jogging track*, and a fitness centre. There is entertainment most evenings, including a regular disco.

The *informal Argao Beach Club Hotel* is the perfect place for a 'get-away-from-it-all' holiday. It is hidden in a coconut grove on the beautiful Dalgute coastline in the Philippines. The white coral beach stretches for 2 km and the hotel's three coves have crystal-clear waters, rich in tropical marine life.

The hotel restaurant overlooks the sea and offers both native seafood specialities and a high standard of international cuisine. The hotel's 135

bedrooms are simply furnished with separate shower and WC, air-conditioning, and patio. A full range of watersports is available. There are also tennis courts, a games room, a sauna, and a jacuzzi.

There is local entertainment with occasional floorshows, and a disco.

Enquiries and Reservations

As you know, a receptionist works in one of the 'front offices' by the front hall or lobby of a hotel. Usually, all members of staff who work in these offices have direct personal or telephone contact with the guests. In a large hotel, the receptionist welcomes and registers the guests. What about in a small hotel? Here the work of the receptionist may also include the job of advance reservations clerk, enquiry clerk, and book-keeper.

The advance reservations clerk deals with reservations enquiries, of course, and with the booking and allocation of accommodation. A hotel receives reservation requests in *different ways*. For example, telephone bookings are the most common in many hotels. This is because these bookings are quick and it is possible to get full information from the customer. Hotels often ask people who make reservations by telephone to confirm their bookings *in writing*.

In many countries reservations by telegram are less important than email reservations. Why is this? Because the email is fast and the confirmation is made immediately.

Subject: Reservation

Date: 07.02.03.

From: Michael Thomas <thomas@univprb.york.uk>

To: Advance reservations. Hotel regent. Copenhagen
<reserv@regent.copenhagen.dk>

Please reserve a single room with bath from the evening of August 18th to August 25th, 2003. A quiet room on a lower floor away from the street is preferred. Please confirm as soon as possible and inform me if a deposit is required.

Thank you,

M. Thomas, Sales division, Universal Products, York

Perhaps you have seen that a number of hotels now have computer terminals. These hotels can *link* their reservation systems with other hotels in their group, with airline seat reservation systems and with terminals in the offices of important travel agents.

If a hotel is able to accept a booking the reservations clerk must record it. The reservations clerk normally *completes* a reservation form and *enters the information* in a reservation diary.

Reading check:

1. In what way is the work of a receptionist different in a large hotel and a small hotel?
2. Who does the allocation of hotel bedrooms?
3. Write down six ways that a hotel receives bookings. Which of these do you think is the least important?
4. When are guests asked to confirm a booking?
5. How does the reservations clerk record a booking?

RESERVATION FORM

Name of guest: Mr./Mrs./Miss/Ms

Emelyanenko

Address

Levchenko, Kharkiv

Arrival date

20.06.13

a.m./p.m.

2 p.m.

How many nights

7

Telephone

387-22-40

☐ Single

☒ Double

☐ Single bath

Rate per night

100 \$

Clerk

☒ Double bath

☐ Single shower

How many people

2 Date

Date

☐ Double shower

Lexical and Grammatical Problems of Translation Structural Transformations. New and Old Information

• Майстерність перекладу полягає не в тому, щоб відтворити структуру оригінального речення, а в тому, щоб засобами рідної мови адекватно передати думку автора. Структура оригіналу може бути:

- а) змінена: Guests have a choice of ... *До послуг гостей...*
- б) розширена: There is local entertainment most evenings. *Майже щовечора гостей розважають місцевою екзотикою.*
- в) скорочена: members of staff — *персонал.*

• В українській (російській) мові нова інформація зазвичай зсувається в кінець речення. Ознакою нової інформації в англійському реченні є неозначений артикль a (an) або відсутність будь-якого артикля. Відповідно змінюється і порядок слів при перекладі:

A new chairman was elected. *Було обрано нового головуючого.*
English is spoken here. *Тут розмовляють англійською.*

Exercise 6

a) Fill in the reservation form above using your personal data.

b) Suggest translation variants:

It's a perfect place for a 'get-away-from-it-all' holiday.

c) Translate the text into Ukrainian (Russian) in writing paying attention to the style of translation.

Make a back translation of the text.

Discussion

- What is the difference between formal and informal hotels?
- Why do people prefer rooms with shower?
- What part does local entertainment play in tourism industry?
- What's your idea of a 'get-away-from-it-all' holiday?
- Why is it advisable to make advance reservations?

Lesson 2

HOTEL CATEGORIES

Active Words and Word Combinations

Charge «плата (за послуги)»; брати плату за послуги»: increases in postal and telephone charges; free of charge: «безкоштовно»

Couple «пара»: They are a young couple on their honeymoon. Synonym: **pair**

Courtesy ['kə:ti:] «ввічливість»: Common courtesy dictates that a guest should receive a welcome. Synonyms: **politeness**, **kindness**

Downstairs «вниз» (сходами): Bedrooms are upstairs in English homes. Antonym: **upstairs**

Dozens тут: «десятки»: There had been dozens of attempts at reform. Synonyms: **a lot**, **a large number**

Establishment «установа, організація»: At least one establishment here sells clothes off-the-peg. Synonym: **institution**

Hospitality «гостинність»: We thanked our Chinese hosts for their hospitality and kindness.

Level «рівень»: These decisions are made well below the level of top management.

Obligation «обов'язок, зобов'язаність»: We had to go home because of family obligations. Synonym: **duty**

Rating «оцінка; рівень (популярності тощо)»: They have established their own hotel rating.

Residential area «житловий масив (район)»: ...separate residential and industrial areas

Share «поділяти, розподіляти, мати (щось одне на двох або більше)»: The children were being taught to share.

Similar «подібний, схожий»: The four restaurants were all serving similar food at similar prices. Synonym: **alike**. Antonym: **different**



Superior «кращий, вищої якості, вищого ґатунку»: The hotel prided itself upon its policy of providing superior services. Antonym: **inferior**

Supplement «додаток; додаткова сума, платня»: Single rooms with bath are available at a Supplement. Synonym: **surcharge**

Terminology

Adult «дорослий»

Luxe [luks] «розкішний, першокласний, люкс» *por.* first-rate; deluxe [da'luks]; suite

Per [pə:] «за, на, по»: per night «за добу»

Suite [swit:] «номер-люкс, що складається з кількох кімнат; апартаменти»

Twin room «кімната зі здовоєм (двоспальним) ліжком»; *por.* double room

Exercise 1

a) Insert missing words from the list below. Translate the sentences:

China and Japan... many characteristics. *share*

He met her a... of years ago. *couple*

The Government opened up its research (наукові дослідження) ... to industry. *establishment*

No... is made for repairs. *charge*

Some shares have gone up 59 %, some down a... amount. *similar*

It's important to have good organisation, especially at a local... *level*

The city has an... to keep schools open.

(establishment, similar, obligation, share, charge, couple, level)

b) Translate into English paying attention to the underlined words:

У нього одна кімната на двох з молодшим братом.

Рівень шуму в цьому житловому масиві високий.

Рейтинг популярності цього політика сьогодні дуже низький.

Молода пара вирішила розпочати свою подорож (*tour*) негайно.

Вони щасливі надавати послуги безкоштовно.

Ми подякували нашим китайським друзям за гостинність.

Мої проблеми дуже подібні до ваших.

Exercise 2

a) Translate into Ukrainian:

twin-bedding room, adult show, downstairs phone, hotel rating system, IQ (intelligence quotient) rating, marital couple, single room supplement, guest room, DBS (double room surcharge)

b) Translate into English using the N+N pattern:

міль на годину (швидкість), горішня кімната, фешенебельний житловий масив, книги для дорослих, система рейтингу готелів, трикімнатні апартаменти, контрактні зобов'язання

WORD FORMATION

Suffixes -ing, -ity, -able, -ation, -atory,
-ed, -ment, -ous, -ly, -some. Prefix un-

Exercise 3

a) Визначте, від яких слів походять такі слова; наведіть переклад:

payable, similarly, similarity, undoubtedly, traditionally, shaded, tiresome, rating, obligation, obligatory, establishment, famous, saying

b) Translate into English:

незвичайний, гостинний, розвиток, старомодний, діяльність

GRAMMAR

Займенник one

Key Pattern:

They are buying old houses and building new ones. Вони купують старі будинки і споруджують нові.

Exercise 4

a) Виходячи зі структури й семантики базової моделі, спробуйте вивести правило вжитку займенника one в англійській мові.

b) Translate into Ukrainian:

The new decoration is much better than the old one.

c) Translate into English:

Я шукаю собі хатинку. Дуже хотілося б із садом.

Texts

Hotels in Amsterdam

The three families below are going to Amsterdam on a weekend break.

1. Mr and Mrs Mills: a young couple on their honeymoon. They would like somewhere quiet and romantic, with a good restaurant. They would prefer a room with a bathroom rather than a shower.

2. Mr and Mrs Gordon-Brown: an elderly couple who want somewhere as central and as cheap as possible.

3. Mr and Mrs Henderson: a couple in their mid-thirties, with a son aged 11 and a daughter aged 12. They have friends in Amsterdam so they won't often be eating in the hotel. Mr Henderson likes to go jogging in the morning. Their children want a hotel where there will be other young people.

Work in pairs. Study the information about the hotels below. Which hotel would you advise each family to stay at?



Bergman ***

A small hotel of only 16 rooms. Situated in a quiet, residential area behind Vondel* Park, it overlooks a small canal and the park itself. The bedrooms have their own shower, TV, and radio. Twin rooms with bath are available at a supplement. Although the hotel does not have a restaurant or bar, the dining room is very pleasant and drinks are served on request.

We recommend early booking because of the limited accommodation available.

No room charge for 1 child under 12 sharing room with 2 adults. (Meals payable direct).

Supplements per person per night:

— twin with Bath £ 4.00;

— single with Shower £ 8.00.

One night free in stays of 3 nights or more.

Embassy ** superior 3

Once a private house with a rich history, this hotel is highly recommended for the standard of its accommodation.

Because of the nature of the building all rooms are different, each with its own character, and they are on a number of levels. There are larger, superior rooms with a view of the canal* (available at a supplement).

Downstairs you will find a quiet little bar and a small breakfast room. The hotel has no lift and some of the stairs are quite steep so please request a downstairs room if the stairs could be a problem. All rooms have private shower.

Supplements per person per night:

— superior Twin with Canal View £ 7.00;

— single Room £ 11.00.

One night free in stays of 4 nights or more.

1 Jan — 15 Mar & 1 Nov — 31 Dec.

Empire **** luxe 1



An international deluxe hotel in one of Amsterdam's most fashionable areas. The Empire has 250 guest rooms and suites which either overlook the canal or the gracious tree-lined Apollolaan. All the bedrooms have telephone, minibar, colour TV and hairdrier.

The hotel has 2 restaurants, 'The Veranda',

which serves international cuisine, and 'The Santori', an elegant Japanese restaurant. The bar overlooking the canal, a discotheque, and casino complete this wonderful hotel.

No room charge for 1 child under 12 sharing room with 2 adults. (Meals payable direct).

Single Room Supplement £ 24.00 per night.

The hotel industry in Taiwan

Taiwan currently* has a total of 104 tourist hotels. Taipei alone has 24 first class international hotels and dozens of tourist ones. The Tourism Bureau has established a hotel rating system called Plum Blossoms. Five Plum Blossoms equals the standard international Five Star rating.

While most of Taiwan's top class hotels have standards similar to first-rate establishments anywhere in the world, they also have a unique* style of traditional Chinese service and kindness that is difficult to find in the western world.

Chinese hotel staff approach service and hospitality as a highly refined art, not a tiresome obligation. They really mean the saying of Confucius that 'When friends come from afar, is this not indeed a pleasure?'

Taiwan's most famous hotel is undoubtedly the Grand Hotel in Taipei. Situated on top of a ridge, it offers excellent views of the city. It is built in the classical imperial style, and its ornate* gardens and shaded paths give it a special air of peace and dignity in contrast to the noise and bustle* of the city below.

Notes on the Text:

Vondel (pronounced ['fɒndəl]) Park — назва парку в Амстердамі

Canal: pronounced [kə'næl]

Currently = today, now, at present

Unique: pronounced [ju:'nɪk]

Ornate = having a lot of decoration

Bustle = busy, noisy activity

Exercise 5

Виходячи з контексту, структури речень та знання інтернаціоналізмів, спробуйте вивести значення виділених в тексті слів.

Lexical and Grammatical Problems of Translation

Чимало англійських слів, особливо службових, є багатозначними, наприклад once «один раз; колись; щойно»; because «тому що», because of «через, завдяки»; air «повітря; вигляд, враження, відчуття, присмак». Тому під час перекладу слід зважати на контекст, у якому те чи інше слово вживається.

Once a beauty, she is now a has-been. Колись вона була красунею, але все це в минулому.

Бібліотека ХГЛК
Інв. № 2/к. 1226/25

Even if you do it once, it will never be forgotten. *Навіть якщо ти зробиш це один-єдиний раз, забути це не можна.*

Their house has a faintly old-fashioned, nostalgic air. *Їхній будинок створює враження чогось старовинного, ностальгічного.*

Exercise 6

Suggest translation variants paying attention to the underlined words:

We recommend early booking.

Поясніть відмінності значень слів *to serve, service, services*.

Translate the text into Ukrainian (Russian) in writing paying attention to the style of translation.

Make a back translation of the texts.

Discussion.

- Is it worthwhile (*чи варто*) to go jogging in the morning?
- Who can use a deluxe hotel?
- How do hotel staff members in Taiwan approach service and hospitality?
- «The customer is always right».
- What facilities and equipment are required to effectively handle hotel business?

Lesson 3

HOTEL ENQUIRIES AND INFORMATION

Active Words and Word Combinations

1 **Arrange** «*організовувати, влаштувати*»: Please arrange for a taxi to collect us after the performance.

2 **Emergency** «*надзвичайний випадок; терміновий; вимушений; аварійний*»: The bells were only supposed to be used in emergencies.

3 **Enjoy** «*дуже подобатися, любити; користуватися*»: They enjoy exceptional living standards.

4 **Hire** «*брати напрокат (у тимчасове користування за гроші); наймати на роботу*»: We hired a car from a local car rental agency.

5 **Obtain** = get, receive, achieve: She obtained her degree in 1999.

6 **Reply** «*відповідати (на лист, на запитання тощо)*»: Her reply to his bad behaviour was simply to walk away. Synonym: **response**—

7 **Responsibility** «*відповідальність; обов'язки*»: His responsibility is the overall management of the hotel services. Synonym: **duty**

8 **Suitable** «*підходящий, придатний*»: these hotel are not really suitable for families with children.

9 **Supply** «*постачати; постачання; запас*»; *por. delivery* «*постачання, доставка*» (до місця призначення): Supply of the first 850 tractors was soon arranged.

10 **Surround** «*оточувати*»: The house was surrounded by high walls.

11 **Valuable** «*цінний*»: ...to get valuable information

12 **Valuables** «*цінні речі, коштовності*»: They were robbed of money and valuables at gunpoint.



Terminology

Cash «*готівка; платити готівкою; переводити у готівку, готівковий*»

Cater «обслуговувати; подавати» (напої тощо)
 Cheque [tʃek] «чек»
 Currency «валюта»
 Duty «обов'язок; черговий» (у словосполученнях)
 Heritage «спадщина»
 Housekeeper «економка, завгоп» (у готелі)
 Laundry «пральня; білизна до прання»
 Night porter = night receptionist
 Porter «носії; швейцар» (у готелі)
 Receipt [rɪ'si:t] «квитанція»
 Rural «сільський»

Exercise 1

a) Insert missing words from the list below. Translate the sentences:

- 1 She is someone who loves people and ...s life.
- 2 Here you can obtain boats for ...
- 3 I have ...d everything with the management.
- 4 Economic stability can only be reached if demand (*nonum*) and ... are in approximate balance.
- 5 She herself took over ... for the project.
- 6 We have personnel and facilities for any ...ies.
- 7 It is wise not to leave your ... in your hotel room.
- 8 The stranger made no ... to my greetings.
- 9 He had his own ... of whiskey.
- 10 The boss has the right to ... and fire (*вигнати з роботи*).
(emergency, supply, responsibility, valuables, hire, enjoy, reply, arrange)

b) Translate into English paying attention to the underlined words:

Обидві книжки можна одержати в публічній бібліотеці.
 Кожний готель має аварійні запаси води та їжі.
 Альпінізм — це те, що я дійсно вподобав.
 Я одержав від них цінну допомогу і практичні поради.
 Сьогодні в місті немає проблем із постачанням електроенергії.
 Він зробив помилку і взяв на себе (*assumed*) за неї відповідальність.
 Я надіслав вам велику кількість листів, але не одержав відповіді.
 Він не зовсім придатний для цієї роботи (*job*).

Exercise 2

a) Translate into Ukrainian:

emergency services, shoe cleaning service, car hire, car park, key card, hall porter, reception office, traveller's cheque, fire brigade, petty cash, cashpoint card, self-catered breakfast, rural tourism, currency exchange, computerised accommodation tracking service

b) Translate into English using the N+N (A + N) pattern:

персональний чек, вимушена посадка, черговий менеджер, курс обміну валют, чекова книжка, автомат (*machine*) для чищення взуття, культурна спадщина

WORD FORMATION

Suffixes -ness, -able, -ible, -ition, -ful, -ness, -ing, -ive, -y, -er, -ly

Exercise 3

Translate into Ukrainian the following derivatives (похідні слова) paying attention to the suffixes:

quietness, obtainable, responsible, addition, cheerful, cheerfulness, surrounding(s), impressive, conveniences, caterer, catering, privacy, completely

GRAMMAR

Zero Article (Absence of Article)

Key Patterns:

For further information please contact the hotel reception. За подальшою інформацією звертайтеся до чергового адміністратора.

Life had not been kind to her. Її життя не було легким.

They offer comfort, privacy and rural beauty. Вони пропонують комфорт, самотність та красу сільської місцевості.

Enjoy the beauty and quietness of this old home. Вам сподобаються краса й тиша цієї старої оселі.

Exercise 4

a) На підставі наведених вище базових моделей спробуйте пояснити відсутність (наявність) артикля в підкреслених словах

b) Translate into Ukrainian. Explain the use (absence) of articles:

Prof Wade came to Kharkiv to do some research on the development of tourist industry in Ukraine.

I demanded access to a telephone.

The police suspected this was only part of the story.

Modern technology makes reservations easier.

c) Translate into English:

Я хотів би одержати інформацію про рух поїздів.

Завдяки Інтернету маємо доступ до інформації про послуги готельного бізнесу в усьому світі.

Чи є життя на Марсі?

Мене цікавить життя, а не книжки.

Лексичний спосіб утворення прикметників

Досить часто пари «іменник — прикметник» утворюються в англійській мові не за допомогою суфіксів (week — weekly, nature — natural), а лексичним шляхом — від іншої основи, наприклад, village — rural, year — annual.

Exercise 5

Знайдіть у словнику прикметникові пари до іменників city, Sun, Moon, sea, star.

British and American Spelling

UK	US
centre	center
programme	program
enquiry	inquiry
behaviour	behavior
cheque	check
analyse	analyze

Exercise 6

Утворіть американські варіанти написання:

theatre, catalogue, dialogue, computerise, honour, traveller, cosy, splendour, organisation.

Text

Welcome to the Patras Hotel

17 Lime Avenue,
York, YO2 1PB, ENGLAND
29th JANUARY, 2002

The manager,
Hotel International,
Amager Boulevard 162
DK-2300 Copenhagen 5,
Denmark

Dear Sir,

My family and I stayed at your hotel when we visited Copenhagen last year. We are now planning a second visit during May this year and hope it'll be possible to stay at International again. We require two twin-bedding rooms with baths for six nights from 7th May. We'd like rooms with a view over park again, if possible. Please let me know if a deposit is required.

Yours sincerely,
Peter Johnson.

Here is the reply from the Hotel International

Hotel International

Amager Boulevard 162 DK2300 Copenhagen 5 Denmark Tel.01-107092 Fax 01-107128

Mr. Peter Johnson

17 Lime Avenue
York
YO2 1PB,
England

7th February, 2002

Dear Mr. Johnson,
Thank you for your letter of 29 January, 2002.

We have much pleasure in confirming your booking of two twin-bedded rooms with bath from 7th May–18th May, 2002, inclusive. Your rooms have view over the park.

A deposit is not required.
We look forward to your visit.

Your sincerely,
Mr. Madison — Advance Reservations.

Here is the list of services described in the Key Card of the Patras Hotel.

Welcome to the Patras Hotel

ROOM SERVICE. For everything you want, please use the telephone in your room. Breakfast only is served in the bedrooms.

TEA AND COFFEE. There are tea and coffee making facilities in all the bedrooms.

NIGHT PORTER. The Night Porter has a supply of drinks if you need something after the bar has closed and he is on call throughout the night.

CAR PARKING. The hotel car park is available to all guests, but we regret that no responsibility can be taken for cars left in the car park.

SHOE CLEANING SERVICE. There are shoe cleaning machines on the second and fifth floors.

LAUNDRY. A same-day service is available Monday to Friday. Garments* handed to the Hall Porter before 10 p.m. will be returned the same evening.

DOCTOR. In an emergency, private medical attention can be obtained by contacting Housekeeper, Reception Office or the Duty Manager.

THEATRE TICKETS. These can be obtained by contacting Reception.

TRANSPORT. For car hire, travel information and taxi service, please contact Receptions or the Hall Porter.

VALUABLES. Valuables should be deposited at the Reception Office and receipt obtained for them. Otherwise, the Management cannot accept responsibility.

CHEQUES. The Reception Office will arrange for the changing of foreign currency and will cash traveler's cheques. Personal cheques will be cashed at the Management's discretion*.

FREE INSTRUCTIONS

Please read the Fire Notice on display in your room.

Notes on the Text:

Garments = pieces of clothing

At the Management's discretion: на розсуд адміністрації

Victoria, Australia

Historic Castlemaine, Central Victoria

Enjoy the beauty and quietness of these impressive surroundings in an Edwardian heritage two storey home in the heart of Historic Castlemaine, Victoria. This grand old home is spacious with plenty to offer for that special stay. Double suites, single beds, 9 persons, billiard rooms, cosy open fire, TV, close to all facilities, cheerful, homely, clean. We welcome you.

The Hermitage Bed & Breakfast

This very spacious accomodation is situated 4 km. from Castlemaine, offering comfort, privacy and rural beauty. The completely self-contained unit* is a tasteful second storey addition to an 1860's sandstone cottage. All modern conveniences, private entrance and self-catered breakfast is suitable for 1 or 2 couples to share in comfort.

Tel/fax 054 722482

Mobile 019 33 4192

94 Hargraves St, Castlemaine 3450

Doreen & John James

Australia

Notes on the Text:

Self-contained unit: самодостатня одиниця; тут: окреме помешкання

Exercise 7

Виходячи з контексту, структури речень та знання інтернаціоналізмів, спробуйте вивести значення підкреслених в тексті слів.

Lexical and Grammatical Problems of Translation Conversion

Як відомо, в англійській мові практично будь-яке слово може виступати в реченні в будь-якій функції, наприклад, **hand** «рука; вручаю; ручний»; **clean** «чистий; чистити». Тому під час перекладу слід зважати на позицію слова в реченні та його оформлення афіксами.

Exercise 8

- a) Translate the following paying attention to conversion:

Personal cheques will be **cash**ed at the Reception Office.
I will be paying in **cash**.

A **cash** register is a machine in a shop, pub, or restaurant that is used to add up and record how much money people pay, and in which the money is kept.

У якому готелі ви маєте намір **зупинитися**?

Сьогодні я розповім про своє **перебування** в Амстердамі.

- b) Suggest translation variants:

tea and coffee making facilities, open fire

- c) Translate the text into Ukrainian (Russian) in writing paying attention to the style of translation.

- d) Make a back translation of the text.

Discussion

- The hotel management takes no responsibility for guests' valuables.
- Which do you think is better — to keep your money in a bank or in cash?
- Give the complete list of services rendered at the Patras Hotel.
- Why does each hotel room have a fire notice?

Lesson 4

HOTELS IN SVITZELAND AND AUSTRALIA

Active Words and Word Combinations

Acquaintance «знайомство»: ...hundreds of friends and acquaintances

~ **Apply** тут: «застосовувати; діяти»: Special rates apply when staying over two nights or more.

~ **Adjoining** «сусідній»: People at adjoining tables looked at her in astonishment.

Desire = wish: His work left much to be desired.

Destination «місце призначення, кінцевий пункт подорожі»: I reached my destination around half-past two.

Disabled «інвалід»: She has to look after a disabled relative.

~ **Disabled** «інвалід»: She has to look after a disabled relative.

~ **Extra** «додатковий»: ... an extra £ 10 a week. Synonym: **additional**

~ **Intend** «мати намір»: He had really intended to stay longer.

