

МИНОБРНАУКИ РОССИИ

ФГБОУ ВПО «УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЛЕСОТЕХНИЧЕСКИЙ УНИВЕРСИТЕТ»

Кафедра социально-культурных технологий

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ПУТЕШЕСТВЕННИКАМ ОБ ОТЕЛЯХ (ТЕКСТЫ ДЛЯ ЧТЕНИЯ)

Методические указания
на английском языке
для развития навыков чтения и устной речи
для студентов III, IV, V курсов
очной, очно-заочной и заочной форм обучения
Специальность 100103 «Социально-культурный сервис и туризм»
Дисциплина – Профессиональный английский язык

Екатеринбург
2011

Печатается по рекомендации методической комиссии ГФ.
Протокол № 1 от 16 сентября 2010 г.

Рецензент ст. препод. кафедры иностранных языков Д.А. Васильева

Редактор Е.Л. Михайлова
Оператор компьютерной верстки Г.И. Романова

Подписано в печать 21.11.11	Поз. 98
Плоская печать	Формат 60×84 1/16
Заказ №	Печ. л. 0,7
	Тираж 140 экз.
	Цена 4 руб. 56 коп.

Редакционно-издательский отдел УГЛТУ
Отдел оперативной полиграфии УГЛТУ

ASSIGNMENT 1

Read and chose the right equivalent of the words and phrases underlined.

Влияние, внутренняя валюта, благотворное влияние, предпринять, обеспечить занятость/трудоустройство, способствовать продвижению, отдыхать, вспомогательные виды деятельности, источник зарабатывания валюты, отвечать за что-либо/ кого-либо, многомерный, развлечение, предоставить возможность, вдали от.

Tourism Today

A 'tourist' is any individual who is away from his/her residence for a period of over 24 hours but less than a year. Hence, any individual travelling for conferences, workshops, training programmes, business meets is a tourist. Tourism today is a transnational, multi-dimensional industry, an important component of the social, cultural, economic and political reality. Tourism has great influence on society at large.

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

The beneficial effects of tourism are:

- It provides employment to a large number of people.
- It is a foreign exchange earner, which is important for Third World Countries with weak currencies.
- It affords an opportunity for interaction (social, cultural, intellectual, and scientific) with people from different parts of the world.
- It encourages promotion and development of the tourism destinations.

The phenomenal growth of the tourism industry provides employment to millions of people all over the world as promoters, agents, operators, workers and all others occupied in ancillary activities. You need to decide which part of the travel industry you want to work in.

If you like people, you could work for an airline, looking after passengers in the air or on the ground. Or you could work in a hotel, where you would deal with guests every day.

If you like the business sides more, think about working for a tour operator or a travel agent.

If you want to travel, you can become a tour leader.

The motivation and purpose for which the tour is undertaken will determine the choice of the destination and the type of services expected. Touring is a free decision, influenced by various factors, the primary one being holidaying: rest, relaxation and entertainment.

Speak on “Tourism Today”.

Start with: “I’d like to speak about/ on...”

ASSIGNMENT 2

Read the article and look up in the dictionary the words and phrases underlined.

AIRLINES

A major form of mass travel in the world’s transportation network, airlines are organizations of people, airplanes, equipment, and buildings for transporting passengers, freight, and mail by air between specified points. The airliner is as significant economically and socially as the train, bus, truck, or ship.

In many industrialized countries, intercity air passenger traffic has been growing at a far greater rate than that of either railroads or bus lines. International air travel is so extensive that it is possible to reach almost any major city in less than a day. At the beginning of the 21st century, more than 500 airlines worldwide transported passengers and freight.

Airliners travel along designated airways, or routes, in controlled airspace. The routes, which are numbered like highways on the ground, are set radio beams set out by navigation stations along the routes. Air traffic controllers are responsible for directing traffic on these routes. They follow international guidelines to ensure that aircraft on a specific route is separated by at least 10 minutes and/ or a safe vertical distance. Most flights are routed with the aid of computers. The computer is provided with data about the freight, baggage, fuel, number of passengers, and weather. It then prints out several possible routes and designates one as the most desirable, taking into account distance, time, and cost.

