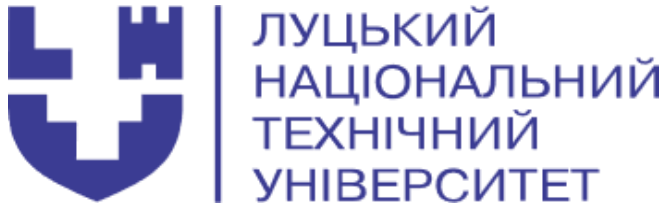


Міністерство освіти і науки України



## **ENGLISH FOR TOURISM**

Навчальний посібник з англійської мови для освітньої програми  
«Туризм» денної та заочної форми навчання.

Луцьк 2022

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**К44**

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Посібник містить теми практичних занять при вивченні іноземної мови за професійним спрямуванням для освітньої програми «Туризм». Лексичні та граматичні завдання до кожної з тем передбачають комунікативний підхід до вивчення іноземної мови.

**УДК 811.111:338.48(075.8)**

**К44**

## **ЗМІСТ**

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## **ПОЯСНЮВАЛЬНА ЗАПИСКА**

### **Мета вивчення дисципліни.**

#### **Мета вивчення дисципліни.**

Навчальна дисципліна «Іноземна мова за професійним спрямуванням» ставить завданням досягнення студентом рівнів мовної компетенції, що відповідають міжнародним стандартам, викладеним у Загальноєвропейських рекомендаціях з мовної освіти та в Національній програмі з англійської мови для професійного спілкування:

#### **Завдання вивчення дисципліни**

Найважливішими завданнями курсу є:

набуття навичок практичного володіння іноземною мовою в різних видах мовленнєвої діяльності в обсязі тематики, зумовленої професійними потребами; одержування новітньої фахової інформації з іноземних джерел;

користування усним монологічним та діалогічним мовленням у межах побутової, суспільно-політичної та фахової тематики;

переклад з іноземної мови на рідну текстів загальнонаукового та фахового характеру;

## UNIT 1

### DEFINITION OF TOURISM

#### Pre-reading

#### 1. Read and translate the following international words:

physical	market	constantly
associate	individual	attraction
gracious	definition	practitioner
culture	state	consultant
nation	function	theatrical
mass	categorize	industry
group	official	motive

#### 2. Read and translate the following groups of words derived from a common root:

- 1) tour — tourist — touristy — tourer — tourism — ecotourism;
- 2) person — persona — personal — impersonal — personally — personality — personification — personify — personalize — personnel;
- 3) busy — business — business-man — business-woman — business-person — businesslike;
- 4) differ — different — indifferent — differentiate — differential — difference — indifference;
- 5) define — definite — definitely — definitive — definition — indefinite— indefinitely;
- 6) please — pleasure — pleasurable — pleased — unpleased — displeased — displeasure;
- 7) nation — national — nationally — international — nationalize — nationality — nationalist;
- 8) develop — developer — developed — development — developmental — developmentally.

## Reading

**3. Read the text and translate it. While reading the text try and find answers to these questions:**

1. When did the word tourism appear in the English language?
2. What was the word tour previously associated with?
3. How can tourism disturb a national culture?

### **DEFINITION OF TOURISM**

The word tourism did not appear in the English language until the early nineteenth century. The word tour was more closely associated with the idea of a voyage or perhaps a theatrical tour than with the idea of an individual 'traveling for pleasure purposes, which is the accepted use of the word today/ Webster's Tenth Collegiate Dictionary defines a tourist as 'one that makes a tour for pleasure or culture'.

Tourism can be defined as the science, art, and business of attracting and transporting visitors, accommodating them, and graciously catering to their needs and wants. A tourist, by United Nations (U.N.) definition, is a person who stays for more than one night and less than a year. Business and convention travel is included in this definition.

For many developing nations, tourism represents a relatively high percentage of gross national product and an easy way of gaining a balance of trade with other nations.

Tourism means different things to different people. For example, a hotelier might say that tourism is wonderful because it brings guests who fill rooms and restaurants. However, a government official might define it as the economic benefit of more money coming into the country, state, or city. Tourism can also be defined as the idea of attracting, accommodating, and pleasing groups or individuals traveling for pleasure or business. In order to simplify tourism, it is sometimes categorized in terms of the following factors:

**Geography:** International, regional, national, state, provincial, country, city.

**Ownership:** Government, quasi-government, private.

**Function:** Regulators, suppliers, marketers, developers, consultants, researchers, educators, publishers, professional associations, trade organizations, consumer organizations.

**Industry:** Transportation (air, bus, rail, auto, cruise), travel agents, tour wholesalers, lodging, attractions, recreation.

**Motive:** Profit or nonprofit.

So, as it is clearly seen, tourism can be categorized by — geography, ownership, function, industry, and travel motive.

Industry practitioners use these categories to identify and interact with the various industry sectors and organizations involved with tourism.

Physical needs, the desire to experience other cultures, and an interest in meeting new people are some of the motives people have when they travel. Because of flexible work hours, early retirement, and the easy accessibility of traveling, tourism is constantly growing.

From a social and cultural perspective, tourism can further international understanding and economically improve a poor country. However, it can also disturb a culture by confronting it with mass tourism, causing the destruction of natural sites. A trend in avoiding tourism pollution is ecotourism.

## Vocabulary notes

<b>to gain</b>	досягати
<b>hotelier</b>	власник готелю, його управляючий
<b>to fill</b>	наповнювати, заповнювати
<b>official</b>	чиновник
<b>marketer</b>	спеціаліст по маркетингу
<b>supplier</b>	постачальник
<b>nonprofit</b>	некомерційний
<b>state</b>	штат
<b>ownership</b>	власність
<b>in terms (of smth.)</b>	з точки зору
<b>government</b>	державний
<b>quasi-government</b>	за часткової участі державних структур
<b>private</b>	приватний
<b>industry sector</b>	галузь промисловості
<b>accessibility</b>	доступність

<b>to experience</b>	ознайомитися
<b>to be involved (with smth.)</b>	бути пов'язаним (з чимось)
<b>flexible work hours</b>	гнучкий робочий графік
<b>retirement</b>	пенсія
<b>to further</b>	сприяти подальшому розвитку
<b>to disturb</b>	заважати, перешкоджати
<b>destruction</b>	руйнування, знищення
<b>natural site</b>	заповідник
<b>trend</b>	тенденція; основний напрям
<b>to avoid</b>	уникати
<b>pollution</b>	забруднення
<b>ecotourism</b>	екотуризм