~ **Magnificent** «чудовий, розкішний, презагний»: Her performance is magnificent.

~ **Pass** «перепустка»: You need a pass to get there.

~ **Reduction** «знижка, скорочення, зменшення»: ...a 6 per cent reduction in industrial investment

~ **Terms** «умови» (умови, домовленості тощо): I'm prepared to sell it at highly favourable terms.



Terminology

- ~ **Access** «доступ»
- ~ **Board** «стіл, харчування; дошка»
- ~ **Brochure** [brɒˈʃʊə] «рекламний проспект»
- ~ **Discount** «знижка, дисконт» (пор. reduction)
- ~ **Cabin** «хатинка, будиночок, хижка». Synonym: **hut**
- ~ **Caravan** «вагончик» (vehicle with beds and other equipment inside, in which people live or spend their holiday)
- ~ **Check in** «зарєєструвати(ся)» (в готелі тощо)
- ~ **Check out** «виписатися» (з готелю)

On-site тут: «стаціонарний, постійний»

Penthouse «фешенебельне приміщення на верхньому поверсі» (на даху)

Power тут: «електрика, джерело живлення»

Schedule Brit. ['ʃedju:l], Amer. ['skedju:l] «план, розклад, програма; планувати»

Shuttle(d) bus «маршрутне таксі»

Site «місце, район, майданчик»

Tax «податок»

Exercise 1

a) Insert missing words from the list below. Translate the sentences:

This is my job and I ... to do it.

The town is renowned for its ... Abbey.

They have made substantial ... in labour costs.

He's just an ... of mine.

This did not produce the ... effect.

They are trying to compete with us on unfair ...

(terms, intend, acquaintance, reduction, magnificent, desire)

b) Translate into English paying attention to the underlined words:

Де ви маєте намір провести відпустку?

Він одержав цю роботу через знайомство з президентом фірми.

Пан Гопкінс не мав ані найменшого (not the slightest) бажання йти у відпустку.

Які ваші умови?

Вони виступали просто чудово.

Назвіть усі відомі вам синоніми до слова magnificent.

Exercise 2

a) Translate into Ukrainian:

boarding house, full board, half board, skatebord, snow-board, ski lift, lift pass, bus schedule, ahead of schedule, behind schedule, buffet ['bʌfɪt] breakfast, shuttle service, income tax, junior suite, senior suite, penthouse restaurant, discount rate, construction site, website, caravan site, winter rates, town water supply

b) Translate into English using the N+N pattern:

розклад руху поїздів, за планом, лижна станція, скорочення податків, зареєструватися в аеропорту, стійка (counter) реєстрації, знижка для студентів, доступ для інвалідів, стаціонарний вагончик для туристів, знижки на дітей

WORD FORMATION

Suffixes -ing, -able, -ible, -ion, -tion, -ed, -ity, -ly. Prefix -in

Exercise 3

Поясніть, від яких слів утворені наведені нижче похідні. Поясніть значення суфіксів. Перекладіть похідні слова:

intention, reduction, addition, desirable, valuable, valued, taxation, scheduled, inaccessible, availability, camping, friendly

GRAMMAR

Умовні речення з would, could, should

Key Patterns:

I should be grateful if you would give me a little help (I'd appreciate your help). *Був би вдячний вам за допомогу.*

Could you do me a favour? *Чи не могли би ви зробити мені послугу?*

Exercise 4

a) Виходячи зі структури й семантики базових моделей, спробуйте вивести правило вжитку would, could, should в умовних реченнях.

b) Translate into Ukrainian:

Could you give me a few examples?

It would be simpler to drop the subject.

I shouldn't be surprised if the flight's cancelled.

Texts

You work as an advance reservations clerk in the Majestic Hotel in Davos*, Switzerland.



See opposite page for details of the Majestic Hotel, Davos, and the following information about the Majestic Hotel, Davos and write the reply.

You have received this letter from an exclusive London travel agency. You have worked with them before and they are one of your valued customers. Read the letter and the following information about the Majestic Hotel, Davos and write the reply.

The Independent Skier
43, Piccadilly Street
London
W1A 2ST

Reservations Manager
Majestic Hotel
The Promenade
Davos, CH 7270,
Switzerland

16th January

Dear Sirs,

One of our most valued clients has expressed a desire to spend a few days in Davos from 17th-21st February inclusive.

He is travelling with his two teenage sons and would require two adjoining senior suits on the top floor with half board. They intend to fly to Zurich* and travel by rail to Davos. Can you please arrange for limousine transport to the hotel? They do not wish to take advantage of the hotel bus.

They would also appreciate it if you could arrange in advance lift passes, paragliding and snow-boarding sessions.

Payment will be made by the credit card on arrival.
Please confirm by return availability and your terms.

Could you also forward us some copies of your most up-to-date* brochure?

With all best wishes,
Yours faithfully,

Sarah Bowen-Lyons
Senior Travel Consultant, Swiss Desk.

Switzerland

Majestic Hotel, Davos

Enjoy perfect hospitality and unobtrusive* elegance in this 5-star hotel. All rooms are spacious and comfortable, designed to help you relax in the fresh invigorating alpine air. After a day on the Alps unwind in our exotic pool or dine by candlelight in our penthouse restaurant.

Individual winter rates include overnight stay, buffet breakfast, 4-course dinner, welcome cocktail, use of swimming pool and sauna, parking, transfers from and to the railway station, scheduled shuttled bus to the ski stations, and services and taxes. There are lifts to all floors.

Single	Double
Standard: 215 SwF	Standard: 590 SwF
Superior: 300 SwF	Superior: 620 SwF
Junior suites (double): 795 SwF	Senior suites (double): 950 SwF

Extra bed from 12 years: 150 SwF per day.

Child reductions:

To 6 years: free in parents' room incl. breakfast

6-12 years: 65 SwF per day incl. breakfast

Skiing: downhill and cross-country skiing, snow-boarding, paragliding, ice skating and tennis all available.

We will arrange your child's school and baby-sitting facilities.

Come to Davos, the internationally famous centre for sport, culture, health and congresses, 1,560 metres above sea level in the heart of Switzerland's holiday region. International connections link Davos with Europe's key cities and Zurich airport. Air travellers can check in their baggage directly from their destination to Davos. The hotel bus will collect you from the station in Davos Platz.

Central Victoria

Historic Central Victoria

Carracourt Caravan Park & Squash Centre

Fully self-contained cabins accomodating two to six persons. Caravans and powered sites. Carracourt is in the heart of Castlemaine. Enjoy clean comfortable accomodation plus squash, swimming pool, shady trees and

friendly atmosphere. We look forward to meeting you or renewing old acquaintances. Discount and special rates apply when staying two nights or more.

Castlemaine Botanic Gardens Caravan Park

Since 1936, visitors have camped in this serene* location. Adjacent to Castlemaine's magnificent Botanic Gardens and outdoor Olympic Pool. 110 powered sites, 5 on-site vans, laundries with automatic washing machines & driers, children's toilets, disabled access, hut with three fire-places, town water supply, walking distance to shops.

Coach & Rose B & B

The Coach & Rose Bed & Breakfast offers warm friendly hospitality in a relaxed Victorian atmosphere. 4 double bedrooms are connected to the existing 1860* building via a bright sunny conservatory*. A pretty garden and billiard/games room add to the atmosphere. Sit by our cosy open fire and enjoy a full cooked breakfast in the morning.

Notes on the Texts:

Davos [da'vɒs]

Zurich ['ʒʊərɪk]

Take advantage of: *скористатися*

Up-to-date = modern, newest

Unobtrusive: *ненав'язливий*

Serene = peaceful, quiet

Conservatory: a room with glass walls and glass roof attached to a house

Lexical and Grammatical Problems of Translation: The Translator's False Friends

Слово **conservatory** означає у вищенаведеному тексті не «консерваторія» (для цього є також слово **conservatoire**), а особливий тип приміщення. Слово «collect» означає не тільки «збирати», а й «забирати, взяти»: They will collect you from the station. Дієслово **unwind** може перекладатися не лише як «розкрутити, розмотати», а й як «відпочивати, розслабитися» (синонім — **relax**).

Exercise 5

- Виходячи з контексту, структури речень та знання інтернаціоналізмів, спробуйте вивести значення виділених в тексті слів.
- Спробуйте розшифрувати абрєвіатури **SwF**, **UАН**.
- Translate the text into Ukrainian (Russian) in writing paying attention to the style of translation.
- Make a back translation of the text.

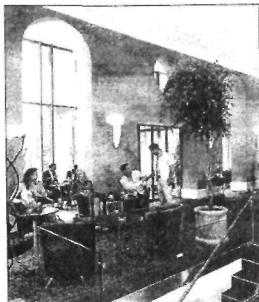
Discussion

- Davos as a winter holiday centre.
- B & B hotels: advantages and disadvantages.
- What do you think is 'Victorian atmosphere'?

Lesson 5

TELEPHONE RESERVATIONS AND HOTEL

Active Words and Word Combinations



Advantage «непекза»: You have the advantage of being young.

Attempt = try: Some of the crowd attempted to break through police cordons.

Attract «приваблювати»: The show attracted large crowds this year.

Find out «з'ясувати»: I'll find out your secret.

Imagine «уявляти собі»: I can't imagine asking him for money.

Interrupt «переривати»: Don't interrupt him when he's on the phone.

Message «повідомлення, передача»: Professor Wade rang and left a message for you.

Position тут: «посада»: ...top management positions. Synonyms: job, post, place

Prompt = quick: Thank you for your prompt reply.

Tranquil = calm, quiet, peaceful: ...a tranquil lake

Terminology

Amenities «зручності» (ресторани, торговельні точки тощо)

Brick «цеглина»

Guide [гайд] «довідник, путівник; гід» (guidebook). Synonym: directory

Dial «набирати номер (телефону); циферблат, шкала; диск (телефонний)»

Leisure «дозвілля, вільний час, відпочинок»

Lounge «хол, зала»

Preserves тут: «консерви»

Proprietor «власник»

Renovate «ремонтувати» (будинки, приміщення)

Exercise 1

a) Insert missing words from the list below. Translate the sentences:

It was a faint (слабкий) ... at a joke.

Try to ... you are sitting on the cloud.

The teacher was very angry when he ... that the students had been cheating.

He lost his ... as department head.

The women's movement has ... a lot of publicity.

I allowed nothing to ... my studies.

(interrupt, position, attempt, imagine, found out, attract)

b) Translate into English paying attention to the underlined words:

З'ясуйте його ім'я та адресу.

Важко уявити собі більшу загрозу (threat) миру в усьому світі.

Робота над проектом була перервана.

Промисловість приваблює людей у великі міста.

Exercise 2

a) Translate into Ukrainian:

email message, telephone behaviour, tourism attractions, brick cottage, cocktail lounge, arrivals lounge (at an airport), direct dial telephone, dialing tone, push-button dial, special reduced off-season price, guest house, London theatre guide, leisure time, city amenities, hotel proprietor, online bookable hotel directory

b) Translate into English:

повідомлення факсом, домашнє консервування, хол для гостей (у готелі), зручна (легка) парковка, довідник для туристів, діловий дзвінок

WORD FORMATION

Suffixes -ly, -ity, -er, -en, -ion, -ation, -y, -ing, -al, -ive. Prefix re-, in-, dis-

Exercise 3

Визначте, від яких слів походять такі слова; наведіть переклад:

continuity, tranquility, luxuriously, caller, heighten, attraction, attractive, renovation, redial, dialling, occupancy, promptly,

freshly, incoming, outgoing, inconvenient, illegal, irrational, exceptional, imaginary, imagination, disadvantage

Назвіть варіанти суфікса -in; поясніть їх ужиток.

GRAMMAR

The Gerund

Key Patterns:

Start each call by stating your name and position. *На початку кожної розмови називайте своє ім'я та посаду.*

I object to his smoking in my room. *Я проти того, щоб він палив у моїй кімнаті*

They focused on developing and running business information services. *Вони зосередили увагу на розробці і здійсненні інформаційних послуг у сфері бізнесу.*

He left without saying goodbye. *Він пішов, не попрощавшись.*

Exercise 4

a) Виходячи зі структури й семантики базових моделей, спробуйте вивести правило утворення і вжитку герундія в англійській мові.

b) Translate into Ukrainian:

The hotel's 2 restaurants and 3 bars offer guests a real choice of wining and dining.

We aim at serving the needs of each and every user.

It is the hotel one always imagines discovering.

Have you considered getting a job abroad?

You can't make an omelette without breaking eggs.

I don't mind your reading in my favourite armchair.

Texts

Telephone phrases

Look at how this hotel receptionist replies to different callers.

1. Hold the line, please. I'll put you through (*з'єднаю*) to reservations.
2. I'm afraid she isn't here at the moment. Can I take a message?

3. Would you like to speak to the Duty Manager?
4. Can I ask him to call you back?
5. I'm sorry. There's no answer from room 301.
6. Could you repeat that, please?
7. Just a moment. I'll check for you.
8. Could I have your name, please?
9. The line's busy at the moment. Will you hold?
10. If you give me your number, I'll call you back.

Exercise 5

What do you think each caller said first?

Example: 1. Hello. I'd like to reserve a room, please.

Дайте варіанти перекладу виразу 'Can I take a message?'

Guide to Telephone Behavior

Stand up before you answer the telephone. This will heighten your sense of authority.

Answer the telephone promptly, within **three rings** if possible.

Listen with your right ear on business calls. Your right ear is connected to the left (logical) side of the brain.

Start each call by stating your name and position.

Find out the caller's name and use it in the conversation.

Listen. Try not to interrupt.

Concentrate. Don't attempt to do two things at the same time.

When the caller is speaking, make 'continuity noises' to let him/her know you are listening.

Make notes and read them back to the caller to check you have got the correct message.

If an incoming call is inconvenient, explain why, take the caller's name and number, and offer to call him/her back.

Always smile into the **mouthpiece**. It shows in your voice.

Receptionist

You work at the Holiday Palace Hotel. Study the extract from the hotel brochure. Help the caller with his/her enquiry. Make sure you find out the name and address, the dates they want, and the number of people. Ask him/her to confirm in writing.

This luxury hotel has exceptional facilities for leisure, sport and entertainment. The superb new Leisure Club has a heated swimming pool, squash courts, sauna, **sunbeds**, jacuzzi, fully equipped gym and 3 tennis courts.

All 178 bedrooms have a private bathroom and are luxuriously furnished and fitted with colour TV, **in-house video**, radio, direct dial telephone, hair-drier and tea/coffee-making facilities.

The hotel's 2 restaurants and 3 bars offer guests a real choice of wining and dining.

Guest

Your name is Mr./Mrs Kiel. Telephone the Holiday Palace Hotel to enquire about a week's holiday in June for yourself, your husband/wife and one child. Ask about the hotel's facilities. Give exact dates and agree to confirm in writing.

Now write:

1. Mr./Mrs Kiel's letter of confirmation.
2. The telephone message for Mr. Meyer.

Hotel Information (Australia)

Inverness Park B & B

Relax in the tranquility of Inverness Park Cottage. Charming Edwardian homestead and adjacent cottage in garden setting, circa 1910, amid spacious lawns on a 20 acre farm. Only minutes from Castlemaine. Close to all tourism attractions. Fully self-contained.

The Midland Private Hotel

Not just another B & B, the Midland is the hotel one always imagines discovering. Never a pub, the Midland has been providing accommodation to travellers since 1890. It has done this quietly and **without fanfare**. The Midland is run almost like a club, our guests returning home time and time again. 10 dble & 10 sgle rooms & a magnificent sitting room.

Viewpoint Bed & Breakfast

Charmingly renovated, fully self-contained Edwardian brick cottage in a tranquil setting. Perfect for a romantic weekend or family holiday.

Relax in the cosy sitting room with open fire or enjoy the front verandah. Breakfast at your leisure from fresh local produce, including home-made jams and preserves.

Tel. (054) 723217
2 Pleasant St Castlemaine
Christine & Tony Steiner

Tower House Hotel ***

26/28 Nower Road West, St. Leonards TN38 ORG
Hastings, UK
Tel. & Fax (01424) 427217

A friendly, **family-run hotel**, Tower House has the advantage of a country house yet close to all amenities. Freshly prepared meals include a vegetarian menu. Guest lounge, sun lounge and licensed bar. Easy parking and pleasant gardens. All bedrooms with colour TV, radio, direct dial telephone, tea making facilities. Reduced child rates for sharing with parents.

Argyle Guest House

19 years of hospitality assures a warm welcome. A homely guest house offering B & B only. Situated near all amenities. Sorry no pets. Please phone or send a fax. Supplement for single occupancy. No smoking in dining room.

Resident proprietor: Mr. N.E. Jacob.

Exercise 6

Виходячи з контексту, структури речень та знання інтернаціоналізмів, спробуйте вивести значення виділених у тексті слів.

Lexical and Grammatical Problems of Translation

Structural Transformations

Hold the line, please. *Не кладіть слухавку.*

I'll put you through to reservations. *Я з'єднаю Вас з відділом попередніх замовлень.*

Can I speak to Mr. O'Brien, please? *Чи можу я поговорити з паном О'Брайеном?*

Багатозначність англійських слів

The girl was **running** like mad. Дівчина бігла з усіх сил.
He was **running** for presidency. Він виставив свою кандидатуру на президентських виборах.

Click Search or press Enter to **run** the search. Клацніть на кнопці «Пошук» для запуску програми пошуку.

It is difficult to **run** a hotel. Важко керувати готелем.

Exercise 7

a) Проаналізуйте наведені вище переклади. Знайдіть лексичні та структурні відмінності перекладу від оригіналу.

b) Дайте варіанти перекладу виразу

'Can I take a message?' Could I have your name, please? The line's busy at the moment. Will you hold?

c) Перекладіть українською мовою, звертаючи увагу на багатозначність дієслів: run:

This train runs from Hamburg to Copenhagen.
She ran the office as the captain runs a ship.
How would you start and run your own business?

d) Translate the text into Ukrainian (Russian) in writing paying attention to the style of translation.

Make a back translation of the text.

Discussion

- Why is it difficult to run a hotel?
- Speak about the system of supplements and reductions at the world hotels.
- What do luxury hotels offer their customers?

Lesson 6

HOTEL POLICY

Active Words and Word Combinations

Attitude «ставлення, позиція»: They are adopting our attitudes to life.

Back-up «підтримка, забезпечення»: This mission requires a tremendous (величезну) computer back-up.

Contribute «робити внесок, сприяти»: George was contributing to Democratic Party Funds.

Essential = extremely important, necessary: Qualifications are not essential, but some previous experience (попередній досвід) is useful.

Expect «очікувати, розраховувати»: We expect to be at home after lunch.

Event «подія; щось заплановане, частина програми» (концерт, зустріч, спортивне змагання тощо): Next day the newspapers reported the event.

Recognize «визнавати»: We recognize it's a tough [tɒf] job.
Refuse «відмовляти(ся)»: We refuse entry to dinner if someone is not smart (пристойно одягнений) enough.

Replace «замінити» (на щось інше): The books that had been stolen will have to be replaced.

Tool «інструмент»: They had spades, hammers, knives and other tools at their disposal.



Terminology

Budget «бюджет; кошторис»

Competition тут: «конкуренція»

Core «ядро, центр, серцевина, стержень»

Estate «(нерухоме) майно; маєток»

Maid «послужка» (в готелі тощо)

Price «ціна; оцінювати, призначати ціну»

Quality «якість»

Ratio ['reɪʃiə] «співвідношення; коефіцієнт»

Skills «уміння, навички, майстерність»

Soft drinks «безалкогольні напої»

Training «професійна підготовка, навчання»

Vat (value added tax) «податок на додану вартість, ПДВ»

Exercise 1

a) Insert missing words from the list below. Translate the sentences:

The talks are led to last two or three days.

The airline is currently (= now) ...ing its outdated planes.

He didn't ... the voice at the other end of the line.

Soaring prices (*ціни, що поспішно зростають*) ...ed to the high cost of living.

They ...ed to accept the proposal.

To do this successfully you should have the right ...s.

The Berkeley Ball, a major annual social ..., usually takes place in early September.

A degree is by no means ... for journalistic qualification.

(refuse, tool, essential, event, expect, recognize, replace, contribute)

b) Translate into English paying attention to the underlined words:

Він очікував важливого листа з Франції.

Вона мене спочатку не впізнала.

Підручники — важливий інструмент для вчителя.

Найважливіші моменти лекції перекладалися англійською мовою.

Шлюб — це серйозна подія у житті людини.

Чи замінить комп'ютер книжку?

Начальник відмовився підвищити мені зарплатню.

Exercise 2

a) Translate into Ukrainian:

back-up team, travel agency, tool-kit, general manager, core subjects, meeting facilities, superior quality, competition in quality, real estate, real estate tax, teacher/student ratio, training budget, budget account, technical skills, tool bar (*у комп'ютерній термінології*)

b) Translate into English:

ящик з інструментами, комерційний директор, фінансовий директор, кімната для гостей, якість обслуговування, ринкова конкуренція, підготовка менеджерів

c) Give the US spelling variant of recognise.

WORD FORMATION

Suffixes -ive, -er (-or), -tion, -ation -al, -ness, -ing. Prefix un-

Exercise 3

Визначте, від яких слів походять такі слова; наведіть переклад:

recognition, expectations, replacement, pricing, qualitative, competitive, contribution, contributor, friendliness, owner, unoriginal

GRAMMAR

Infinitive Constructions

Key Pattern:

I don't want that woman to come back here ever again. *Я не хочу, щоб ця жінка ще раз з'явилася тут.*

Безсполучникові підрядні речення

Key Pattern:

Does the Government realise tourism is an essential factor in the nation's economy? *Чи уряд розуміє, що туризм — це суттєвий чинник в економіці країни?*

Exercise 4

a) Виходячи зі структури й семантики базових моделей, спробуйте вивести правило утворення і вжитку інфінітивних зворотів та безсполучникових підрядних речень в англійській мові.

b) Translate into Ukrainian:

We don't expect him to take the plane.

There are lot of places in Ukraine you could go to in summer.

c) Translate into English:

Хочете, я приготую кави?

Картина, на яку ви дивитесь, написана невідомим нідерландським (Dutch) майстром 17 сторіччя.

Text

TOMMASO ZANZOTTO TALKS ABOUT HILTON INTERNATIONAL...

HIS HOTEL: What is absolutely essential is the core — a well-equipped room with all the facilities expected by a customer. That must be perfect. Then what I expect of a hotel is the circle around this room such as meeting facilities, banquet facilities, bar and relaxation areas which form the first circle around the core. What I expect after that is the quality of service and 'the atmosphere'. The customer goes from the outside ring into the core because he expects the core to be there. I do not think people start with the core. They start with the atmosphere around the core.

STAFF: I think the most important thing for staff is attitude. Attitude means that you have the right tools behind you. For instance, there must be the right check-in system at reception and room service must have the right back-up. So to me, attitude is the first ingredient but **not the only ingredient**. I started my career in a travel agency in Milan when I was seventeen. When you go into the agency you like the staff to ask how you are even if they have already done that 150 times that day because it is a unique experience to you. It is a tough job. I recognise it is not easy. No computer can replace the human touch [təʃ] — particularly in the hotel business.

RATES: Pricing is a local strategic question. I am against discounting just for the sake of **keeping the customer**. There is a price for the product, and the customer must pay for the quality of service. I do not believe in giving the customers an impression which is different from reality. Competition makes you do things which you do not think are necessarily right. I do not have a magic solution. There is no such thing as a free lunch.

FAVOURITE STAY AT A HOTEL: Club Med in Bali. A combination of events contributed to this recent stay. One was the fact I was changing jobs so I was very relaxed and it was also my twentyfifth wedding

anniversary. What was particularly good was the atmosphere and the pleasant attitude of all the staff.

DISLIKES: The hotels I do not like are **the ones** with no personality, or 'atmosphere', or anything local.

ONE WISH FOR THE INDUSTRY: that government and society realise travel and tourism is such a powerful economic driver. It has to be taken into serious planning consideration* in all countries.

RICHARD WILLIAMS TALKS ABOUT SANDY LANE

HIS HOTEL: It's a very special place — Barbados as a destination is easy to reach so people can come here to relax. People have so little leisure time now, it is important to have somewhere like Sandy Lane which is easy to visit. We also have a huge advantage because of its location on the best beach **surrounded** by elegant private homes in a private estate. The hotel **owns** 400 acres but has only 120 rooms so it never seems busy even when we are full. People also like the elegance of the hotel, the coralstone which changes colour from white to pink as the sun sets, the theatre of mahogany trees* around.

STAFF: We have just **under four staff**, about 3.8 to every guest room, which is a nice ratio because it allows us to be very attentive. Training is very dear to my heart — about 25 per cent of our training budget goes on technical skills as the rest is on attitude and motivation. We send staff **overseas** to work in hotels such as the Savoy in London and their staff come here so they are always learning. But what impresses me the most is the friendliness of the staff. Where else does a maid come in on her day off to bring fruit from her garden for a guest who does not feel well?

