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«ПРОФЕССИОНАЛЬНЫЙ АНГЛИЙСКИЙ ЯЗЫК»

Рабочая тетрадь на английском языке по дисциплине

Екатеринбург
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МИНОБРНАУКИ РОССИИ
ФГБОУ ВПО «УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЛЕСОТЕХНИЧЕСКИЙ УНИВЕРСИТЕТ»
Кафедра социально-культурных технологий

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«ПРОФЕССИОНАЛЬНЫЙ АНГЛИЙСКИЙ ЯЗЫК»
Рабочая тетрадь на английском языке

Методические указания для студентов 3–5 курсов очной и очно-заочной форм обучения, направление 100103.65 «Социально-культурный сервис и туризм»

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Unit 1
Tourism today

1. Look up in the dictionary:
   Tips
   Advice about
   Match
   Do research on
   Destination
   Package holiday
   Sunbathe
   Sightseeing
   Attraction
   Be famous for
   Adventure holiday
   Wildlife holiday
   Independent travel
   Around the world
   Airline
   Work for
   Active holidays
   Holiday activities
   Make a list
   Guess

2. Make sure you know the phrasal verbs:
   Look at
   Look after
   Look for
   Look forward to doing smth.
   Look through
   Look up

3. Give definitions:
   Destination
   Sight
   Attraction
   Visitor
   Tourist
   Tour leader
4. Read and speak on the topic “Tourism Today”.

Tourism Today

I’d like to tell you about tourism today. Touring is a free decision for holidaying-rest, relaxation and entertainment. The motivation and purpose of the tour determine the choice of the destination and the type of services expected.

Tourism today is a transnational, multi-national industry, an important component of the social, cultural, economic and political reality.

Tourism has a very great impact on different aspects of human life and nature.

It has some beneficial effects.

It provides employment to a large number of people all over the world as promoters, agents, operators, workers and all others occupied in ancillary activities.

Tourism is a foreign exchange earner, which is important for Third World countries with weak currencies.

It affords an opportunity for interaction with people from different parts of the world.

It encourages promotion and development of the tourism destination. You need to decide which part of the industry you want to work in. If you like people you could work for an airline and look after passengers in the air or on the ground.

Or you could work in a hotel and deal with guests every day. If you like the business side more, think about for a tour operator or a travel agency.

If you want to travel you can become a tour leader.
Unit 2
What’s your job?

1. What is the difference in meanings?
   a job
   work
2. Find English equivalents:
   Размещение
   Терпеливый
   Дружелюбный
   Хорошо проводить время
   Утомительный
   Организованный (о человеке)
   Умелый, деловитый, продуктивный
   Повар
   Приниматься за что-либо
   Вести бизнес
   Составлять счета
   Единственный
   Иметь дело с кем-то/чем-то
   Жалоба
   Иметь хорошие отношения с кем-либо
   Регистрировать гостей при заселении/выезде из отеля
   Разбирать проблемы
   Грубый
   Общительный
   Дипломатичный
   Сам себе начальник
   Спокойный
   Изобретательный
   Отвечать за что-либо
   Удостовериться
   Договоренности
   Ответственность
3. Give definitions:
   Hotel receptionist
   Tourist information officer
4. Read and speak on the topic “My Specialty”.

My Specialty

I’d like to tell you about my specialty.
I am a third-year student of the Humanities Faculty at the Ural State Forestry Engineering University.

Our faculty trains specialists for the sphere of Tourism and Hospitality, Social and Cultural Service.

Tourism, International trade, Information Technologies and Service Industries are the main contributors to the world economy.
They are very demanding and stimulating sectors of business.
The programme is designed to train the students to start at supervisory level positions in travel agencies, airlines and tourism related enterprises.
The learning methods include student presentations, video presentations, role-play exercises, hand-on computing, case studies and computer assisted learning programmes. Our educational and production practice is held in different Travel and Booking agencies, Children and Youth centres, tourist firms and hotels to observe their operations.

Our faculty maintains and develops close links with prominent overseas educational establishments.
The graduates from our faculty enter a wide range of employment in Tourism, Hospitality, Shipping and Logistics, International Business and Socio-Cultural Service.
That is all I wanted to tell you about my specialty.