### Vocabulary focus

#### 4. Match the equivalents:

- |               |                          |
|---------------|--------------------------|
| 1) room       | a) викликати, спричиняти |
| 2) wonderful  | б) представляти          |
| 3) balance    | с) номер в готелі        |
| 4) grow       | д) чудовий               |
| 5) constantly | е) рости, збільшуватися  |
| 6) cause      | ф) рівновага             |
| 7) use        | г) використання          |
| 8) represent  | h) постійно              |
| 9) benefit    | і) спрощувати            |
| 10) simplify  | j) користь, вигода       |

#### 5. Match the synonyms:

- |            |            |
|------------|------------|
| 1) voyage  | a) benefit |
| 2) rich    | b) travel  |
| 3) various | c) formal  |
| 4) easy    | d) some    |



- |               |                  |
|---------------|------------------|
| 5) profit     | e) continuously  |
| 6) several    | f) different     |
| 7) official   | g) simple        |
| 8) constantly | h) well-off      |
| 9) grow       | i) international |
| 10) global    | j) increase      |

**6. Match the antonyms:**

- |              |             |
|--------------|-------------|
| 1) early     | a) new      |
| 2) old       | b) late     |
| 3) disturb   | c) business |
| 4) pleasure  | d) further  |
| 5) difficult | e) easy     |
| 6) less      | f) day      |
| 7) night     | g) more     |
| 8) high      | h) low      |
| 9) improve   | i) poor     |
| 10) well-off | j) worsen   |
| 11) close    | k) far-off  |

**7. Match the words with their definitions:**

- |               |   |
|---------------|---|
| 1) cater      | a) concerning the body rather than the mind   |
| 2) ecotourism | b) the business for providing holidays for tourists   |
| 3) motel      | c) a journey on a ship for pleasure, especially one that involves visiting a series of places |
| 4) physical   | d) provide people with something they want or need, especially something unusual or special   |
| 5) tour       | e) a building where you pay to stay in a room and have meals                                  |

- |             |   |
|-------------|---|
| 6) hotel    | f) someone who is paying money to stay at a hotel or eat in a restaurant  |
| 7) guest    | g) the business of creating and selling holidays that give people the chance to learn about a natural environment and cause as little damage to the environment as possible |
| 8) cruise   | h) a journey during which several places are visited  |
| 9) tourism  | i) a hotel for people who are traveling by car  |
| 10) manager | j) the dark part of each day, when the sun cannot be seen   |
| 11) night   | k) someone whose job is to organize and control the work of a business or organization or a part of it  |

### **Comprehension**

#### **8. Answer the questions on the text:**

1. What is a modern definition of the term tourist!
2. How can tourism be defined?
3. What is a United Nations definition of the term tourist?
4. What does tourism represent for developing nations?
5. What various things may the word tourism mean to different people?
6. Why does word tourism mean different things to different people?
7. In what terms can tourism be categorized?
8. How can tourism improve a poor country's economy?

9. What factors contribute to the constant growing of tourism?
10. What factors contribute to the constant growing of tourism?
11. What kind of tourism can prevent the destruction and pollution of natural sites? Why?

**9. Complete the sentences using proper words and phrases in the box:**

groups or individuals; tourism; other cultures; a poor country; a balance of trade; accessibility

1. Tourism is constantly growing due to the easy \_\_\_\_ of traveling.
2. Developing nations can easily gain \_\_\_\_\_ with other nations via tourism.
3. Tourism means attracting, accommodating, and pleasing \_\_\_\_\_ traveling for pleasure or culture.
4. The desire to experience \_\_\_\_\_ is one of the motives people have when they travel.
5. Tourism can economically improve \_\_\_\_\_ .
6. For Russia, \_\_\_\_\_ represents a very low percentage of gross national product.

**10. State whether the following statements are true or false. Comment on the true statements and correct the false ones.**

1. Ecotourism causes the destruction or pollution of natural sites.
2. Tourism brings guests who fill rooms and restaurants.
3. Tourism is involved with various industry sectors and organizations.
4. Most tourists are persons who travel for business.
5. Mass tourism can cause the destruction of natural sites.
6. Due to tourism more money comes into a country or city.

7. For many developed nations, tourism represents a relatively high percentage of gross national product.

### **Discussion**

**11. Give a definition of the term *tourism* using the following words and phrases:**

- traveling for pleasure purposes
- business and convention travel
- to include
- in terms of
- to attract
- group
- trend
- ecotourism
- the accepted use of the word today
- to travel for pleasure or business
- to categorize
- factor
- to accommodate
- individual
- to avoid tourism pollution
- industry

*After having done the task describe the travel and tourism industry in detail.*

**12. Entitle the paragraph beginning with the words:**

Tourism means different...

**13. Divide the text into other logical parts and entitle each of them.**

**14. Give a summary of the text.**

## **UNIT 2**

### **WHAT IS TOURISM**

# **Pre-reading**

## **1. Read and translate the following international words:**

Organization	product	cruise
start	forum	global
protection	view	percent
industry	parallel	cultural
sector	transportation	social
hotel	rail	contribution
component	coach	trillion
figure	dynamic	aspect
visitor	immigration	
motel	automobile	

## **2. Read and translate the following groups of words derived from a common root:**

- 1) organ — organize — organizer — organization — organizational - disorganize;
- 2) direct — directly — director — direction indirect — indirectly;
- 3) relate — relation — relative — interrelate — interrelated — interrelation;
- 4) develop — developing — developed — underdeveloped — developer — development — developmental;
- 5) view — viewer — review — reviewer — interview — interviewer - viewpoint;
- 6) act — action — interaction — actor — actress — react — reactive - reaction;
- 7) globe — global — globally — globalize — globalization;

8) employ — employer — employee — employment — unemployment — unemployed — underemployment.

### **Reading**

**3. Read the text and translate it. While reading the text try and find answers to these questions:**

1. What organizations and people serve as middle persons between a country and its visitors?
2. What factor is known as the *multiplier effect*?
3. What international organization is responsible for tourism development?