RATES: We think our rates are good value. In summer the rates are lower but you get exactly the same service and facilities as in the winter. We also consider families very important and have just built a children's village in the grounds and offer adjoining rooms for US \$ 100, complete



with soft drinks and cookies instead of a minibar. Our dominant market is still couples aged forty or over.

GUESTS: Our **dress code** sometimes causes problems because. And we will refuse entry to dinner if someone is not smart enough. Sometimes celebrities* will try to **bend the rules** which is a shame because other guests don't like it if exceptions are made.

FAVOURITE STAY AT A HOTEL: Galley Bay in Antigua. We go there quite a lot because I can really relax there after the formality of my hotel. I can go to dinner in shorts and without shoes. The atmosphere is relaxed, but the service and the food are excellent. I like not having any air-conditioning and being able to roll out of bed into the sea. A lot of places you can **unwind**, but you don't get the good service — here you get both.

DISLIKES: What I particularly* dislike are city hotels where the management and owners don't bring any **sense of caring**. They give you a bed in a box and sterile, unoriginal **surroundings**. A good room in a good place is not just a question of price.

ONE WISH FOR THE INDUSTRY: That we could get over the problem of seasonality. I wish I could hear people say that the Caribbean is a beautiful place in the summer.

British Hotel Reservation Centre

***Hotels

The very best London has to offer. All rooms with luxury bathroom, shower and wc. Colour television, **satellite TV**, **trouser press**, some with mini-bar. Extensive restaurant and bar facilities. All rates inclusive of service and VAT.

Normal rates:	Single £ 160	Double £ 180
Rates from BHRC:	Single £ 100	Double £ 135

***Hotels

All rooms with bathroom, shower and wc. Colour television, restaurant and bar facilities. All rates inclusive of service and VAT.

Normal rates:	Single £ 89	Double £ 99
Rates from BHRC:	Single £ 50	Double £ 60

Notes on the Texts:

Take into consideration «*ураховувати, брати до уваги*».

Mahogany tree «*червоне дерево*»

Celebrities «*слайзівські особи*», «*зірки*»

Particularly = especially

Lexical and Grammatical Problems of Translation:

Підкреслені слова в наведеному нижче прикладі належать до категорії «фальшивих друзів перекладача». Слово **realize** означає не «реалізувати», а «розуміти, усвідомлювати»; **driver** — це не «водій» і не комп'ютерна програма-драйвер, а «чинник, що сприяє зростанню, розвитку»:

Government and society **realize** that travel and tourism is a powerful economic **driver**.

Exercise 5

a) Виходячи з контексту, структури речень та знання інтернаціоналізмів, спробуйте вивести значення виділених в тексті слів.

b) Спробуйте розшифрувати абрєніатуру BHRC.

c) Suggest translation variants:

We have just under four staff, about 3.8 to every guest room.

d) Translate the text into Ukrainian (Russian) in writing paying attention to the style of translation.

e) Make a back translation of the text.

Discussion

- Speak about the organisation of the two hotels as described by their respective managing directors. Comment on the good features of the two hotels.
- What is the room-pricing policy?
- Where would you prefer to stay — at Sandy Lane or at one of the Hilton hotels?
- What are your best and the worst experience (*досвід, враження*) at a hotel?
- What is the difference between normal rates and BHRC rates?

Lesson 7

HOTEL CONTRACTING AND TOURIST ACCOMODATION

Active Words and Word Combinations



Approve «схвалювати; офіційно визнавати»: My grandfather did not approve of my father's marriage.

As well as «а також, і»: Women as well as men have a fundamental right to work.

Brief тут: «давати інструкції; інформувати»: They had been well briefed about the political situation.

Castle «замок»: ...a ruined 12th century castle

Cottage «хата, сільський будинок»: They had lived in a cottage on an island.

Increase [in'kri:s] «збільшувати(ся), зростати»: Crime rate has increased by three per cent in the past years.

Environment «довкілля»: A child can easily adjust to changes in its environment. **Synonym**: surroundings

Negotiations «переговори»: The early stages of their negotiations with the Government were unsuccessful.

Promote «сприяти, допомагати, "проштовхувати"» (продукт, ідею); «підвищувати» (службово): They accuse (обвинувачують) the government of not doing enough to promote economic growth.

Provide «забезпечувати; давати; являти собою»: Her work provides intellectual satisfaction.

Round «обхід (відвідування різних людей або місць) у межах функціональних обов'язків»: He does a paper round to earn a bit of extra cash.

Shape «форма, тип»: Hotels come there in all shapes and sizes.

Terminology

Advertise «рекламувати»

Amenities «зручності міста (торговельний центр, ресторани, спортивні майданчики тощо)»

Bargain «торгуватися, домовлятися; дешевий товар»

Barter «обмінюватися; вести переговори»

Campus «університетське містечко, кампус»

Deal «оборудка; угода, домовленість»

Hike «піднімати, підвищувати» (податки, рейтинг тощо)

Hostel «гуртожиток; дешевий готель»

Manor «особняк (старовинний); маєток»

Option «вибір, варіант; опція»

Premises «територія (забудова) установи, підприємства тощо»

Resort «курорт, популярне місце відпочинку»

Self-catering (hotel, accommodation, property) «готель, гуртожиток тощо, що не забезпечує гостей їжею»

Stately home = manor, estate

Tour «поїздка; екскурсія; туризм, гастролі; відвідувати» (різні місця)

Traffic «рух, сполучення, транспорт, перевезення»

Upgrade «оновлення, модернізація застарілого обладнання» (програминого забезпечення)

Exercise 1

a) Insert missing words from the list below. Translate the sentences:

The band are going on a nationwide tour to ... their new album.

Legislation has to be ...ed by parliament.

Great Britain is roughly triangular in ...

It has political ... economic significance (значення).

... are not expected to resume (відновитися) until early next year.

We are fighting pollution to protect the...

Organized games involve ..., competition and teamwork.

(environment, shape, negotiations, approve, skill, promote, as well as)

b) Translate into English paying attention to the underlined words:

Успішні переговори сприяли кращому розумінню позицій обох сторін (parties).

Уряд не може забезпечити всіх молодих людей роботою.

Вони утримували готель практично в ідеальній (tip-top) формі.

Рішення (settlement) було досягнуто шляхом мирних переговорів.

Директори фірми швидко ухвалили нову угоду (deal).

Exercise 2

a) Translate into Ukrainian:

guided tour, lecture tour, advertising agency, overall deal, tax negotiations, guide book, bargain price, collective bargaining, leisure facilities, business traffic, tour operations general manager, traffic lights, wage hike, self-catering holiday, farmhouse accommodation

b) Translate into English:

довгостроковий контракт, морський курорт, піша екскурсія, стіл переговорів, транзитні перевезення, підвищення податків

WORD FORMATION

Suffixes -er {-or}, -some, -ist, -ion, -al, -ment, -ing, -th, -less

Exercise 3

Визначте основу наведених нижче похідних слів. Перекладіть їх:

environmental, environmentalist, contracting, tiresome, briefing, advertisement, advertiser, advertising, endless, negotiator, promotion, bargaining, bargainer, dealing, dealer, warmth

GRAMMAR

Perfect Infinitive

Key Patterns:

He claimed to have toured 170 hotels this year. Він твердить, що відвідав 170 готелів цього року.

They seem to have missed the train. Схоже, що вони запізнилися на потяг.

Під час конверсії (переходу з однієї частини мови в іншу) англійські слова часто змінюють наголос, наприклад: 'contract «контракт» — con'tract «укладати контракт», 'increase «підвищення, зростання» — in'crease «зростати», 'process «процес» — pro'cess «обробляти», 'progress «прогрес» — pro'gress «прогресувати», 'produce «продукція, товари» — pro'duce «продукувати».

Часто наголос змінюється внаслідок афіксації: hotel [hou'tel] — hotelier ['houteɪə] «власник (директор) готелю».

Exercise 4

a) Виходячи зі структури й семантики базових моделей, спробуйте вивести правило утворення і вжитку перфектного інфінітива в англійській мові.

b) Translate into Ukrainian:

I'm sorry not to have come on Thursday.
I believe to have met you before.
She must have forgotten her promise.

c) Визначте, якою частиною мови є підкреслені слова. Перекладіть речення українською мовою:

Each season they **contract** with the farm to supply the hotel with vegetables.
I was under **contract** to a finance company.
The tax police **increase** checks on banks.
They demanded a sharp **increase** in wages.

Text

HOTEL CONTRACTING

Hotel contracting is one of the most important activities of any holiday company's business — it is also one of the most tiresome with an endless round of resorts and hotels and the negotiations of next season's rates.

'We need hoteliers as much as they need us,' said Cadogan Travel's tour operations general manager Gary David, who has made thirty-four visits to nine destinations featured in the winter brochure. He claimed this year to have toured 170 hotel and self-catering properties, viewed 500 bedrooms and visited sixty-five agents. This is an addition to briefing couriers, inspecting hotel noticeboards to make sure material is well displayed, visiting the tourist offices for each destination and dealing with forty airlines that serve the resorts.

At Gibraltar's Rock Hotel, the manager agreed to contributions for advertising and brochures, whereas in Tangier, the Rif Hotel manager refused to move from his 20 % hike in rates.

However, bartering for room rates is only one aspect of Gary David's work. Others cover increases in room allocations, upgrades, added extras

such as wine, fruit or flowers, afternoon tea, improved child reductions, long-stay deals and contributions towards advertising, which are all used to improve the overall deal.

Another way of getting a better deal from the hoteliers is to introduce a new section to the brochure which promotes a top hotel in each resort, and use this as a bargaining tool.

'In Gibraltar I've had to drop two hotels because of poor standards. I've got now to push for increased room allocation, but I'm dealing with hoteliers who don't need me because most cater for business traffic.'

Hotels in Ireland

Accommodation

What sort of kingdom would you like?

Choose which part of Ireland you want to make into your kingdom. With a true Irish welcome, you'll feel like royalty* wherever you sleep.

The only problem you'll have is making up your mind. Do you want to stay in one place and get to know it really well? Do you want to ramble from place to place and see as much as you can?

It's up to you, there are castles, cottages, hotels, manor houses, stately homes and even boats waiting to be your home.

Bed and breakfast

A Bed and Breakfast gives you your own room in an Irish family home. Most Bed and Breakfast accommodation is owned and run by families, who open their homes to visitors so you'll find friendly faces, home baking and home cooked food.

Bed and Breakfast accommodation is available in towns and in the open countryside. You'll find lists of Bord Fáilte* Approved Bed



and Breakfast accommodation in all tourist offices. **In high season** it's advisable to book a few days in advance. **Off peak** however, stop where you see the sign and you knock on the door.

Hostel/campus accommodation

Ireland offers a wide range of Bord Fáilte approved accommodation, from holiday and youth hostels to university campus accommodation, which come in many different styles and sizes. Each premises is unique and reflects the individuality of its owner and the diversity of Ireland. They provide clean, friendly, **value for money accommodation**, and many also offer activities such as horse-riding, canoeing, music sessions, and so on. This accommodation caters for individual travellers, as well as for families and large groups. From a Georgian* house in the capital to an old mill in Donegal, an island hostel **off the West Coast** to modern campus accommodation, you will experience the same warmth and friendliness throughout.

Country homes and farmhouse accommodation

You'll find larger country houses offering accommodation in some of the most beautiful settings in Ireland, many of them family run. All offer bed and breakfast and many offer evening meals. There's a huge variety, so look for the Country House Guide book and you'll find a house that takes your fancy in a beautiful setting.

For a holiday with a difference, you can take the family on a Farmhouse Holiday. Most of Ireland's farms are in beautiful settings and what better way of seeing the country than staying on a working farm. You'll find the farm you want by asking in a tourist office.

Self-catering holidays give you the freedom that no other type of holiday provides. Come and go as you please, in your own time, at your own pace. Your own front door to close at the end of an adventure filled day, discovering the endless variety of activities and holiday options all within reach of sea, lake, meadow or mountain. Add to that the clean crisp air of Ireland and you have the perfect holiday environment.

Hotels

Hotels come in all shapes and sizes and in every kind of location. In major towns and holiday areas you'll find larger hotels with swimming pools, leisure facilities and children's entertainment.

Village Inn* hotels in smaller towns offer superb accommodation, homely food and a friendly atmosphere close to pubs, shops and amenities.

Luxury and Five Star Hotels are **not confined to cities**. You can enjoy world class accommodation close to the sea, beside a lake or overlooking scenic valleys as well as in major cities.

Like a king

With an Irish welcome, you'll feel like a king wherever you stay. If that isn't enough for you, you can always stay in a castle or stately home.

All over Ireland there are historic houses and castles which have been converted into hotels. Dromoland Castle, for example, was once the family seat of the O'Brien Family, descendants of Brian Boru, the last High King of Ireland. There's Ashford Castle in Co.* Mayo, where Ronald Reagan stayed on his visit to Ireland in 1984. Or Tinakilly House, Co. Wicklow, home of Captain Robert Halpin, Captain of the Great Eastern* which laid the first transatlantic telegraph cable.

Notes on the Text:

Royalty тут: «особа королівської крові»

Bord Fáilte (ірл., вимовляється «борд фольте»): «Управління з питань туризму в Ірландії»

Georgian тут: «архітектурний стиль 18 ст. у Великій Британії та Ірландії»

Co. скорочено від **county** «графство» (адміністративна одиниця у Великій Британії та Ірландії)

Inn «заїжджий двір, невеличкий готель» (архаїзм)

Great Eastern назва корабля (на честь антианглійського повстання в Дубліні на пасху 1916 р.)

Exercise 5

Виходячи з контексту, структури речень та знання інтернаціоналізмів, спробуйте вивести значення підкреслених в тексті слів.

Lexical, grammatical, stylistic problems of translation

Фразеологізми (ідіоми) — мовні одиниці, загальне значення яких прямо не виводиться із значень компонентів, пор. **make up one's mind**

«наважитися, прийняти рішення»; **it's up to you** «вам вирішувати»; **it will take your fancy** «це вам сподобається».

Exercise 6

a) Translate the text into Ukrainian (Russian) in writing paying attention to the style of translation.

b) Make a back translation of the text.

Discussion

- What does the job of a tour operation manager normally involve?
- Contracting is a quiet, easy job.
- What sort of service is Bed & Breakfast (B & B)?
- Where can one stay in Ireland on a holiday?

Lesson 8

ARRANGING A CONFERENCE

Active Words and Word Combinations



Arrangement «організація, план; процедура, порядок; домовленість; заходи»: I know you've made arrangements for the conference.

Branch тут: «філія, відділення» ... the local branch of Marks and Spencer

Concerning «стосовно, щодо»: Make your own arrangements concerning your accommodation

Lodging «місце перебування, житло» (в готелі, пансіоната тощо): We will be able to find you a night's lodging. Synonym: accommodation

Mention «згадувати»: The facts mentioned by the reporter came as a shock to the public.

Label «позначати; етикетка»: All transfers must be labeled BOBCATSSS 2002.

Legal «правовий, законний, легальний; юридичний»: ... the British legal system

Purpose «мета, ціль»: Her only purpose in life was to get rich.

Rough [raʊ] тут: «загальний, приблизний» ... a rough calculation

Reasonable «розумний, поміркований, справедливий»: That's a reasonable price.

Valid «дійсний»: These data (дані) are valid until the end of the year.

Terminology

Account «рахунок; звіт (бухгалтерський)»

Breakdown тут: «кошторис»

Click (комп'ютерна англійська): «клацнути (мишкою); натиснути (кнопку на зображенні)»

Compute «обчислювати»

Fee «плата (за послуги), гонорар»

Form «бланк, форма, формуляр»

Package «пакет (послуг); комплекс; загальна вартість»

Price «ціна, вартість»

Transfer «проїзд, транспортування, переказ (грошовий)»

Workshop тут: «воркшоп, навчально-практичний семінар»

Zip code (US) «поштовий індекс»

Exercise 1

a) Insert missing words from the list below. Translate the sentences:

The ... of the meeting was to discuss the committee's report.

The staff are paid \$ 150 a month with board and ...

The couple are not ...ly married.

Report to the ... manager as soon as you've settled in.

The visitor gave a ... outline of the proposals.

Some of these databases were ...ed earlier in this chapter.

He made an ... to rent (орендувати) the property.

(legal, rough, purpose, branch, arrangement, mention, lodging)

b) Translate into English paying attention to the underlined words:

Це нормальна робоча домовленість з усіма нашими клієнтами. Усі організації в цьому списку мають філії на місцях.

Торгівля наркотиками (drug) не є легальною в більшості країн.

Ім запропонували безкоштовне житло та харчування в першокласному готелі.

Він відмовився відповідати на запитання, що стосуються його приватного життя.

Це була жінка приблизно його віку.

Exercise 2

a) Translate into Ukrainian:

consultancy fees, payment transfer, non-student, non-resident, library and information science, book studies, accomodation arrangements, economy accomodation, pricelist, settlement account, personal account, account-book, check form, ordering form, accommodation form, membership form, meeting room, welcome cocktail reception, package plan, computing center, International Legal Computing Association

b) Translate into English:

реєстраційний внесок, номер банківського рахунку, економічний клас (наприклад, у літаку), бланк для заявки (application), пакет послуг під час організації конференції

WORD FORMATION

Suffixes -ly, -able, -ation, -ant, -ing, -er, -ize

Exercise 3

Визначте, від яких слів походить такі слова; наведіть переклад:

accounting, accountant, lodger, preferable, preferably, legalize, legalization, costing, computing

GRAMMAR

The -ing forms

Key Patterns:

I sat **smoking** and wondering what to do. *Я сидів, палив цигарку і думав — що ж мені робити?*

I object to **his smoking** in my room. *Я проти того, щоб він палив у моєї кімнати*

Smoking is bad for your health. *Палити — шкідливо для здоров'я*
...the **rebuilding** of Coventry ... *відбудова Ковентрі*

Exercise 4

a) Виходячи зі структури й семантики базових моделей, спробуйте дати класифікацію -ing forms та вивести правила їх перекладу українською мовою.

b) Translate into Ukrainian:

She is busy booking a hotel room for the season.

The manager came in to find out who had made the booking.

Booking a table in this fashionable restaurant is not an easy matter.

Text

HUM@N BEINGS and Information Specialists

10th anniversary of the International BOBCATSSS* Symposium!
It will be celebrated in the "Port of Roses" Portoroz*, Slovenia. It is organized by two student groups from Slovenia and Germany.

University of Ljubljana,
Faculty of Arts,
Department of Library and Information
Science and Book Studies,
Slovenia

FH Stuttgart,
University of Applied Sciences,
Germany

<http://www.ff.uni-lj.si/>
<http://www.iuk.hdm-stuttgart.de/>
<http://www.iuk.hdm-stuttgart.de/>

Registration fees and how to pay:

- ☐ Student from Eastern Europe € 20
- ☐ Student from Western Europe € 30
- ☐ Non-Student from Eastern Europe € 50
- ☐ Non-Student from Western Europe € 85

The payment must be transferred to:

Bank: Landesbank Baden-Württemberg

Bank ID*: 600 501 01

Bank account number: 2 668 660

All transfers must be labeled
BOBCATSSS 2002

You will get a confirmation on receipt of the payment transfer
Page was last updated on: 21st January, 2002

Accommodation

We made some special accommodation arrangements. We can **book** accommodation for you in **Roza Hotel, Lucija Hotel** and in economy accommodation (students only) **Belvedere**.

For this purpose please use our **Accommodation Booking Form**. After December 31, 2001 we can not guarantee your booking in mentioned accommodation **for sure**, but we will do our best!

If you would prefer another hotel as **the mentioned ones**, please contact them and make your own arrangements concerning your accommodation.

For any additional questions concerning accommodation please use:
accommodation@bobcatsss.org

Economy accommodation:

BELVEDERE

Price per person (Bed & Breakfast):

Double room	16.00 Euro
Three-bed room	13.00 Euro
One person in a double room	29.00 Euro

Address:

Veliki trg 11
6310 Izola

(Note: 5 km from Avditorij)

Val Hostel Piran e-mail: yhostel.val@siol.net

Price per person (Bed&Breakfast):

Double rooms, three-bed
rooms and four bed-rooms

With International Student ID 14.00 Euro

(Note: 1.5 km from Avditorij)

Hotels in Portoroz

Pricelist for hotels in Portoroz: www.portoroz.si/HotCeniki.html

METROPOL HOTELS PORTOROZ (www.metropolgroup.si)

Booking:

Tel. +386 (5) 690 70 00

Fax +386 (5) 690 78 77

Address of hotels **Roza and Lucija**:

Obala 77
6320 Portoroz

Roza Hotel *** Tel. + 386(5) 690 20 00

Price per Person (Bed&Breakfast)

Double room	81.00 Euro
One person in a double room	68.00 Euro

Lucija Hotel *** Tel. + 386(5) 690 30 00

Price per Person (Bed&Breakfast)

Double room	59.00 Euro
Single room	43.00 Euro
One person in a double room	54.00 Euro

Metropol Grand Hotel ***** Tel. + 386(5) 690 10 00

Barbara Hotel *** Tel. + 386(5) 690 400

Prices per night including breakfast.

If you want to book a hotel (Roza, Lucija) or hostel (Belvedere) click:

Accommodation Booking Form

For problems or questions concerning accommodation please use:
accommodation@bobcatsss.org

Accommodation booking form

Sex ☐ female ☐ male Title _____
First name _____ Surname _____
Address _____
Zip Code _____ City _____
Country _____ Email _____
Phone _____ Fax _____
Arrival Date _____ Departure Date _____
Hotel _____
Room: ☐ Single
☐ Double
Two or three bed room: prefer to share with: _____

The payment for this lodging will only be arranged between you and the hotel. You will get **further information** there, after your arrival on location.

Date, Signature: _____

Mail your reservation order to: accommodation@bobcatsss.org

Arranging a conference in Hong Kong

Mr. Leong of the Hong Kong Tourist Authority*, and Mr. Harding, a member of the International Legal Computing Association, are discussing conference arrangements in Hong Kong.

HARDING: Good morning, Mr. Leong. My name's George Harding. I'm with the International Legal Computing Association. We're starting to prepare next year's conference. We'd like to hold it in Hong Kong so I thought I'd give you a ring to see if you can **offer any assistance**.

LEONG: We'd be very glad to help. When do you intend to hold the conference?

HARDING: It's due to take place in mid-November next year. We'd like the delegates to arrive in Hong Kong on the 12th or 13th of November as the conference starts on the 14th. It'll last for five days.

LEONG: I see. Do you mind giving me a few more details? What's the Association address?

HARDING: It's 35 Curzon Street, London W1Y 2AC. And the phone number is 01-499-9211.

LEONG: Good. Is there a branch in Hong Kong?

HARDING: Yes, in fact there is. The address is 1439 Tung Ming Building, 40 Des Voeux, C., Hong Kong. Phone: 5-242640. The person to contact there is Mr. Chung.

LEONG: Fine. Perhaps you could give me some idea of the size of the conference and the amount of accommodation required.

HARDING: We expect about 240 people to attend. Of these, 30 will be from Hong Kong itself. The rest will require hotel accommodation, mainly in two rooms. 30 singles should be enough. We'll need a meeting room big enough for all the delegates.

LEONG: What about **group rooms**?

HARDING: We'll need five of those, sitting up 40 people each, for workshops. With all the usual AV aids. Those are our basic requirements. Could you give me a rough idea of what an arrangement like this would cost?

LEONG: Certainly. I can give you the details of conference package at one of the top international hotels in Hong Kong. The costing is based on 100 twin rooms.

HARDING: The figures are this year's, I suppose?

LEONG: Yes, that's right. They're valid until the end of the year. Of course, by the next year the costs will have increased. The package comprised six nights' accommodation, including service and tax, transfer from the airport to the hotel and back, and five days' meeting-room use, a welcome cocktail reception in our **hospitality-room**, and five day Hong Kong Island tour and a farewell banquet. The hotel costs 1900 Hong Kong dollars.

HARDING: That sounds fairly reasonable. Could you give me a breakdown so that I can see what each part of the package costs?

LEONG: I'd be glad to. The room is HK \$ 200, for half or twin room plus 14% for tax and service time. That comes to HK \$ 1368 for the accommodation. The welcome reception is HK \$ 72. The lunches cost HK \$ 30. The island tour is HK \$ 70. I think that covers everything. O no, I've forgotten the **farewell banquet**. That's another HK \$ 120. Have you got all that?

HARDING: Yes I think so. That sounds interesting. I'll have discussed this with my management committee by the end of next week. Perhaps I could ring you then.

LEONG: Fine, Mr. Harding. I'll look forward to hearing from you.