Airlines are classified by their routes and by their schedules. The two major classifications are domestic airlines and international airlines. Domestic airlines provide services within a country. International airlines, on the other hand, operate both within a nation and between two or more nations. The International Civil Aviation Organization (ICAO) also distinguishes between scheduled and nonscheduled operations. Nonscheduled airlines offer domestic or international air transportation services, but they do not maintain definite departure or arrival times.

Answer the questions:

1. What is a major form of mass travel in the world’s transportation network?
2. How extensive is international air travel?
3. Is air traffic controlled in accordance with international guidelines?
4. Do domestic airlines provide services between different countries?
5. What are the main types of airlines?

6. What is the difference between scheduled and nonscheduled airlines?
7. Is a scheduled airline flight usually filled with strangers going to the same destination?

Using additional terms below give the definition of the following:

“an airline”, “a route”, “an airliner”, “freight”, “a scheduled airline”, “a non-scheduled airline”

- commuter airliner- авиалайнер местных воздушных линий
- jet airliner - реактивный самолёт
- airline catering- кейтеринг авиакомпаний
- charter airline - авиакомпания чартерных перевозок
- long haul airline - авиакомпания дальних перевозок
- major airline - крупная авиакомпания
- short-haul airline - авиакомпания ближних перевозок
- state airline - государственная авиакомпания
- up-to-date airline fleet - современный парк судов авиакомпании

Speak on:

- Different types of airlines play an important part in the world travelling.
- The major airlines operating in your region/ country.
- The job I'd like to do in an airline.

ASSIGNMENT 3

Read the article and find English equivalents of the following:

Хорошие отношения с коллегами; существенный/ жизненно важный; подразумевать; много времени; исследование; взаимоотношения; влечь за собой; тщательно разрабатывать; источник удовлетворения от работы; благосостояние; ориентир/ показатель; оценить/классифицировать; супруги; родные братья и сестры; подчиненные; руководители; применить; частная жизнь; по секрету; отдавать долги; отвечать любезностью на любезность; нарушать правила; ключевой аспект; навыки общения; отслеживать/наблюдать; узнавать о ком-либо/ чем-либо; справиться с чем-либо; правильный подход.

WORKING RELATIONSHIPS

Getting on well with colleagues, as anyone who works in an office knows, is a vital element in our working lives. Many office jobs involve a great deal of time spent talking. One British study of 160 managers, for example, found that they spent between one third and 90 per cent of their time with other people.

“Working relationships”, write social psychologists Michael Argyle and Monika Henderson, “are first brought about by the normal system of work, but are elaborated in several ways by informal contacts of different kinds.” And good relationships at work, research shows, are one of the main sources of job satisfaction and well-being.

Are there any ‘rules of relationships’ that might be useful as general markers of what to do and what not to do in your dealings with others? Michael Argyle and his colleagues have found that there are such rules. Through interviews with people they operated a number of possible rules. Then they asked others to rate how important those rules were in twenty-two different kinds of relationships. These included relationships with spouses, close friends, siblings and work colleagues as well as relationships between work subordinates and their superiors.

The researchers discovered five ‘universal’ rules that applied to over half of all these relationships:

1. Respect the other’s privacy.
2. Look the other person in the eye during conversation.
3. Do not discuss what has been said in confidence with the other person.
4. Do not criticize the other person publicly.
5. Repay debts, favours or compliments no matter how small.

This doesn’t mean that nobody breaks these rules, as we all know – it just means that they are seen as important. The ‘looking in the eye’ rule, for example, is a crucial aspect of good social skills. It is very uncomfortable to have to talk to someone who never, or hardly ever, looks at you during the conversation. One needs to look at the persons one is talking to see if they’re still attending and to monitor their reactions. To signal interest, the listener has to look quite frequently at the person who is speaking. Trying to get to know the other person a bit more, if you can manage it, is really quite a good approach.