### **WHAT IS TOURISM**

Tourism is a dynamic, evolving, consumer-driven force. Tourism is the world's largest industry and employer. It affects other industry sectors, such as public transportation, foodservice, lodging, entertainment, and recreation. In addition, tourism produces secondary impacts on businesses that are affected indirectly, which is known as the multiplier effect. This viewpoint may be correct if all the interrelated components are placed under four headings: travel, lodging, foodservice and recreation.

The development of tourism started before the Industrial Revolution and continued parallel with the improvement of means of transportation: railway, automobile, aircraft, and cruise ships.

Tourism involves international interaction and, therefore, government regulation. Several organizations, such as the World Tourism Organization, are responsible for environmental protection, tourism development, immigration, and cultural and social aspects of tourism.

Travel agencies, tour operators, travel managers, tour wholesalers, national offices of tourism, and destination management companies serve as middle persons between a country and its visitors.

The *World Travel and Tourism Council* declares the travel and tourism industry to have the following characteristics:

- The world's largest industry, with approximately \$3.8 trillion in gross output in 1997 and an expected \$7.1 trillion by the year 2007;

- The world's leading industrial contribution, producing more than ten percent of the world's Gross National Product (GNP);
- A leading producer of tax revenues;
- Employer of 262 million people, or ten percent of the global workforce;
- Expected to grow faster than any other sector of world employment.

Given the declining manufacturing and agricultural industries, and in many countries the consequent rise in unemployment, it is to the service industries that world leaders should turn for real strategic employment gains.

Tourism offers the greatest global employment prospects. This trend is caused by the following factors:

1. The opening of borders;
2. An increase in disposable income and vacations;
3. Cheaper and more exclusive flights;
4. An increase in the number of people with more time and money;
5. More people with the urge to travel.

According to the World Travel and Tourism Council — the industry's Business Leaders forum — tourism and travel generates, directly and indirectly, more than ten percent of global gross domestic product (GDP), investment, and employment. It is forecast to grow strongly at 40 to 50 percent in real terms during the next ten years. This means a growth of nearly 2 million jobs in the United States by 2007. Globally, projections are for 700 million visitor arrivals by 2000 and 1 billion by 2010.

The futurist, John Naisbit, says that the global economy of the twenty-first century will be driven by three super-service industries: telecommunications, information technology, and travel and tourism.

The fact that tourism is expected to grow so rapidly presents both tremendous opportunities and challenges. The good news is the variety of exciting career prospects for today's hospitality and tourism graduates. Tourism, although a mature industry, is a young profession. Careful management of tourism and travel will be necessary to avoid repercussions

and negativism toward the 'pesky' tourist-which is already happening to some extent in Europe, where the sheer number of tourists overwhelms attractions and facilities.

There is an interdependency between the various segments of tourism, travel, lodging, foodservice, and recreation. Hotel guests need to travel in order to reach the hotel. They eat in nearby restaurants and visit attractions. Each segment is, to an extent, dependent upon another for business.

### **Vocabulary notes**

<b>evolving</b>	той, що бурхливо розвивається
<b>consumer-driven</b>	той, що розвивається за рахунок споживчого попиту
<b>lodging industry</b>	готельна індустрія
<b>to produce secondary impact</b>	мати непрямий вплив
<b>tour wholesaler</b>	турфірма, що пропонує тури за оптовими цінами
<b>entertainment</b>	розвага
<b>multiplier effect</b>	помножена дія
<b>viewpoint</b>	точка зору, погляд
<b>heading</b>	рубрика
<b>travel agency</b>	туристичне бюро; турагентство
<b>tour operator</b>	організатор туристичних поїздок
<b>aircraft</b>	літак
<b>government regulation</b>	державне регулювання
<b>environmental protection</b>	захист навколишнього середовища
<b>to decline</b>	знижувати, переживати спад
<b>middle parson</b>	посередник
<b>global</b>	міжнародний, світовий
<b>manufacturing</b>	промисловий
<b>agricultural</b>	сільськогосподарський
<b>workforce</b>	робоча сила
<b>given (smth.)...</b>	враховуючи той факт, що
<b>employment</b>	зайнятість



<b>unemployment</b>	безробіття
<b>tax revenues</b>	дохід від податків
<b>disposable income</b>	чистий дохід (після сплати всіх податків)
<b>gross domestic product (GDP)</b>	валовий внутрішній продукт (ВВП)
<b>gross national product (GNP)</b>	валовий національний продукт
<b>urge</b>	намір, бажання
<b>investment</b>	інвестиції, капіталовкладення
<b>to forecast</b>	прогнозувати
<b>futurist</b>	футуролог
<b>pesky</b>	дратуєчий
<b>repercussions (pl.)</b>	неприятна реакція
<b>negativism</b>	негативне відношення

### Vocabulary focus

#### 4. Match the equivalents:

- |                |                        |
|----------------|------------------------|
| 1) destination | a) недорогий           |
| 2) number      | b) кордон              |
| 3) cruise      | c) відпустка, канікули |
| 4) border      | d) дохід, прибуток     |
| 5) cheap       | e) залізниця           |
| 6) improvement | f) пункт призначення   |
| 7) railway     | g) покращення          |
| 8) income      | h) кількість           |
| 9) vacation    | i) протягом            |
| 10) during     | j) круїз               |

#### 5. Match the synonyms:

- |                  |                |
|------------------|----------------|
| 1) business      | a) guest       |
| 2) visitor       | b) enterprise  |
| 3) man           | c) consumer    |
| 4) border        | d) job         |
| 5) work          | e) person      |
| 6) customer      | f) frontier    |
| 7) international | g) environment |
| 8) nature        | h) global      |
| 9) uige          | i) next        |
| 10) following    | j) wish        |

**6. Match the antonyms:**

- |                |                 |
|----------------|-----------------|
| 1) departure   | a) recreation   |
| 2) more        | b) fast         |
| 3) slow        | c) visitor      |
| 4) directly    | d) domestic     |
| 5) decrease    | e) unemployment |
| 6) global      | f) indirectly   |
| 7) employment  | g) strong       |
| 8) expensive   | h) less         |
| 9) inclusive   | i) cheap        |
| 10) business   | j) arrival      |
| 11) host       | k) exclusive    |
| 12) weak       | l) immigration  |
| 13) opening    | m) closure      |
| 14) emigration | n) increase     |