Notes on the Text:

BOBCATSSS Європейська організація співпраці бібліотечно-інформаційних вищих навчальних закладів.

Portorož Порторож, місто на Адриатичному узбережжі Словенії.

ID «identification document».

Authority тут: «управління».

Exercise 5

Виходячи з контексту, структури речень та знання інтернаціоналізмів, спробуйте вивести значення виділених у тексті слів.

Lexical and Grammatical Problems of Translation

Іноколи слова спільного походження (етимологічні аналоги) в українській та англійській мовах допомагають краще запам'ятати нові англійські слова, наприклад, *rest* «*решта*», *cost* «*кошти*».

Exercise 6

a) Перекладіть українською мовою:

...the rest of visitors; It costs 15 dollars.

b) Визначте, якою частиною мови є слово *book* у реченні

We can book accommodation for you in Roza Hotel, Lucija Hotel and in economy accommodation...

c) Translate the Dialogue into Ukrainian (Russian) in writing paying attention to the style of translation.

Make a back translation of the Dialogue.

d) Fill in the registration and accommodation blank stating your personal data.

Discussion

- What would you do if you had to make arrangements for a conference?
- What do you think of the BOBCATSSS conference? Comment on its theme Hum@n Beings and Information Specialists.

Lesson 9

ARRANGING AN EXHIBITION

Active Words and Word Combinations

Aim = purpose: The aim of this forum will be to promote management training.

Attach «*додавати; приєднувати*»: Attached to the letter was a list of employees.

Consider «*розглядати; вважати; зважати на*»: They are considering moving to a smaller house.

Create «*створювати*»: His work created enormous interest in England.

Due to «*завдяки, через*»: Egypt was chosen for this event due to its favourable geographic position.

Duration «*тривалість*»: ...the seminars of any size and duration.

Failure «*невдача, провал*»: The meeting was a failure. Antonym: success.

Host «*хазяїн; організатор; ведучий*» (телепрограми, шоу тощо); «*вузловий сервер*»: The host country supplied them with hotel accommodation.

Effort «*зусилля, спроба*»: Little effort has been made to investigate (розслідувати) this matter.

Enable «*давати змогу, дозволити*»: The conference will enable you to focus on key problems in your field.

Issue «*проблема, питання*»: ...social, economic and technical issues.

Link «*з'язок*»: They are opening a 20 mile rail link between the two towns.

Opportunity «*нагода, можливість*»: ...equal pay and opportunities for women.

Support «*підтримувати; підтримка*»: They failed to mobilise trade union support.

Target ['tɑ:ɡɪt] «*мішень; мета (бажаний результат); планове завдання; спрямувати (розраховувати на щось)*»: The government programme set a target for economic growth of 4% a year.

Terminology

Application тут: «застосування; прикладна програма»

Attraction «*приваблює (для туристів тощо) місце, об'єкт*»

CD-ROM: Compact Disc Read Only Memory

Entry тут: «запис»

Fair тут: «ярмарок»

Item «стаття (в балансі, рахунку); пункт, позиція; вид товару, виробу»

Insurance «страховка; страхування»

Investment «інвестиція; інвестування, капіталовкладення»

Manpower «робоча сила; персонал, штат»

Market «ринок»

Network «мережа»

Officer тут: «посадова особа, чиновник, службовець». Synonym: official

Press-release «повідомлення для преси, прес-реліз»

Re [ri:] «предмет, тема» (листа, повідомлення, конференції тощо). Synonyms: subject, theme

Recruitment «набір; агітування» (студентів, робітників тощо)

Revenue «дохід». Synonym: income

Savings «економія, збереження»

Training «професійна підготовка, навчання» (пор. education «освіта»)

Exercise 1

a) Insert missing words from the list below. Translate the sentences:

The attitude of the ... community to the refugees (*біженці*) was at first hostile.

There's a close ... between love and fear.

The Institute is ...ed to the University of Southern Maine.

The policies which he ...s are ultra-Left policies.

I had already begun to ... the possibility of joining a new company.

It will give me an ... to meet all kinds of people.

(link, support, consider, opportunity, host, attach)

b) Translate into English paying attention to the underlined words:

Цей кандидат має підтримку місцевих організацій соціал-демократичної партії.

Цей грант дозволить мені поїхати до Німеччини на короткострокове перебування для проведення наукових досліджень.

Я хотіла би скористатися цією нагодою, аби повідомити Вас про конференцію в Харківській державній академії культури.

Він виступав у ролі (acted) хазяїна, наповнюючи келихи і розмовляючи з гостями.

Справу розглядала комісія (committee).

Сьогодні ми маємо тісніші зв'язки з європейськими університетами.

Exercise 2

a) Translate into Ukrainian:

Internet links, contact links, trade links, academic links, human resource manager, higher educational institution, training school, management training course, recruitment company, home market, investment market, fast growing market, marketplace, market research, participation fee, decision makers, exposition space costs, floor costs, marketing resources, marketing manager, trained manpower, budget revenues, chief executive office, public relations officer, government official, application program, catalogue entry, insurance policy, fixed term insurance, retirement insurance, foreign investments, conference facilities, tourist attractions

b) Translate into English:

план набору, комп'ютерна підготовка, торговельні зв'язки, міжнародний книжковий ярмарок, зовнішній ринок, ринкова ціна, світовий ринок, плата за адміністративні послуги, поштовий збір, виконавча влада, банківський службовець, бюджетна стаття, страхування життя, страхування від безробіття, комп'ютерна мережа, організатор конференції

WORD FORMATION

Suffixes -er (-or), -ly, -ion, -ive, -ize, -ship, -al. Prefix in- (im-)

Exercise 3

Визначте основу наведених нижче похідних слів. Перекладіть їх:

supplier, supporter, linking, creator, creation, creative, maximize, effortless, aimless, aimlessly, marketing, distributor, distribution, entrepreneurship, impersonal

GRAMMAR

Умовні речення з should, would

Key Patterns:

Should you require more information on the subject, contact us at expro@trade-links.org. *Якщо Вам потрібна додаткова інформація з цього приводу, звертайтеся до нас за адресою ...*

If we **should** be seen together people **would** jump to conclusions. *Якщо нас побачать разом, люди можуть зробити неправильні висновки*

Exercise 4

Виходячи зі структури й семантики базових моделей, спробуйте вивести правило утворення і вжитку моделей з should і would в англійській мові.

Translate into Ukrainian:

Should you see Harry, give him my regards.

I took a camera in case I should have him to do some pictures.

Text

EDXPO 2002

The Middle East
Education, Training & Development
Exhibition & Conference
16–19 April, 2002 — Cairo International Fairs Grounds —
Egypt

Stanislav V. Chastnyk
Kharkiv State Academy of Culture, 12/12/2001

I would like to **take this opportunity** to inform you about Edxpo 2002 — The Middle East Education, Training & Development Exhibition and Conference to be held in Cairo, Egypt on 16–19 April, 2002.

Edxpo 2002, which has gained the support of a number of governmental institutions as well as major regional and international organizations presents a unique opportunity for educational institutions, training and development organizations, recruitment companies, language schools, business and technical colleges, management consultancy firms, publish-

ing companies, and suppliers of systems and technologies to show their products and services to the fast growing market in the Middle East.

Egypt was chosen as the host country for this event due to a number of key factors: The Egyptian Government **has allocated** a combined budget of over \$ 12.5 billion to education, research, development, and training in their current five-year plan; Egypt has one of the strongest economies in the Middle East and North Africa, having an **outstanding potential** for future economic development; Egypt's demographical structure with a large and fast-growing population **seeking** every type of education and training. This is reflected in the large increasing number of students who pursue their higher education overseas.

If you want to recruit students, negotiate **business partnerships**, meet **prospective** clients and decision makers of education in the Middle East, provide new systems and solutions, enter new markets, recruit agents and distributors, develop your existing network of contacts, Edxpo 2002 will help you achieve this aim.

I look forward to welcoming you in Cairo at the Middle East Education, Training & Development Exhibition and Conference where a World of Business Opportunities awaits you.

Sincerely,

Ms. Maha Surani
Director and General Manager
Trade Links International

Email correspondence concerning Edxpo 2002

Тема: Edxpo 2002 Proposal
Дата: Thu, 20 Dec 2001 15:45:37 +0200
От: "Maha Surani" <msurani@miegpyt.com>
Кому: <stanley@ic.ac.uk>

Dear Mr. Chastnyk,

Thank you for your request for further information regarding Edxpo 2002.

Please **find attached** the proposal for a 9 square meter **booth** at the Event.

Should you require a larger space please let me know as soon as possible so I may provide you with the information.

Best regards,
Maha Surani
Director and General manager

> ----- Original Message -----
> From: chastnyk <stanley@ic.ac.kharkov.ua>
> To: <msurani@trade-links.org>; <expo@trade-links.org>
> Sent: Thursday, December 20, 2001 2:52 PM
> Subject: participation fee
>
>> December 20, 2001
>>
>> Dear Ms Surani,
>> The Kharkiv State Academy of Culture is considering its participation in
>> EDXPO 2002 in Cairo. Could you provide us with some information as to the
>> financial aspect of its activities, i.e. * registration fee, exposition space costs,
etc.?
>> Thank you.
>> Sincerely yours,
>> Stanislav Chastnyk,
>> International Relations Department

Kharkiv State Academy of Culture
Stanislav Chastnyk
International Relations Department

December 20, 2001

RE: Middle East Education, Training and Development Exhibition
and Conference 16-19 April, 2002 At the Cairo International Fairs
Grounds, Cairo, Egypt

Dear Mr. Chastnyk,
I am pleased to present to KHARKIV STATE ACADEMY OF CULTURE
an integrated marketing solution which will:
Disseminate information about KHARKIV STATE ACADEMY OF
CULTURE all over the world. Create recognition for KHARKIV STATE
ACADEMY OF CULTURE as a leading Education Provider through long
term association with a leading event such as Edxpo 2002.

Maximize KHARKIV STATE ACADEMY OF CULTURE marketing
resources -- reduce the demand on your time and the manpower required
to promote your organization, enabling you to focus on customers and
core business activities to generate increased revenue.

A 2-day conference will be held to discuss the business of education,
training and development and will run parallel with the exhibition. The
aim of this forum will be to promote education, training and develop-
ment and host meetings on social, economic and technical issues. Senior
international, regional and local officials, key decision makers, and entre-
preneurs will participate in this forum. The Conference will be marketed
worldwide targeting Human Resource managers, Training Managers,
Educational Institutions, Managing Directors, Chief Executive Officers,
Regional Directors, Senior Managers, and Government Officials.

In addition, a seminar program will run parallel to the Exhibition
and will consist of a series of sessions by leading local and international
institutions, organizations and companies participating in the Exhibi-
tion. The seminars will provide information about new services, products,
applications and technological innovations. Most Organizations find
such seminars very effective to reach prospective clients and to inform
the market about their products and services.

We look forward to seeing you in Cairo at Edxpo 2002.

Yours Sincerely,
Maha Surani
Director and General Manager
Trade Links International

www.trade-links.org

Items	NORMAL PRICE
Exhibition Space 9 Square Meters US \$ 340 Stand Number	\$ 3,060
Including: 100 Visitor Tickets Standard entry of KHARKIV STATE ACADEMY OF CULTURE name in all monthly press releases commencing January, 2002 Standard entry of KHARKIV STATE ACADEMY OF CULTURE name in the Exhibition Catalogue and CD-Rom Standard entry of KHARKIV STATE ACADEMY OF CULTURE name in the Exhibition website	\$ 300
Administration Fee	\$185

Insurance	
Normal Price	\$ 3,545
Savings	
TOTAL INVESTMENT	\$ 3,545
PAYMENT TERMS	
On Signing of Contract — (50 %)	\$ 1,773
On or Before 15 Jan. 2002 — (50 %)	\$ 1,773

WELCOME TO YORKSHIRE HUMBERSIDE



The Yorkshire and Humberside region is an all-year-round location for conferences, business meetings, and seminars of any size and any duration. It is an area, which can truly claim: 'It's all here!'

The conference organizer can choose from a **superb** range of venues and accommodation, from peaceful country-house settings to large, but never impersonal, luxury hotels; from **purpose-built**

conference centres with the most modern facilities and equipment, to highly individualised locations.

Wherever you go, you will find a warm Yorkshire welcome, a concern for the comfort of your delegates and the success of your conference.

Away from the conference floor, delegates and their partners can relax and enjoy the many **attractions** that Yorkshire and Humberside has to offer.

Served by a network of major motorways, a high-speed British Rail link, two airports and a major ferry* port, it is easier than you think to bring your conference to Yorkshire and Humberside. A conference that really will be a 'BREATH OF FRESH AIR'.

Notes on the Text:

i.e. = that is

Ferry *пором*

Exercise 5

Виходячи з контексту, структури речень та знання інтернаціоналізмів, спробуйте вивести значення підкреслених в текстах слів.

Lexical, grammatical, stylistic problems of translation

Не всі англійські терміни словосполучення передаються в українській (російській) мові прямим перекладом складових частин: **fire insurance** «страхування від пожежі». Частіше під час перекладу відбуваються певні структурні зміни:

- а) випущення одного з елементів: **old age insurance** «страхування за віком»;
- б) додавання елементів, відсутніх в оригіналі: **sales target** «планове завдання з реалізації продукції», **target group** «група, на яку розрахована (спрямована) програма»;
- в) неовна семантична відповідність одного з компонентів: **tax revenue** «податкові надходження»;
- г) зведення двох компонентів до одного: **customs officer** «митник»;
- д) неовна семантична відповідність обох компонентів: **planned target** «контрольні цифри», **executive officer** «керуючий справами».

Exercise 6

а) Перекладіть наступні термінологічні сполучення, зважаючи на можливі структурно-семантичні трансформації оригіналу під час перекладу:

financial officer, gross revenue, social investment, market research, residential investments, public investments, marketable item

б) Translate the text into Ukrainian (Russian) in writing paying attention to the style of translation.

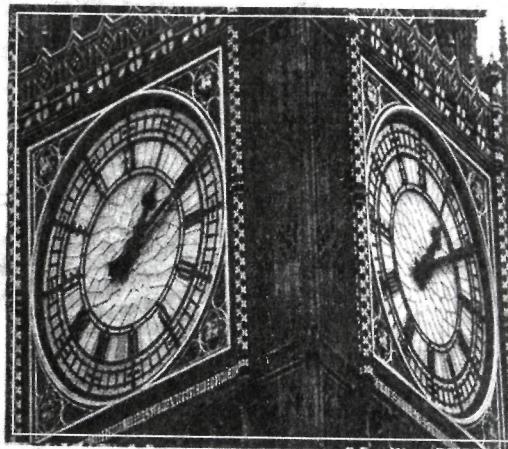
Make a back translation of the text.

Discussion

- The location of your conference can play an important role in its success or failure. Promote your region (country, city) as a conference location according to the following plan:
 - location of your conference,
 - best time of the year,
 - types of venues (*конкретне місце проведення конференції*) and accommodation you can offer,
 - other attractions,
 - how to get there.
- What facilities, equipment and support services do you need to ensure the success of your conference?

Part 2

MANAGEMENT OF TOURS



- Active Words and Word Combinations. Tours Management Terminology
- Word Formation
- Texts: Tour Advertisements. Tourist Information. Management of Tours
- Lexical and Grammatical Problems of Translation
- Topics for Discussion: Tourist Management in Modern Society

LESSON 1

TOUR ADVERTISEMENTS AND TOURIST INFORMATION (1)

Active Words and Word Combinations



Ancient «старовинний»: The sightseeing programme included viewing several ancient monuments of the city.

Cliff «скеля» (над водою): They were sitting on the cliff watching the sea waves below.

Deny «відмовляти; заперечувати»: They were denied access to some information.

Dive «нірнати»: They dived

into the water and swam energetically away.

Explore «вивчати, досліджувати, розглядати»: Every part of the island had been explored.

Glamorous = very attractive: ... the most glamorous resort in the country

Insist «наполягати»: I insist you tell me the truth.

Miss тут: «пропустити, згаяти, спізнитися» (на літак, поїзд тощо): It's an opportunity not to be missed.

Obvious «очевидний»: For obvious reasons, I preferred my house to his.

Pace «темп, швидкість»: You can travel there at a pace that you choose.

Perform «виконувати (на сцені), грати, виступати»: They performed a dance of their countryside.

Permit = allow: The doctor did not permit him a long journey.

Race тут: «перегони»: The race for the White House is now on.

Representative «представник»: They want to have more representatives of the staff on the board.

Rigid «жорсткий, суворий, незмінний»: The authorities (влада) introduced a rigid censorship of the mass-media.

Sight «гарний вид (місце)»: This lake is one of the sights of the country.

Splendid «чудовий»: The collection includes splendid paintings by Reynolds.

Terminology

Coach (UK) «великий пасажирський автобус»

Expenses «витрати». Synonym: **Expenditure**

Handicrafts (crafts) «традиційні ремесла; вироби традиційного мистецтва»

Itinerary «маршрут, план подорожі»

Jewellery «дорогоцінності, коштовності, прикраси»

Luggage «багаж». Synonym: **Baggage**

Replica «копія, модель» (об'єкта)

Toll «мито, збір, додаткова плата за послуги»

Exercise 1

a) Insert missing words from the list below. Translate the sentences:

Agatha Christie wrote ... detective stories.

Most universities ... on an interview before they accept a student.

It's a place of interest you shouldn't ...

President John F. Kennedy came from an ... Catholic family of Irish immigrants.

The committee included ... s from local advertising agencies.

It was ... that she was not telling the truth

(representative, obvious, splendid, ancient, miss, insist)

b) Translate into English paying attention to the underlined words:

Конференція розглядала можливість більш тісних зв'язків між двома університетами.

Темп життя в Ірландії набагато повільніший, ніж в Англії.

Це чудова ідея.

Ви можете спізнитися на літак, якщо не поспішатимете.

Екскурсії (tours) можна замовити через нашого представника по приїзді.

Exercise 2

Translate into Ukrainian:

racecourse, space race, replica village, cliff-diver, antique shop, craft shop, sightseeing tour, coach trip, coach tour, coach group, online tour booking, traveling expenses, extra expenses, entrance fee, toll-free

WORD FORMATION

Suffixes -al, -ion, -ly, -er, -ity, -ation

Exercise 3

Визначте основу наведених нижче похідних слів. Перекладіть їх:

explorer, exploration, splendidly, performance, performer, sight-seer, rigidity, denial, permission

GRAMMAR

Accusative + Infinitive (Gerund)

Key Patterns:

They were watching dolphins perform in the oceanarium. Вони спостерігали, як дельфіни «виступали» в океанаріумі.

She noticed him staring at her. Вона помітила, що він на неї дивиться.

Exercise 4

a) Виходячи зі структури й семантики базових моделей, спробуйте вивести правило утворення і вжитку Accusative + Infinitive (Gerund) в англійській мові.

b) Translate into Ukrainian:

She hated to hear her husband talk like this.

She didn't want me to go.

c) Translate into English:

Я бачив, як вона переходить вулицю.

Ми спостерігали за тим, як встає сонце.

Exercise 5

Виходячи з контексту, структури речень та знання інтернаціоналізмів, спробуйте вивести значення виділених у текстах слів.

Text

TOUR ADVERTISEMENTS

Hong Kong offers you...

Hong Kong has a great range of tours, all of which can be booked through our local representative on arrival.

Travel around Hong Kong Island. See the wonderful view from Victoria Peak or explore the world-famous Stanley Market from a junk*. Take a tram **along the waterfront** and walk round the old Hong Kong.

Watch dolphins perform in the largest oceanarium in Asia or, for those interested in history, there's Sung Dynasty village — a replica village of China 1000 years ago.

If you are interested in sports, Hong Kong has plenty to offer: golf, squash, and **windsurfing**, as well as facilities for playing tennis, rugby, and cricket. Or why not visit Hong Kong races at Happy Valley and Shatin racecourses?

You could, of course, just relax on the sandy beaches of Lantau Island with its tea plantations, fishing villages, and green mountains, or visit the Buddhist monastery of Po Lin.

Acapulco

Acapulco is Mexico's most glamorous resort, where the sun shines 300 days a year, and where the nightlife **enjoys** an international reputation.

By day, take a cruise on a catamaran round the Bahia de Acapulco, one of the world's most beautiful bays, or sit in the shade of a palm tree on one of the many splendid beaches.

Those who are more energetic can stroll around Old Acapulco, with its famous Plaza Caletilla, and watch the cliff-divers **leaping** 40 metres into the sea from the cliff at La Quebrada.

By night, dine on fresh seafood at a romantic **rooftop restaurant**, then dance until dawn in one of the many discos in 'The Strip'. Alternatively, you could relax in a nightclub, or go on a late-night shopping trip for clothing, jewellery, and handicrafts.

TOURIST INFORMATION (1)

Stonehenge, Salisbury & Bath

This is a tour of total contrast, **spanning** 3,500 years of history visiting the ancient stones of Stonehenge and the fine cities of Salisbury and Bath, associated both with the Romans and Regency * England.

Stonehenge looms in lonely majesty over Salisbury Plain. Bronze-age Stonehenge with its **towering** 50-ton **pillars** created by a unique civilisation in Britain more than 3.000 years ago and in more recent times has been a **sanctuary** for various religious cults.

Salisbury*: an historic city with lovely old buildings, dominated by its fine 13th century **Cathedral**, which has the tallest **spire** in England.

Bath* was built by the Romans 2.000 years ago and revived in the 18th century. Our tour includes a visit to the famous Roman Baths and the **Pump Room** where the cure was taken by fashionable society. There is also the opportunity to view the 15th century **Abbey** and the charming squares. We shall see the river Avon and delightful Pulteney Bridge and can **browse** among the many antique and craft shops. Our tour returns to London about 19:00.

Departures: Daily in Nov, March & April; also Tues, Thurs, Sat & Sun in Dec, Jan and Feb from:

Mount Royal Hotel	7:55
Charles Dickens Hotel	8:05
Victoria	8:10
Forum Hotel	18:15
Berkeley Street	8:20

Prices: £ 42; child under 16 — £ 35

TOURIST INFORMATION (2)

Guided Car Tours (British Tours Ltd, London 2002)

<http://www.britishtours.com>

Don't be one of a coach group of 50 going where they want to go ... at the time and place that **suits** them.

Don't be tied to a rigid itinerary and see only the obvious places everyone else goes to missing the lesser-known, **off the beaten track** sights of great interest and beauty.

Don't deny yourself your personal highly qualified **Guide** who is permitted to **guide** you inside places of historic importance...

Go at whatever time suits you best to the places that interest you most at a pace that you choose. Your Guide will collect and return you at the

start and end of the day to any location in London. Please contact us if you wish to be **collected** outside London.

What does it cost? Prices are per car not per person, and include all car and driver-guide expenses and local tax. Prices do not include entrance fees **where applicable** or meals.

Which car to choose? Your choice of category depends on the number of people travelling, whether adults and/or children, and the amount of luggage taken: Medium — 1 to 2 passengers, Large — 3 to 4 passengers, Extra Large 5 to 7 passengers, Minibus — 10 passengers.

Why choose British Tours Ltd?

Because you insist on the longest established and most experienced service available in Britain. Founded in 1958, British Tours is still under the same **management**.

How to Book

British Tours is situated in Mayfair, the centre of London and our offices are open 7 days a week. You are welcome to visit us for a personal consultation, or contact us by fax, telephone or e-mail <info@britishtours.com>.

For personal tours with your own guide inquire Toll Free (US & Canada) on 1,888,463,9984, 9:00 a.m. to 5:30 p.m. London time.

Foreign Languages. We can provide guides speaking all foreign languages. French, German, Spanish and Italian at £ 15 per half day, all other languages at £ 80 per half day.

Notes on the Text:

Junk — a Chinese sailing boat (джонка)

Salisbury, Bath — Солсбері, Бат (ancient towns in the south of England)

Regency England — the period in Britain at the beginning of the 19th century

Lexical, grammatical, stylistic problems of translation

Перш ніж перекладати складні речення або речення з дієприкметниковими зворотами, треба вміти розділяти їх на складові частини (правила пунктуації в англійській та українській мовах не завжди збігаються), наприклад:

There's no need to see only the obvious places | everyone else goes to | missing the lesser-known sights of great interest and beauty.
Немає потреби відвідувати тільки добре відомі туристські принади, | де бувають усі, | ігноруючи менш відомі цікаві й гарні місця.

Під час перекладу слід звертати увагу на багатство синонімів в англійській мові. Наприклад, слова **journey, trip, traveling, visit** перекладаються як поїздка, подорож. При цьому слово **journey** має співзначення дії і процесу подорожі, поїздки або сам шлях. Натомість, **trip** означає подорож туди й назад, **traveling** підкреслює ідею мандрів з одного місця в інше, **visit** асоціюється з відвідинami одного певного місця.

Exercise 6

- a) Перекладіть наведені нижче речення, визначивши його складові.

