



Л.С. Чухарева

«ПРОФЕССИОНАЛЬНЫЙ АНГЛИЙСКИЙ ЯЗЫК»

Рабочая тетрадь на английском языке по дисциплине

Екатеринбург
2012

Электронный архив УГЛТУ

МИНОБРНАУКИ РОССИИ

ФГБОУ ВПО «УРАЛЬСКИЙ ГОСУДАРСТВЕННЫЙ ЛЕСОТЕХНИЧЕСКИЙ УНИВЕРСИТЕТ»

Кафедра социально-культурных технологий

Л.С. Чухарева

«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»

Екатеринбург
2012

Печатается по рекомендации методической комиссии гуманитарного факультета.

Протокол № 1 от 28 сентября 2011 г.

Рецензент – канд. техн. наук, доцент, зав. каф. СКТ Т.Б. Голубева

Редактор О.В. Атрошенко

Оператор компьютерной верстки Е.В. Карпова

Подписано в печать

Плоская печать

Заказ

Формат 60x84 ¹/₁₆

Печ. л. 1,63

Поз. 92

Тираж 75 экз.

Цена 8 руб. 20 коп.

Редакционно-издательский отдел УГЛТУ
Отдел оперативной полиграфии УГЛТУ

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

Airline

Passenger

Tour operator

Travel agent

Customer

Trekking

Backpacking

Whale-watching

Independent holiday

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

Accommodation

Interpreter

Check-in staff

Courier

Resort

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

Internet access

Indoor

Outdoor

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.

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/отвечать 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

Desert

Matter (v)

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.