**7. Match the words with their definitions:**

- |                 |  |
|-----------------|--|
| 1) middleman    | a) say what will probably happen in the future   |
| 2) automobile   | b) a period of 365 or 366 days divided into 12 months  |
| 3) manager      | c) means of transportation using four wheels and an internal-combustion engine                 |
| 4) income       | d) a person who directs the affairs of a business or team of workers                           |
| 5) tourist      | e) the metal double track for trains to run on   |
| 6) domestic     | f) relating to your own or some particular country   |
| 7) forecast     | g) a person traveling for pleasure   |
| 8) protect      | h) keep a person or thing from something unpleasant  |
| 9) viewpoint    | i) a person or company that buys things from producers and sells them to customers at a profit |
| 10) destination | j) money which you receive, usually payment for work   |
| 11) ship        | k) a large boat for carrying people and things on the sea                                      |
| 12) railway     | l) your general opinions and way of thinking about something                                   |
| 13) year        | m) the place where someone or something is going   |
| 14) pesky       | n) annoying and boring   |

### Comprehension

#### **8. Answer the questions on the text:**

1. When did the development of tourism begin?
2. How did the improvement of means of transportation influence tourism?
3. What other industry sectors does tourism affect?
4. Why do you think the author considers tourism to be a consumer-driven force?
5. What, in your opinion, makes tourism the world's largest industry?
6. What three industries will the global economy of the twenty-first century be driven by?
7. What will the growth of tourism result in?

8. Why do repercussions and negativism toward the 'pesky' tourist sometimes take place in Europe?
9. What are the main segments of tourism?
10. How are these segments interrelated?
11. Who is responsible for environmental protection and social aspects of tourism?
12. Why should world leaders turn to the service industries for real strategic employment gains?

**9. Complete the sentences using proper words and phrases in the box below.**

1. Tourism is the world's \_\_\_\_\_ and employer.
2. An increase in the number of people with more time and money has contributed to \_\_\_\_\_ .
3. Such industry sectors as \_\_\_\_\_ are greatly affected by tourism.
4. Tourism \_\_\_\_\_ government regulation.
5. A number of international organizations are \_\_\_\_\_ environmental protection and tourism development.
6. Tourism produces secondary impacts on \_\_\_\_\_,

responsible for; various businesses; tourism development; largest industry; involves; public transportation and foodservice

**10. State whether the following statements are true or false. Comment on the true statements and correct the false ones.**

1. Tourism is a mature industry but a fairly young profession.
2. Tourism is not expected to grow very rapidly.
3. The development of tourism started after the Industrial Revolution.

4. There is a great variety of exciting career prospects for today's hospitality and tourism graduates.
5. The global economy of the 21st century will also be driven by tourism.
6. Tourism involves international interaction and does not need any government regulation.

## **Discussion**

### **11. Try to evaluate the situation of the tourism industry in today's Russia using the following words and phrases:**

- the development of tourism started long before...;
- not among the largest Russia's industries;
- so far
- only two percent of GDP;
- declining manufacturing and agricultural industries;
- dynamic;
- evolving;
- consumer-driven;
- force;
- globalization
- opening of borders;
- to affect other industry sectors;
- public transportation;
- foodservice;
- lodging;
- entertainment and recreation;

- to produce secondary impacts on various businesses;
- travel agency;
- tour operator;
- destination;
- domestic;
- global;
- exciting career prospects;
- today's hospitality and tourism graduates;
- travel manager;
- tour wholesaler;
- national offices of tourism.

**After having done the task describe the situation of the tourism, industry in detail.**

## **12. Work in pairs:**

**a) Look at the following words and phrases and think of a story that might combine them all. You may reorder them in any way you like using any form of the verb:**

- a new travel agency has just been started;
- target clientele;
- served as a middle person between a country and its visitors;
- to reach their destination;
- a certain rise in unemployment;
- affects our potential customers;
- borders have long been opened;

- greatest employment prospects;
- will work at a profit.

**b) When you have decided upon the story, tell it to your partner. Then listen to that of your partner. Ask each other as many questions as you can to learn further details or clarify some points.**

**13. Entitle the paragraphs beginning with the words:**

Tourism is a  
dynamic...

The fact that tourism...

**14. Divide the text into other logical parts and entitle each of them.**

**15. Give a summary of the text.**

**UNIT 3**

**PROMOTERS OF TOURISM**

**Pre-reading**

**1. Read and translate the following international words:**

agent	broker	total
client	start	terminal
rail	client	phrase
bus	serve	know-how
slogan	escort	car
auto	cruise	person
transportation	market	manager
rental	office	individual
music	company	percent
special	festival	state

hotel	theater
convention	reservation

**2. Read and translate the following groups of words derived from a common root:**

- 1) busy — business — businessman — businesswoman — business person — businesslike;
- 2) manage.— manager — manageress — managerial — management - manageable;
- 3) office — officer — official — unofficial — officiate — officious;
- 4) arrange — arranger — arrangement — disarrange — disarranged - arranged—prearrange;
- 5) market — marketing — marketplace — marketer;
- 6) social — socialize — socialism — sociable— society;
- 7) part — party — partner — partnership — partial — partially;
- 8) accord — according — accordingly — accordion — accordance - discord — cordial — cordially — cordiality;
- 9) vary — varied — variety — variable — variability — various - variant.

**Reading**

**3. Read the text and translate it. While reading the text try and find answers to these questions:**

1. Whom do we call a *travel agent*?
2. What do travel agents usually sell their customers?
3. What do travel agencies make their money on?

**PROMOTERS OF TOURISM**



## *Travel Agencies*

A travel agent is a middle-person who acts as a travel counselor and sells on behalf of airlines, cruise lines, rail and bus transportation, hotels, and auto rental companies. Agents may sell individual parts of the overall system or several elements, such as air and cruise tickets. The agent acts as a broker, bringing together the client (buyer) and the supplier (seller). An agent has quick access to schedules, fares, and advice for clients about various destinations.

The first U.S. travel agents emerged in the 1880s, selling steamship and rail tickets and some arranged tours. '*Ask Mr. Foster*' the oldest U.S. travel agency got its name because a Mr. Foster opened a travel information office in St. Augustine, Florida. Anyone in the area who had any travel questions was told to *ask Mr Foster*. As business grew, more offices opened and Mr. Foster decided to adopt the phrase as a business slogan. Eventually, offices opened in various parts of Florida and spread to New York and other major U.S. cities.