Unit 3
Hotel Facilities

1. Look up in dictionary:
Facilities
Be suitable for
Family-run
Stunning location
Indoor
Outdoor
Delicious
Spacious
Wheelchair access
Budget hotel
Close to
Double/triple room
Cramped
Dormitory bed
Be available
Locker
Luxurious
Discreet
Suite
Spectacular view
Laundry service
Valet service
Disabled

2. Give as many synonyms as you can:
Near to
Stunning
Delicious
Budget
Discreet

3. Give definitions:
Facilities
Babysitting service
Wheelchair access
Baggage locker
Laundry service
Valet service
Room service
Disabled access
Minibar
Satellite television
Hairdryer
Unit 4
Reserving accommodation

1. Give definitions:
   Single room
   Double room
   Twin room
   Triple room
   Family room
   Dormitory
   En suite room
   Suite
   Credit card
   Arrival/departure date

2. Render into English:

   Я работаю в авиакомпании, но ищу новую работу. Мне нравится иметь дело с клиентами. Но не нравится разбирать проблемы.

   Я общительный, дипломатичный, организованный, деловитый. У меня хорошие отношения с людьми, но я предпочитаю быть самому себе начальником.

   Один из гостей нашего отеля – шеф-повар. Он управляет своим бизнесом и руководит коллективом (командой). Это большая ответственность.

   Привлекательная сторона моей работы в том, что я могу консультировать клиентов по новым направлениям и видам отдыха. Лично мне нравится активный отдых – осмотр достопримечательностей, погружение с аквалангом, трудоемкие пешие походы. Я не люблю просто загорать на пляже.

   Зарегистрировать гостя при вселении и выезде из отеля – не единственная обязанность администратора. Им приходится отвечать на телефонные звонки, принимать заказы, информировать гостей о видах размещения и стоимости номеров. Это интересно, но утомительно.
Unit 5
Writing a CV

1. Look up in the dictionary:
Promote (v)
List (n, v)
Recent
Advert/Ad
Be home of
Improve (v)
Upgrade (v)
Employer
Employee
Trainer
Trainee
Maintain (v)
Relationship with
Campaign
Apply for
Applicant
Application form
Candidate
Submit
Relevant
Have a good command of
Enable smb. to do smth.

2. Give definitions:
CV
Experience
Qualification
Graduate
Postgraduate
Trainee
Covering Letter
Employer
Employee
3. Read, learn and speak on the CV writing rules.

**CV Writing Rules**

Make sure your CV is well-organized. The well-organized CV shows the ability of the applicant to express himself/herself logically and correctly.

Do not include a lot of detail – a good CV should not be long. It should contain only relevant information.

List your education and work experience in reverse order-start with your most recent job. The reverse order reveals your latest achievements and the time they took.

Include additional information that you think could help your application.

Always send a covering letter. It helps to attract the employer’s attention to your application.

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**Unit 6**

**IT and the travel industry**

1. Give definitions:
   - Flight attendant
   - Pilot
   - One-stop website
   - Homepage
   - Supplier
   - Spreadsheet

2. Render into English:
   1. Универсальный сайт предоставляет возможность заказать услугу, продать или купить услугу или продукт в одном месте в режиме реального времени. Это дешево и удобно.
   2. Большинство поставщиков услуг имеет навыки работы с информационными технологиями. Многие работают с электронными таблицами и разрабатывают веб-сайты.
   3. Покупая или продавая через Интернет, вам не придется платить комиссию агентам.

3. Speak on the “IT in the travel industry”.

Unit 7
Who is who in hotel and catering

1. Look up in the dictionary:
Be on duty
Overall
Report to smb.
Schedule
Provide smb. with
Provide smth. to smb.
Linen
Ensure (v)
Event
Function
Occasion
By the hour

2. Give as many English equivalents as you can:
Быть ответственным/ответчать за что-либо
Ежедневно
Управлять/руководить чем-либо/кем-либо

3. Give definitions:
Catering
Manager
Work schedule
Front of house department
Check smb. in/out
Supervisor
Porter
Doorman
Housekeeping department
Head housekeeper
Maid
Function
Food and beverage department
Menu
Head waiter
Bar manager
Chef
Head chef
Sous chef
Waiter/waitress
In-house
Specialist wine waiter
Wine cellar

4. Speak on “Jobs and responsibilities in hotel and catering”.

Unit 8
Welcoming customers to a restaurant

Give definitions:
Cancellation
Special (n)

Unit 9
Explaining the menu

1. Look up in the dictionary:
Butternut
Squash
Salmon
Cream
Lentils
Season
Tart
Mousse
Pistachio
Courgette

2. Give definitions:
Starter
Main course
Dessert
House wine

3. Speak about a dish from a national cuisine:
I’d like to present a dish from … cuisine. It is called … It’s a kind of … It’s made with …
It’s a bit like … This dish is served hot/cold/ … It is worth trying it. I would recommend it to you.