Say whether the statements are true or false and make your comments.

- a). People spend a lot of their time interacting with their workmates.
- b). The communication rules are used to establish good working relationships.
- c). There are five ‘universal’ rules applicable to all kinds of relationships.
- d). There is no need to look at the person you are talking to.
- e). To signal interest the listener just can make notes in his / her notebook.

Try to use such phrases as: I fully / absolutely/ partly agree. I cannot agree that...

On the contrary,.. etc.

Add your own 5 rules to those elaborated for establishing good working relationships.

ASSIGNMENT 4

Read the article and look up in the dictionary unfamiliar words and phrases.

ACCOMMODATION

The travel industry represents one of the largest components of the world economy. Within it, the hotel and motel industry plays a central role in the housing and feeding of people away from home. The word hotel is derived from French word meaning 'inn', and that, in turn, comes from the Latin *hospes*, meaning 'guest'. Motel is simply a contraction of the words 'motor' and 'hotel'. The term came into common use in the 1920s, indicating an establishment that provided parking for cars as well as food and lodging.

Today many hotels have parking facilities and many motels have become so large that the distinction has become almost meaningless. Though motels are more common in North America than elsewhere, there has been a significant increase in motel building in Europe, Japan, and the Caribbean Basin since 1960s. The modern motor hotel no longer depends solely on automobile travel for location. Many are now situated within or near major airports. They often serve as convention and exhibition centres. They also are convenient for business travelers, relieving them of the need of travelling to the central city to conduct their business.

Before travel became one of the world's leading industries, getting a room for the night away from home was no more difficult than walking into a hotel and asking for it. Today this is much less true, especially for the more expensive hotels in cities that host large conventions and exhibitions. To get into a resort hotel without a reservation is almost impossible, unless one arrives off season.

Reservations can be made in a variety of ways. The hotel can be called directly; a hotel chain's toll-free telephone number can be called; a travel agent can be used; or an airline can be asked to make the reservation. In 1965 Holiday Inns introduced the hotel industry's first computerized reservation system. Hotel chains maintain their own computer systems; independent hotels usually have agents to take care of bookings for them.

Answer the questions:

1. How would you explain the meaning of the word 'accommodation'?
2. What is the origin of the word 'hotel'?
3. When did the term 'motel' come into common use and what does it mean?
4. What is the distinction between 'hotel' and 'motel' at present?
5. What terms are more common in North America, Europe, Japan and the Caribbean Base?

6. What does the situation with getting into hotels look like at present?
7. What are the ways to reserve accommodation in a hotel?

Describe the type of accommodation you reserved last

ASSIGNMENT 5

Read the article and define the main idea of it.

HOSTEL

The words hostel and hotel are both derived from the Old French word ‘ostel’, meaning ‘inn’, but both are originally rooted in the Latin hospes, meaning ‘guest’ (as are hospital and hospice). Today the common term is youth hostel, referring to supervised, dormitory-like shelters that provide inexpensive overnight accommodations for travelling young people. Many serve meals as well, or they have kitchens in which guests can prepare their own meals. The primary advantage of hostels is expense: staying at one costs far less than it does at most commercial hotels. Guests usually make their own beds and do other light work to maintain the hostel in partial exchange for using the facilities.

Hostels can be found in many countries, especially throughout Europe. They are situated both in cities and rural areas. Those in the countryside are normally placed at intervals so visitors can hike or bicycle from one to another within a day’s time. The earliest hostels were founded, in fact, to serve as resting places for hikers. At some hostels a time limit is imposed on the length of stay.