The American Society of Travel Agents (ASTA) has 28,000 members in 168 countries that include both travel agencies and travel suppliers. Total airline sales processed by travel agencies reached \$51 billion in 1992. The Airlines Reporting Corporation (ARC) reports that travel agencies had 32,147 retail locations in 1992. The average travel agency's yearly sales are about \$3 million. According to *Travel Weekly Magazine*, the top fifty travel agencies in terms of sales generated (approximately \$25 billion in revenue) represent 30 percent of total agency sales.

Agents use computer reservation systems (CRS) to access availability and make bookings. In the United States, the main vendors are as follows:

1. *Sabre*, which is owned by Attierican Airlines and has more than 100,000 terminals and a 37.4 percent market share

2. *Apollo*, which is owned primarily by United Airlines and has a similar market share by location but fewer terminals

3. *Worldspan*, which is shared by four companies (Delta, Northwest, TWA, and Abacus) arid has a 19.3 percent market share with 8,500 sites in the United States

4. *System One*, which is owned by Continental Airlines and has a 14.9 percent market share and 6,800 locations.

According to the American Society of Travel Agents (ASTA), a travel agent is more than a ticket seller. Agents serve their clients in the following ways:

- Arranging transportation by air, sea, rail, bus, car rental, etc.
- Preparing individual itineraries, personally escorted tours, group tours, and prepared package tours
- Arranging for hotel, motel, and resort accommodations; meals; sightseeing tours; transfers of passengers and luggage between terminals and hotels; and special features such as tickets for music festivals, the theater, etc.
- Handling and advising on many details involved with travel, such as insurance, travelers checks, foreign currency exchange, documentary requirements, and immunizations and other inoculations
- Using professional know-how and experience (e.g., schedules of air, train, and bus connections, rates of hotels, quality of accommodations, etc.)
- Arranging reservations for special-interest activities, such as group tours, conventions, business travel, gourmet tours, sporting trips, etc.

Approximately 43,000 travel agencies are currently operating in the United States, up from 29,548 in 1987. The average agency has between four and seven full-time employees. The average starting salaries are \$12,000. The average salary for an agent with three to five years service is \$18,000. Agents with ten plus years average \$25,000. Managers make an average of \$23,000. Twenty-one percent of agents receive commissions ranging between 6 and 11 percent of their sales. The average sales volume per agency is as follows:

- 33 percent of agencies have sales of less than \$1 million
- 26 percent of agencies have sales between \$1 and \$3 million
- 27 percent of agencies have sales between \$2 and \$5 million
- 14 percent of agencies have sales of more than \$5 million

Agencies make their money on commissions. They usually make 10 percent on air travel within the United States and about 11 percent on

international travel. Commission on hotel accommodations ranges from 10 to 15 percent and commission on cruise packages ranges from 11 to 14 percent.

### Vocabulary notes

<b>middle-person</b>	посередник
<b>counselor</b>	консультант
<b>to emerge</b>	вперше з'являтися
<b>rail and bus transportation</b>	залізничний та автобусний транспорт
<b>on behalf of (smb, smih)</b>	від імені
<b>destination</b>	пункт призначення
<b>retail locations</b>	місьцеве турбюро
<b>to access availability</b>	отримати доступ до бази даних про наявність (білетів, місць в готелях )
<b>to make bookings</b>	замовляти, бронювати
<b>market share</b>	доля на ринку
<b>car rental = auto rental</b>	прокат легкових автомобілів
<b>insurance</b>	страхування, страховка
<b>reservation (-s)</b>	бронювання, попереднє замовлення
<b>gourmet</b>	гурман
<b>full-time employee</b>	працівник на повну ставку
<b>part-time employee</b>	сумісник
<b>ten plus years</b>	більше десяти років
<b>to make an average commission</b>	заробляти в рік в середньому комісійні
<b>to range</b>	коливатися ( <i>в межах</i> )
<b>cruise package</b>	1) контракт на круїз ( включає в себе транспорт, послуги і розваги, які повністю організує туристична фірма); 2) круїз, організований таким способом

### Vocabulary focus

#### 4. Match the equivalents:

- |                  |    |                             |
|------------------|----|-----------------------------|
| 1) destination   | a) | курорт                      |
| 2) itinerary     | b) | пункт призначення           |
| 3) full-time job | c) | маршрут                     |
| 4) employee      | d) | багаж                       |
| 5) luggage       | e) | залізниця                   |
| 6) fare (-s)     | f) | робота за сумісництвом      |
| 7) rail          | g) | співробітник                |
| 8) currency      | h) | плата за проїзд             |
| 9) part-time job | i) | валюта                      |
| 10) know-how     | j) | робота на повну ставку      |
| 11) resort       | k) | спеціальні знання та вміння |

### 5. Match the synonyms:

- |                   |    |                   |
|-------------------|----|-------------------|
| 1) business       | a) | enterprise        |
| 2) customer       | b) | the United States |
| 3) America        | c) | travel            |
| 4) luggage        | d) | airport           |
| 5) different      | e) | various           |
| 6) hotel          | f) | client            |
| 7) terminal       | g) | company           |
| 8) agency         | h) | baggage           |
| 9) trip           | i) | cosmopolitan      |
| 10) international | J) | inn               |
| 11) several       | k) | some              |

### 6. Match the antonyms:

- |             |    |          |
|-------------|----|----------|
| 1) business | a) | united   |
| 2) foreign  | b) | employer |
| 3) few      | c) | domestic |

- |                |               |
|----------------|---------------|
| 4) seller      | d) leisure    |
| 5) the same    | e) buyer      |
| 6) employee    | 0 many        |
| 7) less        | g) different  |
| 8) available   | h) collective |
| 9) separated   | i) receive    |
| 10) individual | J) missing    |
| 11) send       | k) more       |

**7. Match the words with their definitions:**

- cruise a) a person or company that does business for another person or company, for example by selling their products or by dealing with their customers
- destination b) a room of building where the people in ah organization or department work
- sightseer c) someone who knows a lot about good food and wine
- know-how d) a large building where train, boat, or bus services start and finish
- middleman e) go on a journey or visit different places, especially places that are % away from where you live or work
- money f) the place where tourists are going
- office g) what you earn invest and use to pay for things
- terminal h) knowledge needed to do something, usually something practical
- ticket i) a journey where you visit several places for pleasure
- gourmet j) a tourist who is traveling around a place and looking at interesting things
- travel k) a person or company that buys things from producers and sells them to customers at a profit
- client l) a journey on a ship for pleasure, especially one that involves visiting a series of places
- tour m) a piece of paper that shows you have paid: for a journey on a train, plane, ship, etc.; — to go into a place of entertainment such as a cinema or football ground.