You're free to visit the places you choose.

When you go on a journey remember there's no place like home.

- b) Доповніть речення словами **journey, trip, traveling, visit**:

When he was young he did a lot of ...

He talked about his recent ... to Africa.

He wrote to me after a brief ... to Edinburgh.

They needed a rest after a long ...

- c) Translate the text into Ukrainian (Russian) in writing paying attention to the style of translation.

- d) Make a back translation of the text.

Discussion

- What do you know about Stonehenge and the old Celtic civilization?
- What makes Acapulco so popular? Compare it with the resorts you know about.
- What are the advantages of a guided car tour?

LESSON 2

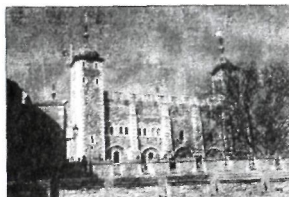
CITY AND COUNTRY TOURS

Active Words and Word Combinations

Diary «щоденник»: Her diary gives an account of what happened.

Edge «край»: Little children played in the sand at the water's edge.

Harbour «гавань»: They stayed in a small hotel overlooking the picturesque harbour of Seeburgh.



Terminology

Average «пересічний»

Public «громадський, державний»

Exercise 1

Translate into Ukrainian:

tour diary, communication network, transportation network, public expenditures, public sector, public property, average temperature, average wage (salary), below (above) average, historical sight

WORD FORMATION

Suffixes -y, -able, -tion, -ful

Exercise 2

Визначте, від яких слів походять такі слова; наведіть переклад:

fashionable, rainy, description, colourful

Exercise 3

a) Виходячи з контексту, структури речень та знання інтернаціоналізмів, спробуйте вивести значення підкреслених у тексті слів.

b) Translate the text into Ukrainian (Russian) in writing paying attention to the style of translation.

c) Make a back translation of the text.

Text

Welcome to Sydney

Sydney is Australia's oldest, largest and loveliest state capital with a population of over 3, 000, 000. It is a colourful, modern city but it has also a natural beauty with green parkland and perhaps the world's most beautiful deep-water harbour.

As well as* being famous for its modern buildings and roads, there are many places of historical interest in Sydney. For example, Mrs Macquarie's Chair, the area called the Rocks dating back to the early nineteenth century, and the attractive terrace houses of Paddington, are all close to the harbour and the city centre.

Sydney has many attractions which tourists can enjoy — surf beaches, a zoo, Koala Bear Park and an Opera House which is situated at the water's edge. Some say that this is one of the most beautiful examples of modern architecture in the world. For further entertainment there is a wide variety of restaurants, theatres, nightclubs, sports and social clubs. There is also a very efficient network of communications within the city, including an underground railway, buses and taxis. Sydney has a very pleasant temperature climate. The average temperature in summer is 21.7°C, and in winter 12.6°C.

There are few places in the world where a visitor can find such a rich variety of natural and historical beauty, entertainment and culture. Ask any Sydneysider about his city and he'll say there is no place like it!

Notes on the Text:

As well as тут: не тільки, ...а й ...

HOW WELL DO YOU KNOW YOUR CITY?

In pairs, ask and answer questions about your city. Make notes of the answers in your notebooks under the different heading.

Name of city

Geographical location

Is it situated in the north/south/east/west or middle of your country?
Is it on a river/by the coast/in the mountains/on a lake or on a peninsula?

Historical interest

Is your city important historically in any way? Can you name two famous people connected with your city? What are they famous for? When did they live?

Landmarks

Has it got any famous landmarks (places you can recognise from far away)?

Sightseeing

Can you name:

- 2 religious buildings church/cathedral/mosque;
- 2 museums or art galleries;
- 2 important governmental buildings;
- 2 famous streets (Why are they famous?);

Is there anything else of interest for tourists — parks, sports centres, palaces, zoological or botanical gardens etc.?

Shopping

Where is the best place to shop for

- (a) expensive clothes
- (b) cheap but fashionable clothes?

Cuisine

Is your city famous for any kind of food? Name some good restaurants.

Transport

What different means of public transport are there — tram, bus, underground, train, taxi?

Climate

What's the average temperature in the middle of the hot season, and in the cold or rainy season? What sort of climate has it got — temperate (as in Europe), dry and hot (as in Egypt) or tropical (as in Malaya)?



A Tour of Scotland (Itinerary)

Use the map and notes to make a short bus tour of Scotland. Describe the itinerary using the following clichés:

We leave at 11 a.m. On day 3 we visit the famous...

After spending the night at ..., we set off early for ...

There we can explore the ..., or spend the day on the ...

Place	Time required for visit	Points of interest
Edinburgh	two days	capital of Scotland/12 th century castle / royal palace of Holyroodhouse
Aberdeen	one day	shopping / ancient university/ beach / golf course
Inverness	one day	the heart of the Scottish Highlands' / shopping for souvenirs
Loch Ness	one day	Nessy / scenery
Stirling	half day	historic town / famous castle / wildlife park

Discussion

- Use the headings below to make notes about Sydney: Population. Natural beauty. Historical sights. Tourists attractions. Entertainment. Transport system. Climate.
- Choose a city that you know about, or one of the cities from this Lesson. Write (speak) about the tourist attractions of this city.
- Write a short tour diary (three or four days) around places of interest in your region or country.

LESSON 3

TOUR ADVERTISEMENTS AND TOURIST INFORMATION (2)

Active Words and Word Combinations



Borrow «*позичати; запозичувати*»: Kenya borrowed money from overseas to pay for tourist developments. Antonym: **Lend**

Complain «*скаржитися*»: They complained to me about the noise.

Contradiction «*протиріччя*»: Dublin is a city of contrasts and contradictions.

Delicious «*чудовий, прегарний; смачний*»: The taste of the pineapple was delicious.

Enable «*давати змогу, дозволяти*»: His education enabled him to start a career in the tourist sector.

Fascinating «*чарівний*»: Ireland is a truly fascinating country.

Heritage «*спадок, спадщина*»: The cultural heritage of the Ukrainian people is impressive.

Impressive «*вражаючий*»: The list of speakers was impressive.

Pedestrian «*пішохід*»: Pedestrians were walking on the pavement.

Providing *тут*: «*за умови, що*»: They were prepared to give me the job providing I agreed to work extra hours.

Rapid «*швидкий*»: People are worried about the rapid increase in military spending. Synonyms: **Fast**, **quick**, **speedy**.

Stroll «*прогулюватися*»: They decided to take a stroll in the garden.

Trail *тут*: «*шлях, дорога*»: Take a walk along the Beatles trail in Liverpool.

Terminology

Advance «*заздалегідь; аванс*»

Deposit *тут*: «*завдаток*»

Exchange *тут*: «*валюта*»

Loan «*позика*»

Medieval «*середньовічний*»

Profit «*прибуток; вигода*»

Publicity «*реклама; репутація*»

Refund «*повертати (завдаток тощо)*»

Vehicle ['vɪkl] — загальна назва для автомобілів, автобусів, вантажівок, вагонів тощо

Exercise 1

Insert missing words from the list below. Translate the sentences:

We feel that preserving the history, ... and culture of the country is of vital importance.

He ... ed of pain in the chest.

He always ... s money from his friends and never pays it back.

The palace was ... ly elegant and massive.

(*borrow, impressive, heritage, complain*)

Exercise 2

a) Translate into Ukrainian:

visitor attractions, heritage tourism, advance booking, advance payment, in advance, motor vehicle industry, fire control system, foreign exchange, profit-making, clear profit, tourist earnings, long-term loan, loan bank, loan money, bad publicity

b) Translate into English:

неприбуткова організація, короткострокова позика, запланований прибуток, грошова позика, швидке економічне зростання

WORD FORMATION

Suffixes -ion, -er, -eer, -ed, -ity, -able, -ant, -ing, -th. Prefixes over-, un-

Exercise 3

Визначте основу наведених нижче похідних слів. Перекладіть їх:

impression, entertainer, trailer, borrowing, borrower, profiteer, profitable, overdependant, unskilled, growth, rapidity

GRAMMAR

Підсилююче до

Key Patterns:

Tourism **does** bring problems for a developing country. *І все ж таки туризм створює проблеми країні, що розвивається.*

If you have particular needs, **do** ring ahead and ask. *Якщо Вам хочеться чогось особливого, не церемоньтесь, телефонуйте заздалегідь і замовляйте.*

Exercise 4

Translate into Ukrainian:

They do make a little wine in Ireland, but the country is more known for its whiskey.

I do like cakes, but I'm not particularly hungry now.

Do have some more tea.

TOURIST ADVERTISEMENT: DUBLIN

Read the advertisement for Dublin, the capital of Ireland, and fill in the gaps with appropriate words given below:

dramatic, picturesque, impressive, beautiful, elegant, delicious, tasty, unique, old-world, frightening, friendly, animated, interesting, lively, freshly-brewed

Tucked away* to the west of mainland Europe, Dublin is probably one of the world's most secret secrets. Being less easily accessible than other capital cities in Europe has proved to be a big advantage, as it has allowed Dublin to keep its old-world village atmosphere. Dublin is a city of contrasts and contradictions.

Medieval and Georgian architecture* provide a rich backdrop* to the city streets filled with entertainers of all kinds. The rich aroma of coffee mixes with the distinct smell of hops* from the nearby Guinness* brewery*, drawing the visitors indoors. Street-side cafes and pubs are always buzzing with lively conversations and visitors may soon find themselves involved in topics as diverse as sport, politics, literature, or the old favourite — the weather.

In 1988 Dublin celebrated its 1,000th birthday and was designated European City of Culture in 1991. Many visitor attractions throughout

the city show its fascinating history. There are a variety of museums, art galleries and visitor attractions for every taste and age-group. Take a walk along one of the many Heritage trails or follow the City's Rock' n' Stroll trail which tells a myriad of interesting facts about the many famous musicians who have come from this Irish city.

If the hustle and the bustle of the city prove too much you can always take a trip along Dublin's lively coastline or explore the nearby Dublin mountains. Pay a visit to Malahide Castle and you may be lucky enough to see briefly pick, the Irish ghost.

The choice of entertainment does not lessen as darkness falls and the visitor is faced with the dilemma of choosing whether to visit one of the many theatres, go to a concert at the National Concert hall, walk through the lively pedestrianised area of Temple Bar or take time over a good meal in an Irish restaurant.

From dawn to dusk, you will discover that Dublin is different.

Notes on the Text:

Tucked away «прихований»

Georgian architecture «архітектурний стиль 18 ст. у Великій Британії та Ірландії»

Backdrop «фон»

Hop «хміль»

Guinness «Гіннес», сорт ірландського пива

Brewery «пивоварня»

Giving directions

Before you look at the text, try to answer these questions.

1. How many Tourist Information Centres (TICs) do you think there are in Britain?
2. Do you think they close at weekends?
3. Do you think it is expensive to book accommodation at a TIC?
4. Do you think you can book accommodation in advance if you write to a TIC?

Now read the text and find out if you were right.

TOURIST INFORMATION CENTRES

There are over 700 Tourist Information Centres (TICs) in Britain.

You will usually find TICs **centrally positioned** in towns or beside main roads, and at **points of entry** into Britain.

In London there are the British Travel Centre and Tourist Information Centres which specialize in England, Scotland, Wales and Northern Ireland.

Most TICs are open Monday to Friday, 9:00 to 17:00, although in summer many are open longer and at weekends. Some are open from Easter to September only.

Accommodation booking

Wherever you go, TICs will help you find accommodation for the night. Many centres will make a reservation for the same night in their locality — in England a small charge is usually made (about 95p); in Scotland the service is free (a small deposit is refunded at the end of the stay); in Wales and Northern Ireland the service is free. A number of them also offer a reservation service enabling you to arrange accommodation for the same or the next night in a different locality (providing the service also operates there).

Please note that the centres do not make advance bookings by mail or telephone. You are advised to call in personally at the TIC and book your night's accommodation before 16:00.

Exercise 5

a) Work in pairs. Draw a plan of the building you are in or a building you both know well. Take turns to ask each other directions around it:

Example:

A. Excuse me? Can you tell me how to get to the toilets, please?

B. Turn right, take the stairs to the first floor, then turn left, and they're at the end of the corridor.

b) Direct people around streets and buildings:

Example:

A. Excuse me, how do I get to Victoria station?

B. Go down this street and take the third turning on the left.

Tourism in Kenya

Kenya appears in many tourist brochures. The Kenyan government has made tourist development a priority. It has spent money on building hotels, airports, safari huts and all the other requirements for tourists from developed countries. The planes landing at Nairobi airport bring

<rich tourists from Europe, North America and Japan. Some come for Kenya's fine beaches. Most are more interested in the wildlife of East Africa. Lions, zebras, elephants and hippopotamuses are among the attractions.

Kenya's tourist industry earns the country over £ 200 million per year, but tourism does bring problems for a developing country. Only 75 per cent of the money spent by tourists stays in Kenya. The rest is taken by foreign companies which provide the hotels and the safaris.

The tourist drinks Scotch whisky or Russian vodka. The hotels are fitted with American air-conditioning and Japanese lifts. The electrical system is Dutch and the fire control system is Italian. The safari vehicles are Japanese Land Cruisers. These imports cost Kenya vital foreign exchange.

Kenya borrowed money from overseas to pay for the tourist developments, and much of the profits from tourism are spent in repaying the loans.

There have been several armed attacks on tourists. The bad publicity hit Kenya's tourist earnings because people were frightened off. It is risky to become over-dependent upon tourism.

Most of the jobs created for Kenyans are unskilled and poorly paid. Some complain that tourism is a new form of colonialism. Tourism has also come into conflict with Kenya's rapid population growth. More mouths to feed means more demand for farmland. Already some Kenyans are demanding that the National Parks be opened up for farming.

Exercise 6

a) Виходячи з контексту, структури речень та знання інтернаціоналізмів, спробуйте вивести значення відлених у тексті слів.

b) Translate the text into Ukrainian (Russian) in writing paying attention to the style of translation.

c) Make a back translation of the text.

Discussion

- Why are tourists attracted to Kenya for a holiday?
- What advantages are provided for Kenya by tourism?
- What problems are created by tourism for a country like Kenya?
- What are the positive and negative effects of tourism on your country or region? Are you optimistic about the future?

LESSON 4

TOURIST ADVERTISEMENTS AND LOCAL TOURS

Active Words and Word Combinations

1 **Abound** «бути багатим» (на щось): Ireland abounds in rivers, lakes and streams.

2 **Asset** «перевага, позитивна якість»: Her only asset was a gentle nature.

3 **Bay** «затока»: The bay was surrounded on three sides by vertical cliffs.

4 **Paradise** «рай»: Oxford Street in London is called a shopper's paradise.

5 **Playwright** «драматург»: Shakespeare is universally considered to be the greatest playwright in the world.

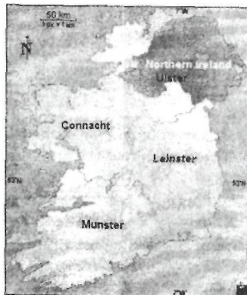
6 **Recall** «пригадувати, згадувати»: She recalled seeing a poster on the wall.

7 **Source** «джерело»: What is the source of your information?

8 **Stranger** «незнайомець, стороння людина»: There are no strangers, only friends you haven't met yet.

9 **Wealth** «багатство»: It was a period of wealth and prosperity.

10 **Worth** «вартість»: The monument to Shevchenko in Kharkiv is certainly worth seeing.



Exercise 1

a) Insert missing words from the list below. Translate the sentences:

The risk is ... taking.

The country needs redistributing ... among profits, wages (заробітня плати) and investment.

Candidates are required to publish the ... of their incomes.

A large garden is an ... when you have little children

The streams ... with all sorts of fish

He was a total ... to all of us.

5 (abound, source, stranger, worth, wealth, asset)

b) Translate into English paying attention to the underlined words:

Чи варто так тяжко працювати?

Вона не довіряла (trust) незнайомцям.

Exercise 2

Translate into Ukrainian:

coastline, deep sea fishing facilities, shore angling, driving time, marketing office

WORD FORMATION

Suffixes -ing, -al, -ed, -y

Exercise 3

Визначте основу наведених нижче похідних слів. Перекладіть їх:

boating, canoeing, coastal, wooded, wealthy

GRAMMAR

Конструкції з Perfect Infinitive

Key Patterns:

The children of king Lir are said to have spent three hundred years on a cliff in the lake derravaragh. Кажуть, що діти короля Ліра провели 300 років на скелі на озері Дерравара.

He seems to have missed the train. Здається, він спізнився на потяг.

Exercise 4

a) Виходячи зі структури й семантики базових моделей, спробуйте вивести правило утворення і вжитку конструкцій з Perfect Infinitive в англійській мові.

b) Translate into Ukrainian:

Stonehenge is known to have been built 3,500 years ago.

The president is reported to have been seriously ill.

The Vikings are believed to have sailed to America long before Columbus.

TOURIST ADVERTISEMENTS: HOLIDAY IN IRELAND

Nightlife

What are you going to do tonight?

There's so much to do you can enjoy something different every night and still have surprises left for your next visit.

If you haven't made plans, a **good idea is to have a drink** at the end of the day and discuss the evening ahead. Who knows who you'll meet? There are no strangers, only friends you haven't yet met.

The magic of Irish theatre

Ireland is famous for its theatre. Over the last two centuries playwrights from Sheridan and Goldsmith to Beckett and Friel **have had their work performed** on he world stage.

Good theatre is not at all **confined to the capital** and can be found everywhere in Ireland. The Belltable Theatre in Limerick*, Garter Lane Theatre in Waterford*, The Belfast* Arts, The Cork* Opera House and Druid Theatre in Galway* are but few worth trying.

The magic of the festival

In Ireland we love a festival, whether it's three days of oysters* and Guinness, four days of jazz, a weekend of literature or a week of opera. There are festivals and events going on all the time so it's worth checking, as soon as you arrive, what will be happening during your stay.

It's not just festivals. With luck, your favourite international or Irish actor might be appearing during your stay. Nothing compares to seeing a band, actor or singer performing at home.

The magic of the people

Landscapes change from place to place, building from town to town, but wherever you go you'll find friendly faces. Irish people are as interested in you as you are in them, and we're proud to have you as visitors. **Asking for directions** and who knows what **you'll end up discussing**. Music and conversation are national sports and everyone is invited to play.

Irish Scenery

There are the silver streams...

Ireland is **criss-crossed** with silver streams, lazy rivers, hidden lakes and still canals. Canals, rivers and larger lakes can be explored from the banks or from hired boats. Every bend offers a new scene, a chance meeting or a hidden pub alive with boating and fishing stories.

...the blue of the sea...

When in Ireland, you are never more than 80 miles from the sea and a coastline offering golden, sandy beaches, dramatic cliffs, hidden harbours and bays.

You'll find beautiful secluded coves as well as larger beaches with windsurfing, sailing, canoeing and swimming. Shore angling and deep sea fishing facilities are available in most coastal villages.

...the purple of the hills...

The central plain of Ireland is surrounded by a ring of hills and mountains. Colours vary from deep purple to black and views range from the gentle slopes of the Slieve Bloom mountains to the steep, wooded valleys of Wicklow* and the awe inspiring Cliffs of Moher. They are all there to be explored on foot, by bicycle or on horseback.

...and plenty of local colour.

You'll also find colourful characters. From mountain tops to beaches you'll meet people ready to stop and talk — a chat about the weather, a bit of local geography or history and maybe some advice about what you should see next.

You won't see it all in one visit, so the sooner you come the sooner you can come back for more.

Food and Drinking

A bite to eat

Just as important as the food is the welcome. Wherever you go you'll find service with a smile and a friendly word or two.

Most towns, large and small, offer a variety of good, local restaurants. Some areas, however, have **specialities**. In Galway, for example, you'll find oysters a plenty, in Bantry* it's mussels*. In Wicklow there's lamb* to enjoy and Limerick has it's unique ham*.

If you're here in September the Clarinbridge Oyster Festival or Bantry Mussel Festival should not be missed.

You'll find restaurants and cafes everywhere to suit your budget. And if you have particular tastes or needs, **do ring ahead and ask**. Most restaurants will be happy to offer vegetarian dishes and children's menus.

A few drinks

Ireland is famous for its unique drinks. Perhaps the most famous of all is Irish stout*. Guinness, Murphy's and Beamish stouts can be found almost everywhere.

Did you know that whiskey was first distilled in Ireland? Unlike Scotch whisky, Irish is distilled three times and is spelt with an 'e'. The Guinness Brewery in Dublin is open to the public, as is Bushmills Distillery*, the oldest distillery in the world.

We do make a little wine, but most hotels and restaurants offer a list of top international wines.

Irish pubs

The Irish pub is more than a place to drink, it's a social centre, a music venue* and a place for discussion.

There's a pub for every mood and every occasion, from small intimate bars to larger pubs offering music or meals.

Whether you're having a quick drink before the theatre or whether you're settling in for a night of music, the pub is a great place to meet people and discuss the affairs of the day.

Local Tourism in Ireland

Westmeath is a paradise for angling, cruising on the Shannon, boating and watersports, golf, equestrian pursuits, tourist trails, genealogy and heritage holidays. A county of lake and legend with rich pastureland, it offers remarkable beauty and diversity. Abounding in rivers, lakes and streams, it is an area of possibilities for every visitor.

Located in the Heart of Ireland, Westmeath stretches from Lough Ree* in the west to the shores of Lough Sheelin* in the north east and southwards to Kinnegad and the Royal Canal. It has an area of 710 square miles and a population of almost 62,000 people. Lakes are its greatest asset with fishing, cruising, water sport activities and shore amenities.

Access to Westmeath

There is a wealth of trout angling on the Westmeath Lakes, Ennell*, Owl*, Derravaragh*, Sheelin, Lene, Lough Ree, the River Shannon and the Royal Canal. Derravaragh is the source of the famous legend of the Children of Lir who are said to have spent three hundred years in isolation on its waters. Visitors wishing to cruise or to fish, to recall mythology from childhood, to tour the scenic routes and picturesque villages,

traverse Goldsmith country or the Fore Trail or The Belvedere Trail will find much, much more in Westmeath.

Contact Us at

MAIN OFFICE, MARKETING OFFICE: County Buildings,
Mullingar, Co. Westmeath

Tel. +353 (0)44 40861, Fax +353 (0)44 42330

E-mail: wmeathtc@iol.ie

Access:

Right in the centre of the island, Westmeath is the most accessible county in Ireland. Over half of the country is within a one hour drive.

Two railway lines, six national routes, a canal and the River Shannon link the county to all parts of Ireland.

SOME DRIVING TIMES AND DISTANCES

Airports — Seaports

Location	Driving times	Kms
Dublin	1.0 Hrs	100 Kms
Shannon	1.5 Hrs	130 Kms
Cork	3.0 Hrs	220 Kms
Belfast	3.0 Hrs	220 Kms
Knock	1.25 Hrs	120 Kms

Great Links to Transport Companies

Irish Ferries Ltd — The best way to travel to Ireland by Sea
Aer Lingus* — Flying to Ireland has never been better with Aer Lingus
Bus Eireann* — Our National Bus/Coach Service throughout Ireland
Iarnród Éireann* — Ireland's National Railway

Notes on the Text:

Лімерик, Уотерфорд, Белфаст, Голвей, Уїклоу, Бантри — міста в Ірландії

Oyster «устриця»

Mussel «мідія»

Lamb «баранина»

Ham «шинка»

Stout — a sort of strong dark beer

Distillery «винокурня»

Venue «місце зустрічей»

Lох Рі, Лох Шілін, Енелл, Оуел, Дерравара — озера в центральній Ірландії

Trout «форель»

Aer Lingus, Bus Eireann, Iarnrod Eireann — вимовляється Ер Лінгус, Бус Ейрен, Ірнрод Ейрен.

Exercise 5

a) Виходячи з контексту, структури речень та знання інтернаціоналізмів, спробуйте вивести значення підкреслених в тексті слів.

b) Translate the text into Ukrainian (Russian) in writing paying attention to the style of translation.

c) Make a back translation of the text.

Discussion

- Look at the map of Ireland and pictures. Which place would you like to visit? Give the reasons for your choices.
- What makes Ireland an attractive place for tourists?

LESSON 5

TRAVEL ARRANGEMENTS. TRAVELLING BY TRAIN

Active Words and Word Combinations



Connection *тут:* «зв'язок; пересадка; місце пересадки»: Intercity trains provide reliable connection between European cities.

Change *тут:* «пересадка; поїздити пересадку»: In Albany you have to change for Ohio.

Flight *тут:* «рейс; літак, на якому здійснюється рейс»: Can you tell me what time flight No 172 arrives in Amsterdam?

Queue ['kju:] «черга»: They had to join the queue.

Valid «дійсний»: This pass is no longer valid.

Visa «віза»: To go to Germany you require a visa.