The youth hostel movement was a by-product of the generation gap in Germany early in the 20th century. In 1896 a 21-year-old student at Berlin University, Hermann Hoffmann, started a small self-improvement group. The study group often hiked through the nearby woods. In 1901 several members of the group drew up a constitution, turned the organization into a hiking society, and took the name Wandervögel, meaning ‘migratory birds’. Although not a political movement, the Wandervögel devoted themselves to all things German- folklore, folk music, and exaltation of their nation. In the early years bands of these youth hiked around Germany, usually sleeping outdoors. In 1910 the first hostel was opened to accommodate them, and others soon followed. The idea quickly spread to Switzerland and the Netherlands, and then to the rest of Europe.

The first youth hostel was founded by Richard Schirrmann around 1909. Schirrmann was a German teacher who organized trips and visits with his students. During one of these excursions, a sudden rainstorm forced his group to seek shelter in an empty school. It was then that Schirrmann had the idea of using schools that were empty during holidays as guest houses for young people that were travelling in groups in the countryside. The idea caught on very quick-

ly, and by 1930s there were more than two thousand hostels in Germany. The idea spread out in the rest of Europe, and after an important international conference in 1932, the idea was exported to the United States and many other countries, and the International Youth Hostel Federation was born, with the idea of providing cheap accommodation for young travellers.

With time, the concept of hostel has broadened, and now hostels accept guests of all ages, providing cheap but comfortable accommodation and a unique atmosphere that cannot be found in hotels.

Find synonyms of the following in the text:

Derive from; shelter; inexpensive; advantage; expense; rural areas

Find in the text equivalents of the phrases below. Read and render the sentences containing them:

- пристанище для ночлега
- застилать постель
- содержать общежитие/ турбазу
- в обмен на
- в течение дня
- ввести временное ограничение на пребывание
- именно тогда Ширрманну пришла идея
- стать модным, прижиться

Make short presentations on: The History of Hostels, Frequently Asked Questions about Hostels, What Kind of Equipment Do I Need to Stay at Hostels, Limits and Restrictions in Hostels, Social Life in Hostels, Other Kinds of Accommodation: B&B's – Campsites – Apartments – Guest Houses.

ASSIGNMENT 6

Look up in the dictionary:

as far back as, the census, in an effort, to encourage, lead the way, amenities, have a bearing on, become/get accustomed to, complimentary, in-house, shuttle service, comforter, embark on, in tow, caters to

Read the text.

The History of Hotels in America: From Economic to Extravagant

Evidence of hotels and the hospitality industry have been recorded as far back as biblical times when Mary and Joseph arrived in Bethlehem during the census. As the Bible depicts, Mary and Joseph were refused accommodations because

there "was no room at the inn." Since the beginning of time, people have travelled for commerce, religion, family, health, immigration, education and recreation.

As cited by Texas Tech University, the word "hospitality" comes from the Latin root meaning "host" or "hospice." The university further noted that the first hotels were nothing more than private homes opened to the public. Most, unfortunately, had poor reputations. Under the influence of the Roman Empire, inns and hotels began catering to the pleasure traveller in an effort to encourage visitors.

The first inn located in America was recorded in the year 1607 and led the way with many other firsts in the hospitality industry. The first publicly held hotel (the City Hotel) opened in New York in 1792. The first modern hotel (the Tremont) opened in Boston in 1809 and the first business hotel (the Buffalo Statler) opened in 1908.

From there a surge of hotels flooded American and the rest of the world with prominent names such as Radisson, Marriot and Hilton.

Price, Service, Amenities

Hotels (as well as other forms of accommodations) are generally segmented by the services and amenities offered. These two factors, along with location, also have a bearing on the price range.

- **Budget hotels** offer clean albeit simple rooms that provide the basics of places to sleep and shower. Usually budget hotels are designed for travellers looking to maximize their funds and minimize expenses. Prices can range from \$20US per night to \$70US per night.
- **Business hotels** offer a high standard by providing rooms equipped with what business travellers would consider necessities. Usually found in business-class hotel rooms are high speed Internet connections, alarm clocks, comfortable beds, irons and ironing boards, coffee makers, complimentary newspaper delivery and hairdryers. Rates can range from \$80US per night to \$250US per night.