**Comprehension**

**8. Answer the questions on the text:**

1. Why are travel agents often compared to brokers?
2. What do travel agents have quick access to?
3. Who was Mr. Foster and what did he do for a living?
4. What do agents need computer reservation systems for?
5. What are the main American tourist-service vendors?
6. Are the responsibilities of a travel agent mostly confined to ticket selling?
7. What else is a typical agent supposed to do in serving the customers?
8. What other kinds of activities are involved with the agent's job?
9. Which of them seems to you the most essential one? Why?
10. What is the difference between full-time and part-time employees?
11. How many full-time employees does the average travel agency have?
12. What is the average salary for a starting agent?
13. What is the average salary for an experienced agent?
14. Who earns more — a manager or an agent? Why?
15. What commissions do travel agents receive?

**9. Complete the sentences using proper words and phrases in the box.**

U.S. travel agents; to make bookings; business; are operating; make; tickets; arranging transportation
--

1. Agents often sell air and cruise \_\_\_\_\_.
2. Currently, more than forty thousand travel agencies \_\_\_\_\_ in the U. S.
3. \_\_\_\_\_ travel agents use computer reservation systems.
4. Agencies \_\_\_\_\_ their money on commissions.
5. Agents serve their clients \_\_\_\_\_ by air, sea, rail, bus, and car rental.
6. As \_\_\_\_\_ grew, the phrase 'to ask Mr. Foster' was adopted as a business slogan.
7. In the 1880s, \_\_\_\_\_ already sold rail tickets and some arranged tours.

**10. State whether the following statements are true or false. Comment on the true statements and correct the false ones.**

1. Travel agents often act as brokers.
2. The first American travel agents emerged in the early nineteenth century.
3. Mr. Foster opened his first travel information office in New York.
4. The first professional travel agent in the United States was a Mr. Foster.
5. Practically, travel agents are nothing more than ordinary ticket sellers.
6. Travel agents never arrange for transfers of passengers and luggage between terminals and hotels.
7. Agents seldom use computer reservation systems to make bookings.
8. Agencies mostly make their money on commissions.

**Discussion**

**11. Try to evaluate a travel agency using the following words and phrases:**

- the main vendor in town;
- agent;
- to operate currently in the United States and Europe;
- to make money on commissions;
- manager;
- tourist (traveler);
- to earn more than...;

- to have sales between \$1 and \$3 million;
- the average starting salaries;
- \$11,000 (20,000...);
- to prosper.

**After having done the task describe this travel agency in detail.**

## **12. Work in pairs:**

**a) Look at the following words and phrases and think of a story that might combine them all. You may reorder them in any way you like using any form of the verb:**

- a new office opened;
- was owned by the biggest travel agency in town;
- both native and foreign tourists;
- arranged transportation by air and rail;
- transfers of passengers and luggage between terminals and hotels;
- sightseeing tours;
- special features such as tickets for music festivals;
- used computer reservation systems to make bookings;
- used professional know-how and experience;
- achieved both development and financial objectives.

**b) When you have decided upon the story, tell it to your partner. Then listen to that of your partner. Ask each other as many questions as you can to learn further details or clarify some points.**



**13. Entitle the paragraphs beginning with the words:**

The first U.S. travel agents...

According to the American Society...

**14. Divide the text into other logical parts and entitle each of them.**

**15. Give a summary of the text.**

**UNIT 4**

**B U S I N E S S T R A V E L (part 1)**

**Pre-reading**

**1. Read and translate the following international words:**

Pacific	reason	show
study	meeting	exposition
mix	portion	combination
billion	type	restaurants
contact	occupancy	auto
vary	passenger	rental
percent	corporate	company
figure	regional	hotel
automobile	product	locate
dominant	convention	major

**2. Read and translate the following groups of words derived from a common root:**

1) please — pleasure — pleasurable — pleased — displeased — displeasure;

- 2) clean — cleaner — unclean — cleanly — clean-cut — cleanliness — cleanse — cleanser — 'Kleenex' (trademark of small paper handkerchiefs);
- 3) travel — traveler — travelogue — 'Travelodge' (a chain of economy or budget hotels in the U.S.);
- 4) industry — industrial — industrialize — industrialized — industrious — industriously;
- 5) dominate — dominated — dominating — domination — predominate — predomination — predominant — denominate — denominator;
- 6) control — controller — controlling — controlled — controllable — uncontrollable — controllability.

### **Reading**

#### **3. Read the text and translate it. While reading the text try and find answers to these questions:**

1. What is the predominant reason for the majority of passengers' flying between the United States and the Asia-Pacific area.
2. Can business travel be mixed with pleasure?
3. Why has business travel increased in recent years?

### **BUSINESS TRAVEL (part 1)**

Half, or more, of all airline travel is undertaken by business travelers. An airline study shows that the business-leisure mix varies widely according to destination area. More than 90 percent of the travel between the United States and the Caribbean is for pleasure. The figure for U.S. mainland to Hawaii pleasure travel is more than 80 percent; for United States — trans-Atlantic flights, about 70 percent; and for United States to Latin America flights, also 70 percent. Pleasure is the predominant reason for slightly more than 60 percent of passengers' flying between the United States and the Asia-Pacific area.

About 60 to 70 percent of the guests who check into Sheraton Hotels around the world are traveling for business reasons. Much business travel is

hard work, whether it is travel in one's own automobile, or in the luxury of a first-class seat aboard an airline. A good portion of business travel is, however, mixed with pleasure.