Terminology

Bargain *тут:* «знижка; дешева покупка»

Berth «полиця»

Board «табло»

Cabin *тут:* «купе». Synonym: **Compartment**

Carriage *тут:* «вагон». Synonym: **Coach**

Counter «стійка, віконце»

En route «по дорозі»

Fare «плата за проїзд»

Image *тут:* «зображення»

Leaflet «брошура» (рекламна)

Purchase «купувати; покупка»

Refreshments: some food or drinks during a journey or a meeting

Sale «продаж»

Screen «екран»

Tariff «тариф, розцінка» (плата за послуги)

Exercise 1

Insert missing words from the list below. Translate the sentences:

It took some time to obtain a ...
I missed my ...
People were ...ing up for the actor's autograph.
He had come from London on the afternoon train, with a ... at Swindon on the way.
The visa is ... for three months from the date of issue.
He bought a ticket to New York on the next ... out.
(change, valid, flight, visa, queue, connection)

Exercise 2

a) Translate into Ukrainian:

washing facilities, sleeper attendant, first class assistance, sleeper lounge service, two berth sleeper cabin, Sleeper Reservations Office, rail employee, front-facing seat, rear-facing seat, bus connection, railway ticket office, international reservations desk, main railway station, mainline station, direct train, saver fare, information office, departure hall, station facilities, railway information counter, snack bar, newspaper stand, exchange office, ticket counter, departure schedule, visa requirements, entry visa, rail employee, railcard, airport tax, refreshment bar, hire purchase, bargain sale, salesman, holiday bargain

b) Translate into English:

розклад руху поїздів, швидкий поїзд, помічник начальника станції, візна віза, транзитна віза, тривалість (time) поїздки, ділова поїздка (відрадження), інформаційна брошура, плата за проїзд в автобусі, екран монітора, купівля за готівку, знижений тариф

WORD FORMATION

Suffixes -ly, -ion, -er, -ee, -ed, -able,
-ity, -ing. Prefix un-

Exercise 3

Визначте основу наведених нижче похідних слів. Перекладіть їх:

sleeper, employee, employer, connection, integrated, reliable, unlimited, inclusion, validity, bargaining, hourly

TRAVEL ARRANGEMENTS AND CONDITIONS

Look at the information on the holiday in Japan:

Tariff: £ 740 Single supplement: £ 150

Departure schedule:

Daily from Hong Kong, except New Year — 28 December to 03 January.

Important Notes:

- 1) Hotels: The new Miyako or similar in Kyoto, the Grand Palace in Tokyo.
- 2) US passport holders will require visas for Japan.
- 3) One excursion each in Kyoto and Tokyo is included in the tour cost.

All the arrangements include:

- Twin-bedded accommodation at hotels indicated in each programme (or hotels of similar standard).
- Flights from Hong Kong and to Europe.
- Transfers.
- Services of local English-speaking agents.

Not included:

Meals, excursions, visas (if required), airport taxes, insurance, additional expenditure.

Exercise 4

Make a dialogue between a travel agent and a customer

Useful expressions:

I'm interested in...

The price includes...

There's a single-room supplement/deposit of...

After that you must confirm.

Do I have to pay extra for a single room?

Timetables

Timetables use the 24-hour clock to help prevent confusion, but we usually use the 12-hour clock when we speak.

18:57 becomes three minutes to seven in the evening or six fifty-seven p.m.

Exercise 5

Make a dialogue between a rail clerk and traveller on the telephone. Ask and answer questions about trains arrivals and departures.

Examples:

- A. What time does the 10:26 from Amsterdam arrive in Brussels?
B. At 13:30.
A. That's one thirty p.m., isn't it?
B. Yes, sir/madam.

Exercise 6

Виходячи з контексту, структури речень та знання інтернаціоналізмів, спробуйте вивести значення підкреслених в текстах слів.

Travelling in Scotland by Train

The journey of a night time

When travelling long distances (especially to and from Scotland) why not take an **InterCity Sleeper** and **enjoy the luxury** of sleeping en route? Whether for a business or leisure trip, **sleepers save you a day** and yet offer a comfortable and convenient journey.

A first class experience

All cabins are fully air conditioned with washing facilities. Refreshments are available from the sleeper attendant who is **always on hand** to provide you with first class assistance. If you travel First Class on the routes between London and Edinburgh*, Glasgow, Inverness or Aberdeen, and between Glasgow or Edinburgh and Plymouth most trains have the sleeper lounge service. You can enjoy a relaxing drink or light snack in the evenings and sit down to a cooked breakfast the following morning. Many of the First Class sleeper vehicles have now been provided with new wider mattresses, quieter air-conditioning and **brand new** carpets and bedding.

Easy to book — even easier to travel

If you have the Standard ticket you can book a berth in a two berth sleeper cabin for just £ 20. If you hold a First Class ticket you can take a single berth cabin for just £ 22. A comfortable price to pay for a great

night's rest. To book simply call at any main British Rail station, **Travel Centre** or British Rail travel agent, or ring the Sleeper Reservations Office.

Motorail

Why not take your car on the train? Full details of the services on which this facility is available can be found in the **Motorail** brochure available from all stations.

Until 31 March you can take your car on any InterCity Motorail service for as little as £ 10 **on top of your own fare**. Pick up the special leaflet for full details.

Exercise 7

Make a conversation between a rail employee and a traveler.

Useful expressions:

- International Enquiries. Can I help you?
- Hold the line, please.
- There's an express at...
- You have to change at Brussels.
- The 12:26 arrives in Paris at 18:57.
- I'd rather not change.
- Would you prefer smoking or non-smoking carriage?
- Is there a good connection in Brussels?
- Do you prefer front-facing or rear-facing seats?

BELGIUM BY TRAIN — A WISE CHOICE

Traveling by train from town to town

Intercity and Inter-regional trains (ICs and IRs) offer rapid, reliable connections between towns and regions. Intercity trains only stop at main-line stations, while Inter-regional services also stop at local stations.

L trains are local trains, serving all stations. Generally, ICs, IRs and L trains run regularly every hour (though some trains only run every two hours), leaving at the same time past the hour. The whole timetable is integrated, which means you never have to wait too long for a connection.

In mainline stations, the departure times of all trains are shown chronologically, together with platform number, on a board or monitor screen in the departure hall.

Finding your way around

Connections by local transport, either underground, tram, bus or taxi are never far away. So you will have no problem finding your way to or from the station. And you will find information offices at all mainline stations.

Ardisc, the electronic timetable, is a PC programme containing all the necessary information on train travel in Belgium. The computer gives you, in your home, times, prices and general information in the language of your choice: French, Dutch, German or English. Using a suitable configuration, Ardisc provides a graphic image of your itinerary on the screen and on paper.

In most stations, a map of all trains services is displayed.

- a) IC-IR timetable booklet is available free of charge from all stations.
- b) A leaflet is available with timetables for services to and from a particular station, e.g. * all services to and from Brussels.
- c) In every station you can purchase a **railway book** which gives you all the details on trains, prices, etc.*

Fares

Tickets are for sale at ticket counters in the station.

There are **SINGLE** (one way) and **RETURN (round trip)** tickets. The price of a return ticket is double the price of a single ticket.

The **single journey** or the **outward journey** of a return ticket must be made on the date shown on the ticket. The return journey must be made on the same day. To avoid queuing, you can buy your ticket 5 days in advance.

Travelling in a higher class to that shown on your ticket is permitted if you pay the **relevant fare difference** to the conductor. Breaking your journey is allowed only when permission is obtained from the assistant stationmaster prior to* departure.

Standard international tickets are valid for 2 months and breaks of journey are allowed.

Holiday bargains

50% reduction card. People travelling regularly by train will probably benefit from buying the half-price reduction card. This card is valid for one month, for first- and second-class travel on all trains and for all journeys within Belgium. With it, you can purchase an unlimited number of single journeys at half price.

Go Pass. Young people between the ages of 12 and 25 inclusive can make use of the Go Pass. This card is valid for 8 journeys in Belgium and is available for passengers travelling individually or in a group.

Multi Pass. With the Multi Pass, you can travel all day on Saturdays, Sundays and holidays and during the months of July and August. On all other days, departure should be after 8 a.m. the Multi Pass allows 2, 3 or 4 people to make 2 single journeys or a return journey in second class between any 2 Belgian stations.

Golden Railpass. If you are over 60, you can use your Golden Railpass for six single journeys between two stations in Belgium, either in first or second class.

Notes on the Text:

Edinburgh: pronounced ['edinbərə]

e.g. = for example

etc. = et cetera (and so on)

Prior to = before

Exercise 8

a) Translate the text into Ukrainian (Russian) in writing paying attention to the style of translation.

b) Make a back translation of the text.

Discussion

- Speak on the advantages of travelling by train.
- Compare the train service in Belgium with that in Ukraine.

LESSON 6

ARRANGING ITINERARIES

Active Words and Word Combinations

Familiarize «знайомити, ознайомлювати»: He familiarized himself with local customs and traditions.

Extend «розширити, розтягнути, продовжити»: The customer wants to extend his trip.

Settle «залагодити, владнати»: Can you come tomorrow to collect your tickets and settle your account?



Terminology

Inaugural «інаугураційний, пов'язаний з урочистим відкриттям»

Optional «необов'язковий; факультативний»

Exercise 1

Translate into Ukrainian:

holiday information list, credit card number, gondola ride, inauguration speech, full board, optional tour

WORD FORMATION

Suffixes -ive, -ion, -ation

Exercise 2

Визначте основу наведених нижче похідних слів. Перекладіть їх:
extensive, extension, familiarization, inauguration

Itineraries (1)

Read the letter and itinerary that the travel agency faxed to Mrs Munro. Suggest times when Mrs Munro and Miss Parker could go on the excursions. Are there any excursions they will not be able to take?

Dear Mrs Munro,

Here is a suggested itinerary for your trip to Florence and Venice.

Can you come in to the office tomorrow to collect your tickets and to settle your account? Please note that I will need to take your credit card number to guarantee the hotel bookings.

ITINERARY FOR MRS MUNRO AND MISS PARKER

Saturday, 5 April	Depart Rome	11:00
	Arrive Florence	13:10
Hotel Brunelleschi, via della Scala 7		

Excursions

Florence city tour and Pitti Palace — afternoon, Mon-Fri

Pisa — morning, Tues, Thur, Sat Siena and San Gimignano — full day, Mon, Wed, Fri

Tuesday, 8 April	Depart Florence	14:51
	Arrive Bologna	15:42
	Depart Bologna	16:44
	Arrive Venice	18:44
Hotel Londra Palace, Riva degli Schiavoni		

Excursions

City tour and gondola ride — morning, daily

Venetian islands — morning, daily

Evening gondola serenade — 1 hour, daily

Saturday, 12 April	Depart Venice	10:25
	Arrive Bologna	12:23
	Depart Bologna	12:42
	Arrive Rome	16:05

Yours sincerely,
Carla Silvestrini

Itineraries (2)

Mr Rossi is on a business trip in Linz, Austria. He would like to extend his trip to visit Salzburg and Vienna. Look at the notes and timetables. Then make up a suitable itinerary for Mr Rossi.

Notes

Mr Rossi wants to leave Linz on Monday 15 October. Must be back in Linz by 11 a.m., Friday 19 October at the latest. Would like to spend at least two days in each city. Wants information on excursions. Has arranged a business meeting in Vienna on 17 October at 11:00 a.m.

Hotels:

Hotel Elefant, Sigmund Haffnergasse 4, Salzburg.

Hotel Ananas, Rechte Wienzelle 101, Vienna.

Excursions, Salzburg:

City tour (Mozart's house, Mirabelle Palace) — daily, mornings.

Lakes and Mountains — daily, full day.

Excursions, Vienna:

City tour — daily, half day.

Vienna Woods and concert—Tuesday, Thursday, Saturday.

Timetables

VIENNA — LINZ — SALZBURG

Vienna dep.	0700	0800	0838	1000	1200	1300	1400	1504
Linz arr.	0852	0954	1022	1152	1352	1452	1552	1657
Linz dep.	0854	0956	1024	1154	1354	1454	1554	1700
Salzburg arr.	1015	1120	1137	1320	1515	1615	1715	1825
Salzburg dep.	0650	0812	0940	1040	1240	1340	1440	1540
Linz arr.	0759	0923	1101	1201	1401	1501	1601	1700
Linz dep.	0801	0925	1103	1203	1403	1503	1603	1703
Vienna arr.	0938	1105	1300	1400	1600	1700	1800	1900

Exercise 3

Use the Present Perfect Tense to ask and talk about experiences.

Examples:

Have you ever been to Venice?

No. In fact I've seen very little of Italy.

Plan and write an itinerary.

Familiarization tour

Study the following itinerary. It shows the activities and timetable during the first two and half days of familiarization tour. The activities for each of the days have been written in the wrong order. Decide the time when each activity should take place.

Day 1, Thursday, 8th of May

7:20 Inaugural dinner at hotel

10:30 Free time for relaxation

Afternoon Welcome Cocktail Party with a Director of YHTB

19:30 Arrive Manchester Airport. Transfer by coach

20:00 Check into Grand Spa Hotel Harrogate

Day 2, Friday, 9th of May

8:30 View castle. Coffee with its owner

9:30 Reception — Courtesy of Grand Spa Hotel

10:00 Lunch at Old Swan Hotel, Market Square, Ripon

12:30 Optional visit to night club

Afternoon Return to Grand Spa Hotel

17:30 Full English Breakfast

19:00 Depart by coach deep into Yorkshire Dales on scenic route to

Ripley Castle

20:00 Deeper into the country to visit Crassington and Yorkshire

Dales farms

22:30 Gala dinner at the Hotel

Day 3, Saturday, 20th of May

9:00 Lunch at Matthew's Wine Bar

10:00 Meet York Guides for walking tour of city

11:00 Full English Breakfast

13:30 Depart hotel and drive to York

14:00 Own time free for shopping

SELF-CATERING COTTAGES

Place the appropriate word for expression from the list below in the following holiday information list.

- a) Farmhouse; b) Walking Holidays; c) Study and Leisure; d) Courses; e) Central Heating; f) Car Tours; g) Cycling Tours; h) Bed and Breakfast; i) Experienced guides; j) Horse Riding; k) Instruction; l) First-class; m) Family Activity Holiday

— Our carefully modernized cottages are situated in attractive villages 10-15 miles from York. 2 color, TV, electricity and linen are included in the price. Mrs. J. Poppleton, 26 Bryant Way, York YO1 2LG.
Tel. 090421437

— Explore the natural beauty of the Yorkshire Dales on foot in the company of 2. Accommodation and meals are provided in traditional country pubs. Holiday are available from April to October. J. Gower, Ramblers Ltd, 30 Terrace Row, Ripon, N. York.
Tel. 076585213

— Discover the beautiful countryside on routes chosen to suit all types of cyclist 2 2 accommodation, routes and maps are included in the price. Machines can also be hired. Mrs. Grace, 17 front Street, York YO3 3JL
Tel. 090461242

— Holidays include full board 6 accommodation and full 2 2 by experienced trainers. Suitable for beginners. Colonel Pope, High Ridge Farm, Skipton, West Yorkshire

— A choice of ten different activities to suit all ages: boating, cycling, fishing and many more. Accommodation in traditional cottages. Activity Center, Haes, West Yorkshire.

— In the morning learn English in a well-equipped school. In the afternoon and evening enjoy the extensive holiday program of visits, lectures, discussions, sport and films. Accommodation is with a family. Two week 1 1 1 from May to September. Marjory Hughes Intr-Group, 5 Portman Way, York.
Tel. 090421124

— 4 day chauffeur driven tours departing from York for four persons. The itinerary includes visits to the Dales, the Moors, castles, abbeys and the coast. The price of the tour includes 6 hotel accommodation. L Friel, Carew Ltd, Beach House, Harrogate, N. York.
Tel. 04236672

Exercise 4

a) Translate the texts into Ukrainian (Russian) in writing paying attention to the style of translation.

b) Make a back translation of the text.

Discussion

- What skills and knowledge do you require to make up a good itinerary for a foreign tourist who plans a trip to your country?
- Which places and regions in Ukraine would you recommend to visit? Give your reasons.

LESSON 7

TRAVELLING BY AIR

Active Words and Word Combinations

Frequent «частий»: Gatwick Express runs every 15 mins with frequent intervals through the night.

Terminology

Aircraft = airplane
 Bureau de change = exchange office
 Data «дані (оброблена інформація)»
 Duty = tax
 Domestic «внутрішній» (рейс тощо)
 Exit «вихід; виходити». Antonyms: Entry; enter
 Gate тут: «вихід, прохід»
 Process [prəʊ'ses] «обробляти» (наприклад, інформацію)
 Security «безпека»
 Short-haul flight «переліт на коротку відстань; ближній рейс»
 Terminal «термінал»
 Via «через»
 Wheelchair «інвалідний візок»

Exercise 1

Translate into Ukrainian:

airline timetable, long-haul flight, flight connections desk, domestic flight, connecting passengers, coach station, duty-free shop, duty free sales staff, check-in counter, scheduled flights, registered chartered flights, airline company, transfer connections, passport control, final destination, hand baggage, security check, security officer, customs regulations, domestic flight, boarding card, domestic gate, airline sales counter, domestic connecting flight

WORD FORMATION

Suffixes -ly, -ation, -ible, -ing

Exercise 2

Визначте основу наведених нижче похідних слів. Перекладіть їх:

hourly, wheelchair-accessible, declaration, processing, transferring, boarding, identification

Exercise 3

- Виходячи з контексту, структури речень та знання інтернаціоналізмів, спробуйте вивести значення підкреслених в тексті слів.
- Розшифруйте скорочення mins, approx, tel, hrs.
- Translate the text into Ukrainian (Russian) in writing paying attention to the style of translation.
- Make a back translation of the text.

London — Gatwick*



North terminal. All British Airways domestic, European and intercontinental flights except services operated by City Flyer Express.

South terminal. All services operated by City Flyer Express to Amsterdam, Brussels, Bremen, Cork, Dublin, Dusseldorf, Guernsey*, Jersey*, Luxembourg, Newcastle, Nice, Rotterdam and Zurich. Also BASE Airlines to Eindhoven, Aer Lingus

to Dublin and American Airlines.

Travelling time between terminals. 3 minutes via inter-terminal train and 5 minutes by bus.

Allow 45–60 mins between flights. On arrival, follow Flight Connections signs to appropriate departure terminal and gate. Report no later than 30 mins before departure for short-haul flights and 45 mins for long-haul. Passengers leaving the airport should report to British Airways staff in the departure terminal at least one hour before the flight. Flight Connections Desks are in the North Terminal, offering check-in and ticketing facilities for connecting passengers.

Central London is 28 miles north of the airport.

TAXI: Fare approx £ 75, journey approx 80 min.

BUS: Speedlink Airport Services operate Flightline coaches which depart every hour to Victoria Coach Station. Fare: £ 7.50, journey approx 70 mins.

TRAIN: Gatwick Express is non-stop to London Victoria every 15 mins from 05:50 to 00:50, and frequent intervals through the night. (Minimum

one train hourly). **Club and standard fares available**, journey approx 30 mins. Thameslink and Connex South Central **run regular trains** to Blackfriars*, Charing Cross*, King's Cross*, London Bridge*, Victoria* and Waterloo East*. For details tel: 0345-484950.

Gatwick Airport Check-in at London Victoria Station: 6:00-20:30 (except Mondays and Thursdays when it closes at 21:00). Full check-in facilities, escalator to Gatwick Express, for all British Airways flights from Gatwick, and other airlines **handled by British Airways**.

Baggage security-checked to final destination.

Additionally:

Check-in for Heathrow* passengers with hand baggage only;

Tickets can be bought for the wheelchair-accessible Gatwick Express train;

British Airways Travel Shop, British Airways Travels Clinic and Bureau de Change and cash facilities;

Minimum check-in time before departure; 2 hrs for international flights and 1.5 hours for European services. For details call +44(0)2077074750.

Notes on the Text:

Gatwick, Heathrow — London international airports

Guernsey, Jersey — islands in the SE of England

Blackfriars, etc — London underground stations

Arranging Flights

With a partner make up a dialogue between a travel agent and a tourist:

Travel agent

You work in a travel agency in London. Help the tourist to arrange the flight he/she wants. Use the airline timetable below.

From London

Days	Depart	Arrive (local time)	Via City	Flight No
Copenhagen				
MoTuWeTh	12:45	15:30	non stop	AH 340
Fr	14:40	17:25	non stop	AH 361
Daily				
Dallas Fort				
MoWeFr	14:15	21:00	non stop	AH 543
ToThSa	15:15	22:00	non stop	AH 549
Geneva				
MoTuWeFrSa	12:50	15:29	non stop	AH 648
Daily	17:25	19:55	Paris	AH 637
Hong Kong			Bahrain	AH 555
Daily	10:00	10:10	Bombay	

Tourist

You want to fly to Copenhagen (Dallas, Geneva, Hong Kong). Ask the travel agent to **arrange your flight**. Find out about different flights.

Useful expressions:

- I'd like some information on flights to Geneva.
- When would you like to travel?
- What time does the plane leave London?
- What time does it arrive in Hong Kong?
- The flight leaves at ... and arrives at...
- How long does it take to get from London to Dallas?
- Would you please check in an hour before departure?
- What's the time difference between ... and ... ?
- Business or Economy Class?
- Have a good flight!

Now practise another dialogue with your partner. Talk about airport services and facilities. Useful expressions:

- Excuse me. Where's the restaurant?
- The restaurant is upstairs.
- The duty-free shop is on the right of the departure lounge.

- Where is the check-in counter for flight CN 741 to London?
- Where are the car rental services?

Vienna International Airport: Travel Information

The Telephone Information Service at Vienna International Airport provides flight information on direct and transfer connections with scheduled flights, registered chartered flights to and from Vienna, information on local facilities and services as well as on airline companies represented in Vienna.

Information Desks are in the arrival hall, Terminal 2. Information monitors with data on current flight movements can be found in all important areas of the airport. The data is processed by Vienna Airport's computerised MACH Information System and serves as the basis for the displayed information.

As soon as you arrive at the airport, check in at the appropriate counter in the departure hall. Before boarding the aircraft, you will go through a security check. Then proceed* through customs control. At Vienna Airport the 'two channel system' (red/green) is in operation. If you have nothing to declare, exit through the green channel.

Notes on the Text:

Proceed = go on

Exercise 4

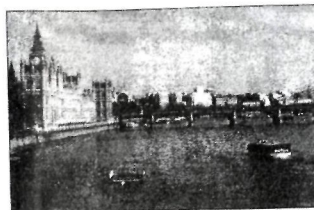
- Translate the text into Ukrainian (Russian) in writing paying attention to the style of translation.
- Make a back translation of the text.

Discussion

- Comment on organization of flight information at European airports.
- Compare the problems of arranging travelling by air in Europe and Ukraine.

LESSON 8 ORGANISATION OF TOURIST INDUSTRY

Active Words and Word Combinations



Coincide «збігатися»: On the whole their views coincided.

Implement «виконувати, здійснювати»: The government did nothing to implement the reforms.

Suffer «страждати, потерпати»: She was taken to hospital suffering from nervous strain.

Shortage «брак, нестача»: They suffered from food shortages.

Terminology

Competitive «конкурентноспроможний»

GNP = gross national product «валовий національний продукт,

ВНП»

Hiking = a long walk in the country for pleasure

Incentive «стимул»

Package tourism «туризм із наданням пакета послуг»

Soft loan «пільгова позика»

Exercise 1

Translate into Ukrainian:

food supply, holiday information list, package tour, competitive prices, competitive airfares, economic incentive, investment incentive, tax incentive, price competition, long-haul destinations, holiday information list, public service facilities, environment protection, coach service, export earner, business customers, outbound tourism, inbound tourism

WORD FORMATION

Suffixes -ence, -ity, -able, -or, -ation, -ful, -ly, -ness, -ing.
Prefixes -in, -out

Exercise 2

Визначте, від яких слів походять такі слова; наведіть переклад:

coincidence, favourable, reliable, familiarity, implementation, suffering, plentiful, rapidly, competitiveness, competitor, inbound, outbound

Text

Complete the passage below by putting the words in brackets into either the Past Simple or the Present Perfect Tense.

THE SPANISH TOURIST INDUSTRY

Tourism in Spain goes back to the 1930^s, but package tourism really (take off) in Spain during the late 1950^s and 1960^s. The post-war economic and population growth plus the increase in leisure time and disposable income in Northern Europe (coincide) with Spain's policy to welcome tourism, offering a reliable climate, beaches, a different culture and low prices. The favourable exchange rate and competitive cost of living (be) additional incentives.