Unit 10
At the airport

1. Give definitions:
   International flight
   Domestic flight
   Transit lounge
   Baggage claim
   Hand baggage
   Customs
   Tax-free shop
   Left luggage
   Information desk
   Passport control
2. Role-play the conversation at the check-in desk.

Unit 11
Package holidays

1. Give definitions:
   Package holiday
   Flight
   Transfer
   Room only
   Bed and breakfast
   Half board
   Full board
   All-inclusive
   Self-catering apartment
   Charge
   Single supplement
Discount
2. Speak on the “Package holidays”.

Unit 12
Facilities at a resort

1. Give definitions:
Watersports
Lifeguard
Low season
High season
2. Role-play the conversation at the agent’s.

Unit 13
Respecting cultural traditions

1. Look up in the dictionary:
Respect
Factsheet
Social attitude
Gesture
Appropriate
Modest
Courtesy
Accept
Shake hands with
Silence
Anthem
Temple
Holy
Remove
2. Speak on rules of behavior in a foreign country. Start with:

Going to visit a foreign country you should get to know its customs and traditions. Being a guest you have to respect its culture and social attitudes.
Here are some DOs and DON’Ts for visitors in …

Unit 14
Giving tourist information

1. Look up in the dictionary:
Amaze
Take smb. to/on
Enclosed
Get to know
Cover
Department store
Palace
Prison
House (v)
Major
Contemporary
Take a ride
Request (n, v)
2. Role-play the conversation at the agent’s.
3. Render into English:
   
   Лучший способ познакомиться с городом – предпринять пешую прогулку в компании гида или прокатиться на колесе обозрения, которое предлагает восхитительный панорамный вид города.
   
   Это здание – бывший дворец. Позже в нем располагались тюрьма и музей. Теперь это место расположения огромного универмага, где можно купить типично местные сувениры.

Unit 15
Booking a ticket

1. Look up in the dictionary:
Fee
Fare
Rate
Ferry
Quay
Confirm
Allowance
2. Give definitions:
Fare
Gate
Voyage
Return ticket
Outbound flight
Inbound flight
3. Role-play a conversation at the booking office.

Unit 16
Dealing with money

1. Look up in the dictionary:
Payment
Settle a bill
Be afraid of
Balance
Protect
2. Give definitions:
Exchange rate
Commission
Bill
Traveller’s cheque
Credit card
Cash
Receipt
Change
Insurance
Deposit
Unit 17
Checking into a hotel

1. Look through the material of the Unit.
2. Role-play the dialogue.
3. Get ready to speak about a hotel. Start with:
   I’d like to present the “…” hotel.
   It is a 3/4/5-star hotel located near to/close to/ …
   The hotel is in …-floor building.
   It provides (facilities) in the (location) on the (floor).
   This hotel is suitable for …
4. Render into English:
   С нетерпением жду возможности провести отпуск в каком-нибудь роскошном отеле с тактичным и профессиональным персоналом. Не люблю дешевые отели. Я уже забронировал номер на двоих в современном отеле, которым управляет семья. Он расположен близко к центру, с услугами прачечной и парковки и круглосуточным обслуживанием номеров.

Unit 18
Tour guide commentaries

1. Look up in the dictionary:
   In front of
   Famous
   Magnificent
   Superb
   In memory of
   Complete
   Landmark
   Engineering
   Design
2. Give as many synonyms as you can:
   Landmark –
3. Prepare commentaries for a well-known sight and make a presentation to the class.
Unit 19
Tour itineraries

1. Look up in the dictionary:
   Itinerary
   Journey
   Fascinating
   Explore
   Rice paddy
   Dense
   Wander
   Limestone
   Surround
   Heritage
   Climb of
   Spectacular
   Scenery
   En route
2. Prepare an itinerary for a 3-day journey to a place you know very well.

Unit 20
Alternative holidays

1. Look up in the dictionary:
   Lush
   Participate in
   Gentle
   Artistic skills
   Woodcarving
   Pottery
   Sailing
   Emphasis
   Restoration
   Sulphur
   Cove
2. Speak on the “Alternative holidays”.

Alternative holidays

Alternative means different or unusual.
The traditional holiday activities are sightseeing, sunbathing, shopping and some others.
But if you want to develop new skills and interests book an alternative holiday. There are a lot of holiday centres which offer various courses.
For those who want something gentle and relaxing, courses include activities such as yoga, meditation, music and even folk dancing.
There are courses in more practical and artistic skills like woodcarving and pottery.
If it is fun and physical exercise you want there is also sailing, swimming, windsurfing and water-skiing.
Participants are free to do as much or as little as they please.
The emphasis is on creativity, fun and relaxation.
Also there are beach parties and boat trips.
Such holiday centres are set in beautiful locations with long sandy beaches, clear blue water, lush forests, and calm, relaxing atmosphere.
They are informal and friendly.
The accommodation there is very comfortable.
The food is great.