It is difficult to say whether as much as half of his or her time may be spent gambling or gamboling. The trip to Europe may involve contacting potential customers, but it also may allow for sightseeing or for an evening at the Folies Bergure. Business travel accounts for approximately half of all travel in the U.S. and is a \$156 billion industry. Counted as business travelers are those who travel for business purposes such as meetings; all kinds of sales, including corporate, regional, product, etc.; conventions; trade shows and expositions; and combinations of more than one. In the United States, meetings and conventions alone attract millions of people annually. Sometimes the distinction between business and leisure travel becomes blurred. If a convention attendee in Atlanta decides to stay on for a few days after the conference, are they to be considered a 'business' or 'leisure' traveler? Business travelers, when compared to leisure travelers, tend to be younger, spend more money, travel further, and travel in smaller groups, but they do not stay as long.

Business travel has increased in recent years due to the growth of convention centers in a number of cities. Similarly, business travelers have given a boost to hotels, restaurants, and auto rental companies. A hotel located near a major convention center often runs a higher occupancy and average daily rate (ADR) than other types of hotels. Business trips to meetings generally last from one to three days. Business travel to attend conventions and trade shows ranges from about five to eight days: A shuttle service usually operates between the hotel and convention centers<sup>1</sup> For most companies, the third largest controllable expense is business travel and entertainment.

The typical business traveler still resembles the traveling salesperson of old. He or she is 39 years old, married, has a median household income of \$40,000 to \$50,000, and holds a professional or management job. One in five employed Americans takes at least one overnight business trip each year. Female business travelers, of which there are approximately 15 million, comprise about 27 percent of all U.S. business travelers, and are on the increase. This has prompted hotel operators to take note of the needs and concerns of women business travelers.

(to be continued)

## Vocabulary notes

<b>mix</b>	суміш, змішування
<b>to mix</b>	змішувати
<b>destination</b>	пункт призначення; кінцевий пункт
<b>mainland</b>	материкова (чи просто — основна) частина країни
<b>predominant</b>	головний, основний
<b>the Pacific Ocean</b>	Тихий океан
<b>Pacific</b>	тихоокеанський
<b>to check into</b>	реєструватись для проживання у готелі
<b>to gamble</b>	грати в азартні ігри
<b>to gambol</b>	скакати; перен. веселитись
<b>Folies Bergure</b>	<i>Фолі-Бержер</i> — всесвітньо відоме паризьське кабаре; існує з 1869 р.
<b>to account (for smth.)</b>	охоплювати
<b>a \$156 billion industry</b>	галузь промисловості з оборотом 156 млрд. доларів
<b>to count</b>	розглядати
<b>distinction</b>	відмінність; різниця
<b>blurred</b>	нечіткий
<b>attendee</b>	учасник, відвідувач
<b>to give a boost (to smth.)</b>	сприяти бурхливому розвитку
<b>car rental</b>	прокат (легкових) автомобілів
<b>convention center</b>	місце (напр., крупний готель) для проведення конференцій, а також ділових симпозіумів і політичних з'їздів
<b>trade show Am. E.</b> <b>(= trade fair Br. E.)</b>	демонстрування фірмою своєї нової продукції (оптовикам, репортерам ЗМІ, а також широкій публіці)
<b>to range</b>	коливатись в діапазоні
<b>traveling salesperson</b>	комівояжер
<b>of old</b>	колишній
<b>to shuttle</b>	здійснювати приватні «човникові» рейси
<b>median</b>	в середньому; від... і до...
<b>one in five</b>	кожний п'ятий

**employed**

працюючий

**female**

= women

**to be on the increase**

рости, збільшуватись

**to prompt (*smth.*)**

наштовхувати на думку

**to take note (*of smth.*)**

брати на замітку, враховувати

### Vocabulary focus

#### 4. Match the equivalents:

1) passenger

a) мільярд

2) increase

b) клієнт

3) half

c) авіарейс

4) vary

d) включати

5) customer

e) цифра

6) billion

f) пасажир

7) flight

g) половина

8) expense

h) трата

9) spend

i) відізнатись

10) figure

j) тратити

11) involve

k) збільшуватись

#### 5. Match the synonyms:

1) female

a) journey

2) territory

b) woman

3) hard

c) main

4) purpose

d) difficult

5) predominant

e) aim

6) vehicle

f) area

7) allow

g) automobile

8) trip

h) leisure

9) pleasure

i) let

## 6. Match the antonyms:

- 1) good
- 2) married
- 3) young
- 4) long
- 5) night
- 6) more
- 7) wide
- 8) least

- a) short
- b) narrow
- c) bad
- d) most
- e) day
- f) single
- g) less
- h) old

## 7. Match the words with their definitions:

- meeting a) a person or company that does business for another person or company, for example by selling their products or by dealing with their customers
- entertainment b) performances that people enjoy
- leisure c) the use or period of use of a hotel
- mainland d) a public event or show of industrial products or technology
- resort e) —the time when you are not working or busy;  
— activities that you do to relax or enjoy yourself
- Exposition f) an occasion when people gather to discuss things and make decisions
- guest g) a period of 365 or 366 days divided into 12 months
- group h) a number of people or things that are together, or that are connected in some way
- shuttle i) a bus, train, or plane that makes frequent short journeys between two places
- year j) a building where you pay to stay in a room and, have meals
- agent k) a place that many people go to for a holiday
- hotel l) someone who is paying to stay at a hotel or eat in a restaurant
- occupancy m) a large mass of land that forms the main part of a country

but does not include any islands be-longing to this country

## **Comprehension**

### **8. Answer the questions on the text:**

1. What part of all airline tiayel is undertaken by business travelers?
2. What is the exact figure for U.S. mainland to Hawaii pleasure travel?
3. What shows that the business-leisure mix varies widely according to destination area?
4. Why is business travel often associated with hard work?
5. What have business travelers given a boost to?
6. What has prompted hotel operators to take note of the needs and concerns of women business travelers?

### **9. Complete the sentences using proper words and phrases in the box.**

business and leisure; the main reason; pleasure travel; contacting; hard work; business travel
--

1. Much business travel is \_\_\_\_\_ .
2. The trip to Europe often involves \_\_\_\_\_ potential customers.
3. Pleasure is \_\_\_\_\_ for more than a half of passengers' flying between America and the Asia-Pacific area.
4. A shuttle service operates between the hotel and the biggest convention center in town.
5. The distinction between \_\_\_\_\_ travel is often blurred.
6. In the U.S., \_\_\_ accounts for approximately half of all travel.
7. \_\_\_\_\_ has increased in recent years due to the growth of resorts.