Mass tourism (begin) towards the end of the 1970^s but the familiarity with Spain and falling standards (lead) to a poor image of the country as a holiday destination. As a result, Spain (face) competition in the late 1980^s from other Mediterranean* and long-haul destinations. At that time competitive airfares across the Atlantic to Florida and the low cost of living in America (mean) that many people (prefer) to go to the States rather than holiday in the Iberian peninsula. Even so, in 1993 Spain (welcome) over 57 million visitors — 8% of GNP and (account for) 24% of all Britain's outbound tourism.

The Spain tourism industry (make) many mistakes in the early years with the building of high rise hotels and poor town planning. However, the situation is changing. Over the last few years the government (re-

has renovated has implemented
strict) building and is providing grants for organizations and training in the tourist sector. In addition, it (implement) an investment programme to modernise public service facilities and infrastructure and to protect the environment. And with the help of the soft loans which the government (make) available for refurbishment, many hoteliers (improve) the standard of accommodation provided in order to meet the new stricter guidelines.

IRELAND

Little is known about tourism in Ireland before the mid-nineteenth century, when the first coach service started taking visitors around the country. At that time visitors were all British, but 1895 saw the first package tour of visitors from America, and in 1920 the first official tourism office opened its doors to the public.

During the Second World War many American soldiers were posted to Britain, but they suffered, like the British, from the food shortages in the United Kingdom. As a result many of them visited Ireland in order to eat better. At the end of the war in 1945, the British also took the opportunity to cross the Irish Sea and take advantage of the plentiful food supply in Ireland.

Over the last thirty years Ireland's tourist industry has expanded rapidly, and it has become the third largest export earner, employing 91,000 people. Many different types of vacation have been created, including special interest holidays such as golfing, hiking or fishing, as well as English language holidays.

Ireland has changed its old-fashioned image and it now appeals to the younger generation and independent travellers, while at the same time retaining its nostalgia for the many Irish Americans who come back in search of their roots.

Nowadays, 55% of visitors come from Britain, compared to 28.8% from Europe. Many people stay with friends and relatives, remaining on average for just over ten days.

Note on the Text:

Mediterranean «средиземноморский»

Exercise 3

a) Виходячи з контексту, структури речень та знання інтернаціоналізмів, спробуйте вивести значення підкреслених в тексті слів.

b) Translate the text into Ukrainian (Russian) in writing paying attention to the style of translation.

c) Make a back translation of the text.

People in Tourism

Marie Blanc works in a large travel agency in Paris. English is her only foreign language.

'I was born in Paris and I'm very happy here. But I like this job because I'm interested in travel. On the whole, this agency deals with business customers. I arrange their flights and hotel bookings all over the world. Apart from that, we often get foreign tourists who want to change their travel arrangements. Of course English is essential.

The best thing about this job? I get cheap holidays!'

Paola Conti is a tour guide in Florence. She speaks English and Spanish.

'I take groups of English speakers — Americans, English, Australians — on bus tours of Florence. In the summer there are four different tours and every time I go out somebody asks a new question, so I never get bored. Anyway, I'd hate to work in an office. I don't want to do this for the rest of my life, but I'm enjoying the job at the moment and I earn a lot of money in the summer.'

Manuel Romero works in the Tourist Information Office at Malaga airport in the south of Spain. He speaks English and a little French.

'Most of the tourists who come here are British, but we also have a lot of Dutch and Germans. They usually come on package holidays, so everything is organized in advance. But sometimes they want to hire a car or do something a bit different. Then I give them advice. They usually don't know any Spanish, apart from Olé, so I use my English all the time.

It's an interesting job and some of the people I meet are very funny. One American couple asked if they could fly to Torremolinos*. That's only about ten kilometres from here!'

Note on the Text:

Torremolinos — a small town in the south of Spain

Discussion

- What steps did the Spanish and Irish Governments take to encourage tourism? What is the result of their actions?
- What can be done in Ukraine to attract more international tourists?
- Compare Marie Blanc's, Paola Conti's and Manuel Romero's stories and decide which job you think is the most interesting. Discuss your reasons with the rest of the class.

LESSON 9

JOB INTERVIEWS

Active Words and Word Combinations

Accidentally «випадково»: She accidentally broke an expensive vase.

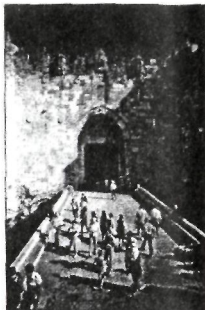
Apply тут: «подавати заяву» (на працевлаштування, одержання стипендії тощо): I made up my mind to apply for a scholarship (стипендія).

Appearance тут: «зовнішність»: The building has changed the character and appearance of the whole area.

Challenge «виклик»: I feel I am ready for this new challenge

Enclosed тут: «додається» (в тому самому конверті, файлі тощо): Many thanks for your letter and the enclosed leaflet.

Refer «посилатися (на щось); згадати»: The author referred to this article in his paper.



Terminology

Counsel «давати поради, рекомендувати»

Curriculum vitae (CV) «резюме, професійна біографія»

Expert = professional

Internship «практика; стажування»

Interview тут: «співбесіда».

Signature «підпис»

Trek «тривалий похід, часто з метою полювання»

Exercise 1

Translate into Ukrainian:

counselling skills, operations manager, travel industry experience, career opportunity, travel adviser, international hotel chain, assistant contracts manager, international education, international students, expert advice, inbound manager

WORD FORMATION

Suffixes -er {-or}, -ence, -tion, -ant, -ation

Exercise 2

Визначте, від яких слів походять такі слова; наведіть переклад:
counsellor, interviewer, reference, applicant, application

Text

PERSONAL TRAVEL ADVISERS (Newspaper Ad*)

Ours is the superior travel experience, offering customers a service to suit their individual needs. We provide expert advice through private consultations.

Due to expansion, we have a vacancy for a Personal Travel Adviser. Excellent counselling and administration skills needed. Personality and appearance important.

Hotel Reservations

To join prestigious international hotel chain. 6 months' experience. Must speak one European language other than English.

Inbound Managers — from £ 16,000

Operations Managers for UK movements of foreign visitors. We are looking for French, Italian, Spanish, German, and Japanese speakers. Good organisation skills and travel industry experience essential.

Note on the Text:

ad = advertisement

Exercise 3

a) Use would to talk about hypothetical situations.

Examples:

To start with you would work with the Contracts Manager.

If we felt you were ready, we would allow you more independence.

I would have applied

b) Complete these sentences:

- If he ... (have) more experience, I would offer him the job.
 I ... (apply) for another job if my qualifications were better.
 If you ... (work) harder, I'm sure you would pass.
 If you came to Florence, I ... (take) you round the sights.
 What would you do if they ... (offer) you the job?
 I think she ... (come) if you invited her.
 What would you do if:
 — you saw someone stealing food from a shop?
 — you found a wallet full of money on a bus?
 — you accidentally broke an expensive vase in a shop?

Exercise 4

Take part in a job interview. Work in pairs. One person should be the applicant, the other the interviewer. If necessary, invent the qualifications and experience, which you think you would need for the job.

Example:

I worked in Tunisia for the first year, then the following season I was transferred to Ankara in Turkey.

Letter of application

Look at Anna's letter of application. Has she referred to all the requirements mentioned in the advertisement?

16th March 2002
 169 Corkhill Place, London N1 1RL

Mr David Ansell,
 Intertours
 276 Brompton Close,
 London SW9 6AB

Dear Mr Ansell,

I wish to apply for the position of Assistant Contracts Manager, advertised in the Travel Gazette on 14th March.

As you will see from the enclosed curriculum vitae, I spent two years working for Thomsons as an on-site* representative in Tunisia and Turkey. During this period I gained an intimate knowledge of the hotel industry in both countries and I feel I am ready for this new challenge.

At present I am doing the English for Tourism course at Westminster College. French is my first language, but I also speak Spanish quite fluently.

I look forward to hearing from you.

Yours sincerely,

Anna Gourdin /signature/

Note on the Text:

On-site «*micyesuï; na micyl*»

Exercise 5

Now write a similar letter applying for a job of your choice (see texts below). You may invent work experience and qualifications. Write a short CV.

Example:

CURRICULUM VITAE

Personal Details	
Name	Anna Gourdin
Age	25
Address	69 Corkhill Place, London N1 1LR
Telephone	071 691 3999
Nationality	French
Educational and professional background	2000 — present: travel manager for Thomsons Co. (Tunisia and Turkey) 2002: English for Tourism course at Westminster College 2000: University of Lyon, M.A.

Are you up to the challenge?

Trek leaders wanted for Asia and Africa. Trek/tour experience essential. Foreign languages an advantage.

Business Travel

Our company always has career opportunities for experienced travel consultants. We can advise you on jobs with a future. Salaries according to experience.

Note on the Text:

B.A. — Bachelor of Arts

International education

IHTTI School of Hotel Management Neuchatel, Switzerland
Hotel & Management!
Study in Switzerland

IT (Information technology) & Hotel management
(combined programmes — 3. 2 & 1^{1/2} years);
BA Internship. Hospitality & Tourism Management (3 years);
Post-graduate Diploma (1 year);
Further courses (1–3 years).
Ask Maria Baks for information at our head office:
IHTTI, P.O. Box, 4006 Basel, Switzerland
Phone: +41-61-3123094
Fax: +41-61-3126035
E-mail: headoffice@ihhti.ch
www.hotelcareer.ch

Call 442076650000
www.londonhotelschool.com
For an on-line brochure

London Hotel School

Study Hotel or Tourism management in London. Modular courses mean you can start your Diploma course any month. Complete 12 units and get an American qualification then complete a one year internship in a London hotel for a UK Diploma. Get an International qualification to make the best start in the world's biggest international industry.

London Hotel School, Springvale Terrace London W14 0AE UK

Exercise 6

- a) Translate the texts into Ukrainian (Russian) in writing paying attention to the style of translation.
- b) Make a back translation of the text.

Discussion

- Talk about possible developments in the travel industry.
- How do you think the travel industry will change in the 21st century?

ADDITIONAL READING

Text 1

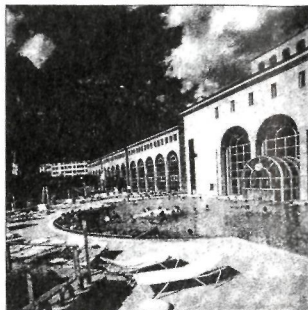
COME & SEE THE USA

New Orleans

The name of New Orleans conjures up images of jazz bands on Bourbon Street, Mardi Gras and Mississippi river boats. Go there and make your dreams come true.

The Grand Canyon

Don't forget 'the world's most wonderful spectacle': 396 km (277 miles) long, over 8 km (5 miles) wide and 1.609 metres (1 mile) deep. Take the Grand Canyon air trip for the experience of a life-time.



Nashville

Come to Nashville, Tennessee, the country and western music capital. See Elvis Presley's solid gold Cadillac.

Cheyenne* Frontier Days* Rodeo

Cheyenne, Wyoming: The oldest US rodeo and the granddaddy of them all is a long-standing tradition in Wyoming. In addition to the usual competitive events, there are night shows, featuring country and western performers and wagon races. Last full week in July.

Information: PO Box 2385, Cheyenne, WY 82001 (307 634-7794).

San Francisco

What will inspire you is the sight of the Golden Gate Bridge soaring across a blue and sunlit sea. Travel on a cable car to Nob Hill, eat seafood overlooking the bay. Leave your heart in San Francisco.

New York! New York!

This city, often referred to as 'the Big Apple', has starred in a million movies and its skyline is the most famous in the world. Don't miss the Metropolitan, Guggenheim and Natural History museums, Greenwich Village, Wall Street and the Statue of Liberty. Best views are from the top of the Empire State Building, Staten Island Ferry (a 1-hour round trip for just a few cents) and the Cloisters in Fort Tryon Park. Shop at Macy's and Gimbel's, window-shop at the excellent stores along Fifth Avenue.

Boston

Visit the cradle of the American Revolution. From Boston to Washington D.C., it is 719 km (450 miles). Along this coastal strip more than 20% of the population live in less than 2% of the country's land area.

Washington D.C., at the southern end of this string of cities, has little industries and no skyscrapers. The Capitol, the White House, the Washington Monument and the Lincoln and Jefferson Memorials are the major landmarks.

Atlanta

Atlanta is a city of surprises. Look up at the typical American-skyscraper skyline of downtown* Atlanta, dominated by the cylindrical Peachtree Plaza Hotel, which at 220 metres (723 feet) claims to be the tallest hotel in the world.

Then dip in Underground Atlanta, to the gaslit gaiety of the '90s, for this is surprising Atlanta where the new and the old live together happily.

Los Angeles

Why not see Disneyland in a full day's visit to the fairytale wonderland of Walt Disney?

Here's the chance to see the world of tomorrow or Sleeping Beauty's castle; view the mysterious underwater world from a submarine; investigate a haunted mansion; go on a jungle cruise; wander through New Orleans. You can ride a monorail*, cable cars*, a train from American West or a Mississippi steamboat. You have a choice of tickets entitling you to eleven rides.

Notes on the Text:

Cheyenne: pronounced [ʃəi'en]

Frontier days — pioneering days of American colonists' movement towards the Pacific coast (1812–1890)

Downtown — the centre of the city

Monorail — a railway consisting of a single rail

Cable car — a passenger car on a cable railway

Text 2

ESTARTIT

This popular summer resort has one of the finest sand beaches of the Costa-Brava — the Playa de Pals. Formerly a little fishing port, where the inhabitants fished for sardine, it has in a few years achieved international status without losing its appeal.

Just off the coast lie a group of four islands known as the Medas Isles and a little farther north is the Foadada Rock. Inhabited in Roman times these islands later became deserted. Now you can take a boat trips to them to swim, fish or simply sunbathe.

There is a little to see in Estartit itself. In fact, it is hardly more than a main street — Calle Santa Ana — which runs parallel to sea and contains some good boutiques and small souvenir shops. If you want to shop, the best day to visit Estartit is on Thursday, which is market day.

For a small resort, Estartit has plenty of life. For first-class evening entertainment, often with an international floor show, it is worth climbing the hill to the Club El Catalan, and, in the village itself; the Galleon usually has a floor show, with dancing to recording music. Young people usually go to the St. Tropez discotheque.

Anyone wishing to travel to Estartit Torella de Mongri will be able to take the bus, which leaves at two-hourly intervals from Estartit.

Text 3

SRI LANKA

Sri Lanka is considered to be one of the most beautiful countries in the world. It is just smaller in area than Scotland. Lying off the south-east coast of India, the island of Sri Lanka is separated from the mainland by the Palk Strait. People who live there sometimes call it by an old name

which means 'Golden Island' and, in legend, Sindbad the Sailor is said to have visited it and called it 'Serendip' meaning 'Lucky Find'.

As the island lies not very far north of the equator, the climate of Sri Lanka is said to be tropical. It is hot all year round and there is very little difference between summer and winter. Moreover, heavy rains fall during the monsoon season, causing the climate to be hot and humid. Consequently, vegetation grows dense and thick, and the jungle is so impenetrable in parts of the island that it is difficult to proceed without cutting a path with a machete.

Although the main centres of population are in the flat, fertile coastal regions, many people live in the mountainous inland. This area contains mountain peaks, two of which — Adam's Peak and Mount Pedro — are twice as high as any mountain in Britain. But, in spite of the mountains and rough terrain, the communications are good and it is easy to travel around the island by road and rail. There are four airports, the main one being Bandaranaike, situated 34 km (21 miles) north of Colombo, the capital of Sri Lanka.

With its rich natural resources, Sri Lanka has an agricultural economy. Rice is grown for local consumption, whereas rubber, produced in the tropical forests, and tea, harvested on the slopes of inland hills, are the island's most important exports. Coconuts grow in abundance and the sea is rich with fish, which the people catch in small boats with large, three-cornered sails.

Deep in the forests wild animals abound: elephants, leopards, crocodiles, monkeys, snakes and a strange animal called a Giant Monitor, a kind of lizard over two metres (6 feet) long which has strong claws and can climb trees. There are also many rare birds which are hardly seen anywhere else on earth.

It is with some justification that Sindbad the Sailor referred to Sri Lanka as his 'paradise on earth'.

Text 4

HOTEL

Hotels are commercial establishments that provide lodging, food, and other services to the public. The hotel business is an important industry in many countries, especially in those attracting a large tourist trade. Hotels can be classified according to location, facilities and services offered, and clientele served.

Hotels for Travelers

The hotel for travelers is usually located within city boundaries and caters to people traveling for business or pleasure. Motor hotels or motels cater to the same group of persons, but are often situated near or along major highways. Both hotels and motels provide numerous amenities in addition to sleeping accommodations, including maid service, radio and television, parking space for automobiles, recreational facilities, food services, and retail* shops.

Convention Facilities

Conventions are the most important source of income for some hotels and motels. In the U.S., for example, it is estimated that some 10 million people attend conventions each year. Conventions assure a steady income both from sleeping accommodations and from meeting rooms, which are used for conferences and lectures. Dining facilities are the source of additional revenue through the sale of food and drinks. Local residents also use the catering services, meeting rooms, and ballrooms for social functions and business meetings.

Resorts

Resort hotels and motels usually are located in seaside, lake, or mountain areas, and they cater to tourists and vacationers. Resorts provide all hotel services plus recreational and athletic activities. In recent years, the hotel industry has experienced tremendous growth as a result of the increase in tourism in resort areas such as the Caribbean islands, the Mediterranean region, and Hawaii. With the growing popularity of winter vacations, many resorts have become year-round institutions. In cold climates skiing and other winter sports are enjoyed by vacationers. Conventions help to assure off-season occupancy of resort properties.

Residential Hotels

The residential hotel caters to permanent residents rather than to travelers. These hotels are similar to apartment buildings except that they provide room service, and often have dining facilities. Lodgings are available on a weekly, monthly, or yearly basis.

Motels

By the late 1950* motels began to rival hotels by offering a broader range of services and facilities. Motels have increased greatly in number during the last 30 years, and the number of hotels has decreased somewhat. Today the motor hotel, offering the convenience of the motel and the service of the hotel, is becoming popular. More efficient transportation and the growing importance of air travel have reduced the need for accommodations along highways. Motor hotels are now being built within the boundaries of large cities and near airports. To deal with stiffer competition, a growing trend has been for hotels and motels to offer greater conveniences, such as faxing and photocopying for business travelers. Low hotel occupancy rates in the 1970* led to the development of budget motels, with cheaper lodging and fewer amenities. Country inns and bed-and-breakfasts have also grown in popularity since the 1970*; often located in rural areas, they offer a homey atmosphere and personal service.

Note on the Text:

Retail «продаж товарів у роздріб»

Text 5

SPECIAL INTEREST HOLIDAYS

Special interest holidays are becoming increasingly popular as an alternative to the more traditional vacations. Read the brochure extracts below. Which holiday appeals to you more?

Whale watching in Alaska

Keep your eyes open and your cameras ready as you cruise among the San Juans, which provide the best opportunities in the world for viewing killer whales. We've chosen the best place and time for these fabulous creatures.

You'll stand at the bow, astonished and speechless, studying these individualistic animals feasting on salmon. You'll get to know individual whales and their family relationships, and learn their vocalizations — an enriching experience far more rewarding than merely 'seeing' the whales. Your intimate encounters will be a highly personal and emotional experience, a unique access to the world of the whales!

Painting in Kashmir

This holiday is designed to offer you leisurely painting time in some of India's most spectacular scenery.

The architecture and scenery alone as subject matter are a painter's delight, but this trip will also provide you with an insight into the varied cultures and people of this wonderfully mysterious and romantic country. During the hot summers of the northern plains, Moghul emperors retreated to the far more pleasant climate of Kashmir. Of the green valleys and wild flowers on the slopes, a poet said, 'If there is a paradise on earth, it is this, it is this, it is this.'

Text 6

A CONFERENCE IN LISBON

The city, educational space in the new millennium —

Proposal and justification for the theme of the VI International Congress of Educating Cities — the Year 2000

The themes of the Conference:

- 'The space of the city: planning and practices'.
- 'Memory and identity of the city'.
- 'Local development, solidarity and interdependencies'.
- 'Diversity as an educational resource for the city and school: new participation and citizenship models'.
- 'Education, training, employment and leisure: the strategic role of the city'.

Lisbon, active member of the Educating Cities movement, signed the Educating Cities Charter — 1990 Declaration of Barcelona;

- is a member of the International Association of Educating Cities since its foundation;
- participated in all the congresses held to this date and has presented experiences developed by both public schools and municipalities;
- has been actively involved in the International Data Base Experiences of the Educating Cities since 1990;
- participated in the General Assembly of the Association held in Chicago, October 1996;
- has informed other Portuguese municipalities of the principles of the Educating Cities Charter, by organising debates and

meetings on the themes present in the charter, in both political and technical terms.

Welcome to Lisbon!

Dates

21–24 November, 2000

Congress Centre

Centro Cultural de Belém, Praça do Império
1449-003 Lisboa

Official Languages: Portuguese, Spanish, French and English. There will be simultaneous translations in all sessions.

Attendance Certificate: Available for everyone registered.

Final Date for Registration: 1 November, 2000

Accommodation

Rooms have been reserved in various hotels with a range of prices and conditions. Please see the hotel sheet for further details.

Pre and Post Tours

The travel agency has a number of programmes before and/or after the Congress for those wishing to get to know other areas of the country. For more information on these programmes, please contact the travel agency direct, to:

Att.* Mr. Vitor Alves

TOP TOURS · Departamento de Congressos

Rua Luciano Cordeiro — 1050 Lisboa, Portugal

Tel. 351 21 352 0028

Fax 351 21 352 5285

E-mail: congress@toptours.pt

Currency

The Portuguese currency is the escudo (pte). One euro equals (pte) 200.482

Climate

November temperatures in Lisbon are normally 13–17 °C, with the possibility of showers.

Transport

Lisbon international airport is 8 Kms (5 miles) from the city centre. From the airport to the city centre there is a bus service (30 minutes) and taxis (20 minutes). The taxi fare is approximately (pte) 1.500. The city has a good bus and taxi service, trams and underground.

Congress Centre Timetable

Open every day of the year.

Exhibition Centre

Open to the public every day
from 11:00 a.m. to 8:00 p.m.

Internet Home Page: <http://www.fdescceb.pt/ccb>

E-mail: fdescceb@telepac.pt

Registration includes: Free entry to all Congress sessions; Visits related to the 5 Workshop themes; All documentation circulated before, during and after the Congress; Lunch during the period of the Congress; Official receptions; Transport available from hotels to the Congress centre, with return coaches at the end of the final session on each day; Lisbon city tour.

Final Date for Registration: 1 November, 2000

Cancellation: Before 1 October refunded in full. After 1 October no payments will be refunded.

Registration: Before 30 July: \$ 340

After 30 July: \$ 374

Print and send:

Registration form / Hotel Reservation form by mail or fax, to:

TOP TOURS

Departamento de Congressos

Att. Mr. Vitor Alves

Rua Luciano Cordeiro

1050 Lisboa — PORTUGAL

Tel. 351 21 352 0028

Fax 351 21 352 5285

E-mail: congress@toptours.pt

ACCOMODATION

Hotels

ALTIS*****

METROPOLITAN*****

PENTA****

NOVOTEL***

ZURIQUE***

Single room

(PTE) 23.600

(PTE) 15.400

(PTE) 13.800

(PTE) 13.000

(PTE) 10.100

Double room

(PTE) 26.600

(PTE) 16.900

(PTE) 15.400

(PTE) 14.300

(PTE) 11.300

Arrival date ...

Departure ...

Number of nights...

Prices are per room, per night, in Portuguese escudis (PTE), including breakfast, service and taxes. These special prices are applicable if reservation and payment are made through TOP TOURS Co. Reservations are confirmed on a first come, first served basis. If there are no rooms available in the hotel selected, an alternative will be offered in a similar hotel.

Means of payment

Payment in full is necessary for confirmation of the booking. Payment can be by credit card or bank transfer (in this case, please send copy of payment instructions). Bank charges are the responsibility of the participants. Following total payment, confirmation will be sent by fax.

Cancellations before 1 October will be refunded, excluding bank charges. After this date, the equivalent of one night's stay will be deducted. Non-appearance implies total payment for the stay.

Credit card ...

Visa ...

Mastercard ...

Card number ...

Valid ...

Bank transfer (please include copy of payment instructions)

Account name: TOP TOURS

Account number: 001705210001447883380

Bank: Banco Português do Atlântico — Av. 5 de Outubro, Lisboa

Address for invoice: ...

Official airlines

TAP AIR PORTUGAL — special terms: offers 25% off its executive and economy class fares.

IBÉRIA — special terms: offers 25% off its executive and economy class and also pax.

When booking, proof of registration in the Conference must be presented at one of the companies points of sale.

Note on the Text:

att.: attention of ... «для ...»

Text 7

A CONFERENCE IN HONG KONG

This information is taken from the Meeting Guide to Hong Kong prepared by the Hong Kong Tourist Association (HKTA).

Once a decision to meet in Hong Kong has been made, the HKTA is happy to advise on all the details connected with organizing and promoting your meetings.