Unit 21
Dealing with complaints

1. Look up in dictionary:
Complaint
Complain about
Stay up late
Get to sleep
Inconvenience
Apologize for
Charge (v)
Move (v)
Female
Male

2. Role-play short conversations on most serious complaints people make.

Unit 22
Tips for travellers

1. Look up in dictionary:
In public
Take care
Follow
Valuables
Avoid
Exposure to
Privacy
Get involved with
Punish
Recognize
Behave

2. Give definitions:
Custom
Out-of-date
Driving conditions
Valid
Speed limit
Medical treatment
Repatriation
Penalty
Drug offence

3. Write some tips for visitors planning to travel to Russia.
Unit 23
Describing a festival

Study the material of the Unit and prepare a similar story of a festival you have visited or plan to visit.

Unit 24
Health and safety abroad

1. Look up in the dictionary:
Precaution
Common sense
Illness
Disease
Accident
Loss
Injury
Peel
Shellfish
Purify
Law
Seatbelt
Helmet
Hire
Liquid
Current
Safety procedures
Available
Expenses
Insect
Repellent
Empty
Lock

2. Render into Russian:
Never accept lifts from strangers

3. Give definitions:
Purifying tablets
Safety procedures
Valuables
4. Speak on the “Health and safety rules abroad”. Start with:

Health and safety abroad

Travelling around the world always involves some risk to your health. By taking a few simple precautions and using your common sense you can minimize the risk of illness, accident, loss, or injury.

Unit 25
Adventure holidays

1. Look up in the dictionary:
Hiking
Paragliding
Rafting
Descend
Plateau
Stretch (n)
Climax
Thrilling
Inland
Instead of
Internal
Insurance
2. Speak on the “Adventure holidays”.

Adventure holidays

Adventure holidays are a kind of extreme holidays. This is an energetic holiday for which you need to be fit and healthy. Usually it is an action-packed week of watersports, mountain-biking, and hiking. Southern Turkey is ideal for such holidays. It has everything you need: coast, canyons, rivers, and mountains. This amazing week usually starts with a whole-day mountain-biking, which includes descending from a nearby mountain plateau. You can spend several days in the water diving, canyoning and kayaking to an underwater city.
Then you can move on a day’s hike with the chance to go paragliding.

The climax of the summer trip is a thrilling white-water rafting expedition on the Dalaman river.

In winter there is cross-country skiing and snowboarding instead of mountain-biking.

A day’s climbing on the sea cliffs instead of white-water rafting can also be included.

Such trips usually run from Sunday to Sunday throughout the year.

The price includes flights, accommodation, equipment, internal transport and some meals.
Unit 26
Ecotourism

1. Look up in the dictionary
Damage (n, v)
Path
Destroy
Rubbish
Frighten
Wages
Community
Own (v)
Encourage
Aboriginal
Amount

2. Give definition:
Nature reserve
Natural habitat
Endangered species
Local inhabitant
Tradition
Community project

3. Speak on the “Ecotourism”.

Ecotourism

Ecotourism is an activity of organizing tours to national parks and nature reserves.

Tourism can be a good thing or a bad thing for local people and the environment.

It depends how responsible companies and individual tourists want to be.
Large numbers of tourists can damage the environment in different ways.
Paths are cut down, people leave rubbish, and the extra noise frightens the local wildlife.
Local people may start to work in the tourist industry, but not be paid fair wages.
Money from tourism does not help local people.
But money from ecotourism can help to protect areas where animals and plants are in danger.
It can pay for nature conservation programmes, and the planting of trees.
Ecotourism can help the economic development of local communities (without damaging their traditional lifestyle).

Simple ways to this include using locally-owned businesses and employing local people.

In many parts of the world there local projects to encourage ecotourism.

Add your examples.

Unit 27
Marketing and promotion

1. Study the Unit material carefully.
2. Render into English:
   Рекламная кампания удастся, если спланировать ее должным образом.
   Определите целевой рынок, лучший способ донести свою идею, спланируйте ресурсы – деньги, время, персонал.
   Какова цель вашего рекламного мероприятия – привлечь новых посетителей, сохранить существующих, повысить известность вашего региона?
   Самые лучшие способы продвижения турпродукта и услуг – те же, что были и прежде: рекламные объявления в прессе и на телевидении, сайты в Интернете, промоакции, специальные материалы в журнале, прямая почтовая рассылка.