The facility of a business hotel would also offer an in-house restaurant, bar, exercise room and shuttle service to nearby airports. Limited concierge assistance is often included as well as room service, laundry and dry cleaning and wake-up calls.

- **Luxury hotels** are known for their lavish decor and extraordinary service. With superior amenities, accommodations at luxury hotels are designed to thoroughly pamper and impress guests. According to a Business Week Online article, those in the luxury market are getting harder to please stating that luxury goods and service providers can't afford to blunder with the level of service and customer experience they provide. For this reason, many luxury hotels go far beyond the norm by providing a lifestyle experience equal to or better than what guests have become accustomed to at home.

Luxury hotels frequently offer full-service day spas, five-star restaurants staffed by world-class chefs, ballrooms, lavish pools, golf packages and guest services that are unsurpassed by any other class of hotel. In addition, luxury rooms generally include those amenities found in business class hotels plus in-room safes, goose down comforters and pillows, marble showers and tubs, larger rooms, separate sitting or living area and fog-free bathroom mirrors. Rates can range from \$129US per night to \$2,000US per night.

- Rates vary greatly depending on location and proximity to popular events and attractions.

There are other classifications of hotels; however, most will fall into one of these three or a combination of these three. With the lines between business and personal becoming more blurred, many entrepreneurs and business executives will attend conferences or embark on business trips with family in tow. Hotels are aware of this common occurrence and have become adept at providing facilities and services both business and recreational travelers enjoy.

Choosing a Hotel

Because of the diversity of hotels a rating system, based on stars, was created. However, rating systems don't all carry the same definitions. For instance, the American Automobile Association (AAA) in the United States regularly reviews and rates facilities with a scale based on one star to five stars. The ratings reflect specific written standards set forth by AAA. Travellers who are familiar with this system will know what to expect when booking a reservation at a hotel rated on this scale.

But in Europe or Latin America, ratings systems (if they exist) are widely scattered and unorganized. The same applied to most online travel booking sites that apply their own "star" system, which is not related to AAA.

If the facility is unfamiliar, rather than rely on a ratings system that could be unfounded, look to online review sites for help or ask friends or business associates for recommendations.

From their humble beginnings in spare rooms of private homes to the most plush, opulent and service-oriented facilities available, hotels have evolve into temporary housing for people of all classes who travel. With such a diverse selection, finding a hotel that caters to your needs, on your level can be the defining point in a holiday or business trip.

Find in the text words with opposite meaning.

Budget –

Simple –

Minimize –

Necessities –

Nearby –

Familiar –

Standard service –

Humble –

Render into Russian.

a). To maximize their funds and minimize expenses

b). Many luxury hotels go far beyond the norm by providing a lifestyle experience equal to or better than what guests have become accustomed to at home.

c). With the lines between business and personal becoming more blurred, many entrepreneurs and business executives will attend conferences or embark on business trips with family in tow.

d). Hotels are aware of this common occurrence and have become adept at providing facilities and services both business and recreational travelers enjoy.

Speak on:

- *History of hotels*
- *The key points of hotels (and other accommodation) segmenting and their types*
- *The AAA classification system*
- *How to choose the right hotel*

MAKE SURE YOU KNOW THE TERMS

Tourist/ tourism	Tour operator	Compliment
Currency	Travel agent	Complimentary
Employ/employee/ employer/ em- ployment	Freight	bus/ newspaper
Foreign exchange	Schedule	Shuttle service
Promote/ promoter/ promoting	Accommodation	Courtesy bus/ boy
Destination	Hotel	Laundry
Airline	Motel	In- house
Airliner	Hostel	Cater/ catering/ cater to
	Facilities	Comforter
	Amenities	
	Off season	



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