Services include:

Introduction to professional meeting organizers and display companies.

Information about, and liaison* with, Hong Kong public figures to provide welcome addresses at opening ceremonies and dinner functions.

Public relations contacts with local TV, press, and trade media.

Advice on Customs and Immigration procedures to facilitate entry for delegates and speedy clearance* for literature and display material.

Special arrangements for an HTKA representative to attend preceding events in order to assist in promoting Hong Kong as the next destination with supplies of appropriate literature and display material, files, and audio visual presentation.

Providing supplies of promotional literature for your mailing potential delegates. This will assist in generating maximum interest and attendance. Material can be overprinted with the organizer's own text.

Ideas on 'Theme' evenings for gala functions with names of suppliers and costs. A comprehensive list of local entertainment and arts crafts specialists.

Details of exciting and educational tours for accompanying persons who are not attending the meeting sessions.

Arranging for a 'Welcome' banner to be displayed at airport.

Notes on the Text:

Clearance — official permission to enter the country
liaison «связь»

Text 8

SOUTH ENGLAND BY TRAIN

LEWES, one of England's best kept secrets

When William the Conqueror invaded in 1066, Lewes was one of the first places to fall, and today the castle is a reminder of that Norman Conquest. The octagonal towers give commanding views to the sea, while the Barbican Gateway, from the 14th century, is one of the finest surviving.

Lewes' most famous citizen was Thomas Paine who lived in The Bull Inn on the High Street. Author of the 'Rights of Man', he was invited to the then colony of America in 1774 by Benjamin Franklin. Thomas Paine played an important role in the construction of the American Constitution.

Travel from London Victoria. Fastest journey time 62 minutes.

Adult ticket prices

Standard Day Return £ 13.00
(Out and back anytime same day)
Cheap Day Return £ 10.00
(Valid after 9:00 return anytime same day)
Child (age 5-15 years) fares are half the adult price.

Train information Tel. London 01719285100
Tourist information Tel. Lewes 01273483448

BRIGHTON, regency splendour by the sea

Surrounded by the Sussex hills, Brighton has long been one of England's most fashionable seaside resorts. Brighton's status was secured when the Prince Regent completed the Royal Pavilion. It has been recently restored and now houses many pieces of furniture direct from Buckingham Palace. The narrow twisting passages know locally as 'The Lane' were originally the fishing village of Brighthelmston, but today are a colourful mixture of shops, restaurants and pubs. The unique Palace Pier with its fun-fairs, arcades and fortune-tellers, means Brighton has something for everyone.

Travel from London Victoria. Fastest journey time 51 minutes.

Adult ticket prices

Standard Day Return	£ 13.00
(Out and back anytime same day)	
Cheap Day Return	£ 11.90
(Valid after 9:00 return anytime same day)	
Child (age 5-15 years)	fares are half the adult price.
Train information	Tel. London 01079285100
Tourist information	Tel. Brighton 01273323755

GATWICK to LONDON, the only way to travel

London is just 33 minutes away with Network South Central. There's no better way to central London than by train, and there's no cheaper train fare than Network South Central. As soon as you've reclaimed your bags, you're just an escalator ride away from a service that runs day and night to the very heart of London. There are no traffic jams, no queues and no chance of getting lost. Making your journey a pleasurable and hassle free experience. All you have to do is buy a ticket!

Standard single £ 7.50

Travel on any Network South Central train between Gatwick and Victoria.

First class single £ 11.30

For customers who prefer the comfort and privacy of wider seats and enclosed compartments.

Cheap day return £ 8.50

If you are meeting or seeing someone off after 9:30 Monday to Friday or anytime at weekends.

Text 9

AER LINGUS

Aer Lingus is the national airline of Ireland, comprising two government-owned companies: Aer Lingus Teoranta, founded in 1936 and operating air services within Ireland and between Ireland and Britain and continental Europe, and Aerlinne Eireann Teoranta, established in 1947 and operating air services between Ireland and the United States and Canada. Though legally separate and governed by separate boards of directors, the two companies share a common management. Headquarters are at Dublin Airport.

The airline's first route, inaugurated on May 27, 1936, extended from Dublin to Bristol and, in the same year, was extended to London. Other flights prior to World War II were routed to Liverpool and the Isle of Man. After the war, service was inaugurated to Paris and Amsterdam and eventually expanded to other European cities. The first transatlantic routes, from Dublin through Shannon International Airport to New York and Boston, were inaugurated in 1958; flights to Chicago and Montreal began in 1966.

International airports are at Dublin, Shannon, and Cork, and there are several regional airports. Shannon was the world's first duty-free airport; a state-sponsored company offers substantial tax and other advantages to companies proposing to start business within the entire Shannon (mid-western) region. Aer Lingus is the state-owned air carrier.

Text 10

INTERNATIONAL TOURISM

In 1997 the number of international tourist arrivals grew by 5%, reaching 595 million, while revenues from tourism rose 7%, to \$425 billion. This steady global expansion continued throughout 1997. The strong U.S. dollar continued to attract North American visitors to overseas destinations, whereas the long-delayed Japanese economic recovery and setbacks in Southeast Asian economies caused the Asia-Pacific region to lag behind. A strong pound sterling encouraged the British to visit continental Europe, but the resulting high prices in Great Britain discouraged European visitors from traveling to the U.K.

The hotel sector benefited from tourism's strong 1996-97 recovery. Occupancies in London hotels rose from 82% to 84% as 1996 profits went up by 26%. In New York City occupancy reached 82%, a 5% in-

crease over 1996. Airlines belonging to the International Air Transport Association saw growth of 7.5% in air traffic during 1997. They were concerned, however, about safety, fearing that with a projected doubling of air traffic by the year 2010, major jet crashes could increase to an average of one per week.

In Africa the Indian Ocean island of Mauritius had a 12% rise in arrivals, chiefly from Europe. In Zimbabwe, where tourism accounted for 5% of gross domestic product, the government took initiatives to support domestic investment by black Zimbabweans. Tanzania emphasized cultural tourism. Tourism in Kenya's popular coastal resorts fell 70% after violence broke out in May prior to elections and continued throughout the summer.

Brazil, which welcomed some 2.2 million tourists each year, launched a campaign to attract more foreign visitors and stepped up security by introducing new tourist-friendly police stations. In Canada the tourism sector employed 500,000 persons, a record level. In Cuba international tourism overtook sugar as the leading currency earner, with the Caribbean island acting as host to 1.2 million foreign visitors. Mexico saw a good summer vacation season, with hotel occupancy 2-4% higher than in 1996; a fall hurricane, however, damaged Acapulco resorts. Eruptions of the Soufrière Hills volcano on the Caribbean island of Montserrat caused thousands to flee and halted tourism. A survey showed that although U.S. residents had doubled their long-distance travel between 1977 and 1995, foreign travel accounted for only 4% of those trips; one-half of those journeys ended in Canada or Mexico.

Australia, serving as host for the 2000 Olympic Games in Sydney, saw in that event an outstanding potential for growth and exports. Australia also found that in comparison with other tourists, backpackers* spent more, stayed longer, traveled more widely, and thus created more jobs. Among Hong Kong's new projects following its return to China were 40 new hotels, a film city, a virtual-reality theme park, and a new airport at Chek Lap Kok. The 45% devaluation of Thailand's currency was welcomed by the nation's tourism industry, which expected to be host to one million Japanese visitors in 1997. In the Philippines tourism increased by 11%, with the U.S. and Japan providing the most visitors. India earned 11% more from foreign tourism in 1997, whereas Indonesia, which welcomed five million tourists in 1996, experienced a decrease of 26% in foreign arrivals because of forest fires in the archipelago.

In Europe, Bulgaria established a visa-free entry for citizens of most nations, and Estonia did so for its Nordic neighbours. Croatia's tourism minister planned to extend both the tourist season and Croatia Airlines' operations to Great Britain and Germany, its main tourism sources. The

number of foreign overnight visitors in Croatia rose 72% in 1997. Cyprus expected two million visitors, a 5% increase. On October 26 and Dec. 1, 1997, Italy and Austria, respectively, became members of the Schengen group of border-control-free states for travelers from other European Union countries. Portugal's 10.5 million visitors in 1997 were seen as a good omen as preparations were under way for the 1998 Lisbon World Exposition. Spain, the second most popular tourist destination in the world, after France, expected more than 45 million tourists in 1997, with an increase of 4%. Istanbul was host of the biggest-ever general assembly of the World Tourism Organization; 98 tourism ministers from 131 countries were in attendance. Russia and neighbouring nations continued to develop tourism on market-economy principles, and Silk Road tourism grew as Uzbekistan and its neighbours built new hotels and modernized airports.

Despite bright prospects for business tourism in such Middle East destinations as Dubai, Abu Dhabi, Egypt, Saudi Arabia, Bahrain, and Kuwait, the menace of terrorism cast a long shadow over the region. Travel to Israel was subdued following suicide bombings in Jerusalem, and the November 17 attack that killed more than 50 German, Japanese, and Swiss tourists in Luxor, Egypt, dealt a severe blow to that nation's tourism industry.

Note on the Text:

Backpackers — travellers carrying large rucksacks on their backs.

Text 11

TOURISM PROMOTION — BORD FáilTE

Bord Fáilte

The main day-to-day responsibility for the promotion of Irish Tourism is delegated to an executive agency — Bord Fáilte Éireann (The Irish Tourist Board).

Bord Fáilte's core mission is, through international marketing and promotion, to maximise foreign tourism revenue in Ireland, thereby contributing to job creation throughout the economy. To support and further this objective, Bord Fáilte also encourages and assists product development to meet tourism demand.

TOURISM MANAGEMENT

Tourism Management Course at the North Carolina State University (NCSU).

About the Department

Parks, Recreation and Tourism Management (PRTM) specializes in the planning and management of parks, recreation and sport areas and facilities, tourism attractions and leisure activities in a range of environments for all ages and lifestyles.

Mission

We improve the quality of people's lives by developing, communicating, and applying knowledge and educating professionals committed to providing park, recreation and tourism resources that are environmentally, socially, and economically beneficial.

UNDERGRADUATE

Reaching your career goals

Preparing for a career in the profession can begin at the NCSU Parks, Recreation and Tourism Management program. Students select from four possible specialties: program management, park and natural resources management, sport management, and tourism management. NCSU has the only graduate tourism management program curriculum in North Carolina. Tourism is currently the state's second largest industry. NCSU also has the only natural resources recreation program in the state. The Geographic Information Systems Laboratory students use in this program is the largest of its kind in the country managed by a recreation department.

Getting out in the field*

Field excursions introduce students to potential career settings including parks, public and commercial recreation facilities, sport and country clubs, corporate sport and fitness facilities, historic sites, convention

General Tourist information, details of Tourism Information Offices at home and abroad and information on support services for the Tourism industry are available from Bord Fáilte.

The core mission of Bord Fáilte is to optimise Ireland's revenue from tourism, and create additional employment, by marketing Irish tourism internationally in the most efficient and effective manner.

In delivering this core mission, Bord Fáilte will:

1. Help others engaged in marketing Irish tourism abroad to develop their competence and effectiveness.
2. Actively sell and promote Ireland overseas in countries where target markets have been identified and agreed with representative bodies in the private sector of Irish tourism.
3. Help the industry in Ireland to develop its product and marketing expertise.
4. Provide information to assist decision making by Government, marketers, investors and managers in the industry, plan and execute integrated programmes to achieve the Government's targets for the tourism sector's contribution to the Irish economy and to Irish life.
5. Carry out these tasks to the highest standard, and thereby be seen to rank among the best National Tourism Organisations.
6. Achieve our objectives through the efforts of expert, well-motivated, high-achieving people, and operate our human resource policies accordingly, paying particular attention to effective participation and involvement within Bord Fáilte.
7. Communicate constantly with industry interests in Ireland and abroad, to help integrate our efforts and measure our performance.

OUR MISSION:

To contribute to the economic and social progress of Irish society by developing:

a tourism sector which supports high standards in marketing, service quality and product development;
an active culture in sport and recreation;
a partnership approach to local development with a particular emphasis on improving the quality of life of communities characterized by high levels of unemployment.

centers and sports facilities. Student trips to state, city and county parks and forests enhance instruction in outdoor recreation management. Students may elect to participate in a week-long national consortium with professional experts, students and faculty from other universities.

All students participate in a summer internship* with an organization of their choice.

Assistance

To assist students earn a substantial part of their educational expenses and gain practical experience and confidence, the department provides assistance with job placement. Students may be placed in positions at local parks or resorts. Raleigh, the state capital, offers numerous opportunities

in both full and part-time positions. A student may pursue employment at one of the many country clubs, parks, sport businesses or recreation centers in the area. These programs insure students of improved employment opportunities and a greater earning power in the future. In addition to job placement, the department also provides financial assistance through foundation-supported scholarships.

RALEIGH|NORTH CAROLINA|27695

<http://www.shu.ac.uk/schools/lfm/courses/post/1tourism.html>

School of Leisure & Food Management

Available via full-time study, part-time study and distance learning

The MSc* in International Tourism Management focuses on international dimensions of the tourism industry, with prominence given to the issues and approaches involved in managing an industry with an important and increasing global reach. This global industry is growing quickly, with the World Tourism Organisation forecasting average annual growth rates to the year 2010 of 3.77 per cent. This creates many opportunities for well qualified managers with a specific knowledge of the global tourism industry.

There is an emphasis on tourism practices that are economically efficient and profitable, socially responsible and environmentally friendly.

To achieve this, managers in the tourism industry need to have an understanding of complex, wide ranging and interdisciplinary relationships and management functions. Consequently, the course takes an integrated approach to tourism management. It also takes account of the diversity of management roles and career routes, and looks at relationships between the different elements in the diverse tourism environment.

Who should apply?

Students who wish to develop a career in the increasing number of tourism businesses and organisations which operate in several countries. The course is also of interest to students who work in tourist destinations which attract visitors from different countries with distinct cultural expectations and values. Overseas students who wish to develop a better understanding of differences between the tourism industry in their home country and that found in other countries will also benefit from the course.

Your study options

Our full-time (one year) and part-time (three years) options are taught on-site in Sheffield by tutors with relevant industry experience.

Distance learning mode is also available. Units* are delivered via methods including:

- work books* for each unit*;
- unit texts;
- a unit study guide*;
- regular tutor contact;
- weekend study schools.

Career opportunities

The course provides excellent career opportunities for those students who wish to pursue a career with a transnational enterprise, or whose main interest is in the differences between the tourism industry in different countries. Obvious examples include tour operators, airlines, major attraction operators such as Disney and Tussauds and national tourist organisations with offices in other countries.

Course structure

Four tourism specific units build on the four general management units, which include marketing, financing, human resource management, strategic management.

Global tourism management

Tourism is increasingly being drawn into global arenas. While this trend is affected by general factors shaping the world economy, it is also influenced by more specific globalising forces, notably increases in long-haul travel, developments in inclusive package tour operations and the growth of transnational tourism businesses. The global industry has to adapt its strategies to meet the particular socio-cultural, economic and environmental needs at the local level.

This unit develops understanding of globalisation in tourism and to consider related management issues through an examination of the packaging of international destinations by the holiday industry.

Tourism marketing management

Virtually all tourism organisations recognise the importance of marketing, whether they be in the public, private or voluntary sectors. It is therefore vital that managers have a good understanding of the principles and practice of tourism marketing.

This unit gives you an awareness* of the complexity of marketing tourism products and the range of marketing techniques available, enabling you to recognise the influence of tourism marketing in the competitive and changing business environment. You will develop skills which enable an analysis of marketing objectives, and you will be able to identify market trends and recognise strategies to achieve competitive advantage.

Tourism policy and planning

This unit explores policy-making and strategic planning in tourism. It examines approaches to tourism planning and considers their practical application in tourist destinations. The unit looks at policy and planning both in the public and private sectors and considers the often conflicting environmental, community and commercial interests.

Using case studies* in both urban and rural tourist destinations, you gain skills in developing and using effective policies, plans and management tools. It also develops your ability to apply specific approaches to tourism planning problems and assess their value.

INTERNATIONAL TOURISM



This unit investigates the impact of international tourist arrivals on the economic, cultural, environmental and political circumstances of destinations, which will develop your understanding of the importance of international tourism for tour companies, airlines, hosts and tourists and makes you aware of the actual and potential conflicts that occur.

The unit identifies a range of tourism products, operations and developments taking place internationally, and considers the global significance of transport and effective transport management in the development of international tourism. It raises your awareness of the provision for the international

traveller in a variety of global destinations, along with the management of this provision.

CULTURAL TOURISM

Culture plays an important role in creating tourism products, from the influence of different societies on tourist destinations to art forms and events. Conversely, tourism has an impact on culture and society, leading to either conflicting or harmonious relationships.

This unit analyses cultures in relation to the tourist, the tourism industry and the host communities, considering the management and marketing of cultural resources and events. It leads to an awareness of cultural influences on tourist behaviour and develops your understanding of cultural tourism and its application in the management of tourism and cultural industries.

Tourism perspectives

Tourism can be understood using a variety of different perspectives, including geography, sociology, culture, ethnicity and politics. In order to fully understand the environment in which tourism operates it is helpful to examine these perspectives and their inter-relationships.

This unit gives you an appreciation of multi-disciplinary perspectives on tourism, allowing you to recognise the importance of differing

approaches. You will use practical case studies and current tourism issues to enable you to apply these different approaches in the real world.

Tourism business development

This unit enables you to explore the nature and processes of tourism development in Britain and across the globe. It examines tourism development and its motives and practices, in both public and private sectors and multinational and small businesses. It raises your awareness of the role and value of business and management skills and techniques in developing individual tourism enterprises.

It gives you an appreciation of the importance of the environmental, economic, social and political factors influencing tourism development and allows you to identify problems and issues that commercial industry must overcome. Using case studies, you study a variety of sectors in the tourism industry, from the development of tourist attractions to the expansion of mountain and coastal resorts.

The dissertation

To be awarded the MSc degree, you must prepare and submit a dissertation of between 15,000 and 20,000 words. The focus of the dissertation can be a topic relevant to your roles and responsibilities within your own work organisation. A broad range of topics are normally acceptable and every effort is made to assist students to select topics which are challenging, interesting and worthwhile. The Board of

Examiners approve the dissertation proposals and will seek not to constrain originality providing the project proposal is clear and adequate supervision is available.

Prior to formulating the dissertation proposal, students will review different research methods and techniques and also attend a dissertation workshop which is designed to assist the development of a focused research topic.

Assessment

Each unit is assessed independently within the semester in which it is studied. A range of assessment modes are employed, including essays, management projects, problem solving exercises, group work and dissertation.

3MCT

Part 1. HOTEL MANAGEMENT 3

Lesson 1. HOTEL FACILITIES AND RESERVATIONS 4

Active Words and Word Combinations.....	4
Word Formation	6
Grammar	7
The Passive Voice	7
Text	8
Lexical and Grammatical Problems of Translation	
Structural Transformations. New and Old Information	11
Discussion	11

Lesson 2. HOTEL CATEGORIES 12

Active Words and Word Combinations.....	12
Word Formation	14
Grammar	14
Texts	15
Lexical and Grammatical Problems of Translation	17
Discussion.....	18

Lesson 3. HOTEL ENQUIRIES AND INFORMATION 19

Active Words and Word Combinations.....	19
Grammar	21
Texts	23
Lexical and Grammatical Problems of Translation Conversion	26
Discussion	26

Lesson 4. HOTELS IN SVITZELAND AND AUSTRALIA 27

Active Words and Word Combinations	27
Word Formation	29
Grammar	29
Texts	29

Further information can be obtained by contacting
 Postgraduate Programme Co-ordinator
 School of Leisure and Food Management
 Sheffield Hallam University
 City Campus
 Howard Street
 Sheffield S1 1WB

Tel. 0114 225 3506
 Fax 0114 225 2881
 E-mail: lfminfo@shu.ac.uk

<http://www.shu.ac.uk/schools/lfm/courses/post/itourism.html>
 Comments to: a.radford@shu.ac.uk

Notes on the Text:

Field тут: «практика».
 Internship «практика, стажування».
 MSc — Master of Sciences.
 Unit «блок, модуль».
 Word book «підручник, навчальний посібник».
 Study guide «методичний посібник».
 Awareness = understanding, insight.
 Case study «приклад з практики, практичний приклад».

Lexical and Grammatical Problems of Translation	32
Discussion	33
Lesson 5. TELEPHONE RESERVATIONS AND HOTEL	34
Active Words and Word Combinations.	34
Word Formation	35
Grammar	36
The Gerund	36
Texts	36
Lexical and Grammatical Problems of Translation.	
Structural Transformations	39
Discussion	40
Lesson 6. HOTEL POLICY.....	41
Active Words and Word Combinations.	41
Word Formation	43
Grammar	43
Text	44
Lexical and Grammatical Problems of Translation	47
Discussion	47
Lesson 7. HOTEL CONTRACTING AND TOURIST	
ACCOMODATION	48
Active Words and Word Combinations.	48
Word Formation	50
Grammar	50
Text	51
Lexical, grammatical, stylistic problems of translation ...	54
Discussion	55
Lesson 8. ARRANGING A CONFERENCE	56
Active Words and Word Combinations.	56
Word Formation	58
Grammar	58
Text	59
Lexical and Grammatical Problems of Translation	64
Discussion	64
Lesson 9. ARRANGING AN EXIBITION	65
Active Words and Word Combinations.	65

Word Formation	67
Grammar	68
Text	68
Lexical, grammatical, stylistic problems of translation	73
Discussion	74
Part 2. MANAGEMENT OF TOURS.....	75
Lesson 1. TOUR ADVERTISEMENTS AND TOURIST INFORMATION (1).....	76
Active Words and Word Combinations.....	76
Word Formation	78
Grammar	78
Text	79
Lexical, grammatical, stylistic problems of translation	81
Discussion	82
Lesson 2. CITY AND COUNTRY TOURS	83
Active Words and Word Combinations.....	83
Word Formation	83
Text	84
Discussion	87
Lesson 3. TOUR ADVERTISEMENTS AND TOURIST INFORMATION (2).....	88
Active Words and Word Combinations.....	88
Word Formation	89
Grammar	90
Discussion	93
Lesson 4. TOURIST ADVERTISEMENTS AND LOCAL TOURS	94
Active Words and Word Combinations.....	94
Word Formation	95
Grammar	95
Discussion	100
Lesson 5. TRAVEL ARRANGEMENTS. TRAVELLING BY TRAIN.....	101
Active Words and Word Combinations.....	101

Word Formation	102
Discussion	107
Lesson 6. ARRANGING ITINERARIES	108
Active Words and Word Combinations.....	108
Word Formation	108
Discussion	113
Lesson 7. TRAVELLING BY AIR	114
Active Words and Word Combinations.....	114
Word Formation.....	114
Discussion	118
Lesson 8. ORGANISATION OF TOURIST INDUSTRY.....	119
Active Words and Word Combinations.....	119
Word Formation.....	120
Text	120
Discussion	123
Lesson 9. JOB INTERVIEWS.....	124
Active Words and Word Combinations.....	124
Word Formation	125
Text	125
Discussion	129
ADDITIONAL READING	130
Text 1. COME & SEE THE USA	130
New Orleans.....	130
The Grand Canyon	130
Nashville	130
Cheyenne* Frontier Days* Rodeo	130
San Francisco.....	130
New York! New York!	131
Boston	131
Atlanta.....	131
Los Angeles	131
Text 2. ESTARTIT	132
Text 3. SRI LANKA	132

Text 4. HOTEL	133
Hotels for Travelers	134
Convention Facilities	134
Resorts	134
Residential Hotels	134
Motels	135
Text 5. SPECIAL INTEREST HOLIDAYS	135
Whale watching in Alaska	135
Painting in Kashmir	136
Text 6. A CONFERENCE IN LISBON	136
Text 7. A CONFERENCE IN HONG KONG	140
Text 8. SOUTH ENGLAND BY TRAIN	141
Lewes, one of England's best kept secrets	141
Brighton, regency splendour by the sea	142
Gatwick to London, the only way to travel	142
Text 9. AER LINGUS	143
Text 10. INTERNATIONAL TOURISM	143
Text 11. TOURISM PROMOTION — BORD Fáilte	145
Bord Fáilte	145
Our Mission	146
Text 12. TOURISM MANAGEMENT	147
Tourism Management Course at the North Carolina State University (NCSU)	147
About the Department	147
Mission	147
Undergraduate	147
Reaching your career goals	147
Getting out in the field*	147
Assistance	148
School of Leisure & Food Management	148
Who should apply?	149
Your study options	149
Career opportunities	149

Course structure	150
Global tourism management	150
Tourism marketing management	150
Tourism policy and planning	150
International tourism	151
Cultural tourism	151
Tourism perspectives	151
Tourism business development	152
The dissertation	152
Assessment	152