**10. State whether the following statements are true or false. Comment on the true statements and correct the false ones.**

1. More than 90 percent of the travel between the United States and the Caribbean is for business.
2. A great part of business travel is often mixed with pleasure.
3. Hotels located near a big convention center often run a lower occupancy.
4. Businesspersons prefer traveling either by car or by rail.
5. The typical business traveler is married.
6. A good portion of pleasure travel is mixed with business.
7. Meetings and conventions attract millions of Americans annually.
8. Leisure travelers, when compared to business travelers, tend to be younger.
9. A hotel located a long way from a major convention center usually runs a higher occupancy.
10. About 65 percent of the guests who check into Sheraton Hotels are traveling for leisure reasons.

**Discussion**

**11. State the purpose of three passengers' flying to Europe using the following words and phrases:**

- American;
- woman business traveler;
- business-leisure mix;
- traveling for business reasons;
- meeting;
- convention;
- exposition;



- to check in (out);
- to shuttle from Paris to London;
- in the luxury of a first-class seat aboard an airline;
- the biggest convention center in town;
- to contact potential customers;
- to rent a car;
- to go sightseeing;
- an evening at the *Folies Bergure*;
- in Soho.

**After having done the task describe this business travel in detail.**

## **12. Work in pairs:**

**a) Look at the following words and phrases and think of a story that might combine them all. You may reorder them in any way you like using any form of the verb:**

- flew to Thailand;
- checked into the *Sheraton Hotel*;
- a meeting and two conventions;
- trade show;
- potential customers;
- this business travel was hard work;
- business was mixed with pleasure;
- spent half of their time gambling or gamboling;
- proved to be a success.

**b) When you have decided upon the story, tell it to your partner. Then listen to that of your partner. Ask each other as many questions as you can to learn further details or clarify some points.**

**13. Entitle the paragraphs beginning with the words:**

Half, or more, of all...

It is difficult to say whether...

**14. Divide the text into other logical parts and entitle each of them.**

**15. Give a summary of the text.**

## UNIT 5

### BUSINESS TRAVEL ( part 2)

#### Pre-reading

**1. Read and translate the following international words:**

percentage

cent

produce

product

constant

favor

sum

factor

future

industry

analysis

combine

major

rental

economist

passenger

consultant

consulting

director

aviation

marketing

reservation

comfort

management

**2. Read and translate the following groups of words derived from a common root:**

1) compare — comparison — comparative — comparatively — comparable — incomparable;

- 2) corporate — corporation — corporative — incorporate — corporatism—corporator;
- 3) economic — economical — economically — economics — economy — economize — economist;
- 4) favor — favorite — favorable — favoritism — unfavorable
- 5) industry — industrial — industrially — industrialize — industrialized—industrious;
- 6) manage — manager — manageress — managerial — management — manageable;
- 7) please — pleasing — pleased — unpleased — displeased — pleasant — unpleasant — pleasure — displeasure — pleasurable;
- 8) real — really — reality — unreal — unreality — realize — realizable — realist — realistic — unrealistic — unrealistically.

### **Reading**

**3. Read the text and translate it. While reading the text try and find answers to these questions:**

1. What is Ed. Callaghan's position at *American Express*?
2. What is supposed to be an office away from office for business travelers?
3. How can hotels please their business travelers?
4. How much money do American companies lose each year due to deviations from corporate policy?

### **BUSINESS TRAVEL (part 2) (continued)**

Business travel, which has long been the mainstay of airlines and hotels, will likely gradually decline as a percentage of all travel, which includes leisure travel. Leisure travel is forecast to increase due to a favorable

economic climate, which in turn produces increased discretionary income. Many people now have more leisure time and higher levels of education, and the cost of travel has remained constant, or dropped, compared to inflation and other costs combined. These factors indicate a bright future for the travel industry.

An analysis of business travel costs by the *Wall Street Journal* tracks travel prices with the weekly Dow Jones Travel Index, which looks at average business and leisure fares on twenty major routes, as well as the cost of hotel rooms and car rentals. An annual increase in travel costs of four percent is significant for a group who spends upwards of \$130 billion a year on travel. Bob Litchman, head of corporate travel at *Bay Networks* in Santa Clara, California, says a four percent increase would add \$600,000 to his domestic travel budget. Business travelers pay most of the increases, economists say, because they are the passengers who really contribute to an airline's earnings. The major domestic airlines receive thirty-three cents per passenger per mile for full-fare tickets — more than twice what they get for discounted tickets. In other words, airlines sometimes lose money on their leisure travelers and make money with their business travelers.

An increasing number of business travelers are able to make their own travel arrangements on-line. For example, in the middle of a client meeting Suzie Aust, a meeting consultant, realizes that she has forgotten to book the next day's flight. She pulls out her laptop, gets on-line, and books the flight. Corporate America is worried about travelers like Suzie because they are often able to skirt corporate policies when making their own reservations. Some companies use a product from Microsoft and American Express. Code-named Rome, the product will allow companies to control their own travelers by insisting that employees buy their own tickets through American Express. Needless to say, American and United Airlines are each rolling out similar products. Ed Callaghan, president of corporate services for American Express, estimates that American companies lose \$15 billion a year due to deviations from corporate policy. And the portion of that sum lost to on-line reservation systems 'is ramping up quickly,' he says. Between 786,000 and 1.8 million business travelers are wired, according to Addison Shonland, director of aviation, travel, and marketing for CIC Research, in San Diego. The Eastman Group, a management consulting and travel software group, predicts that by 2007, approximately 65 percent of travel will be ticketless and by 2010, 99 percent of all airline travel will be ticketless.

Hotels are, for business travelers, supposed to be a home away from home. However, in some cases, they are more like the office away from the office. For hotels that are aiming to please their business travelers, they must not overlook the homier touches such as feather pillows and old-fashioned inn-keeping virtues: cleanliness, comfort, safety, attentive service, and peace and quiet.

### Vocabulary notes

<b>mainstay</b>	<i>перен.</i> опора, підтримка
<b>favorable</b>	сприятливий
<b>discretionary income</b>	дискреційний дохід (витрати на потреби, що не є життєво необхідними)
<b>drop</b>	падати
<b>to look (at smth.)</b>	аналізувати, розглядати
<b>car rental</b>	прокат легкових автомобілів
<b>domestic</b>	внутрішній, в межах країни
<b>to roll out</b>	випускати новий товар чи пропонувати новий тип послуг
<b>full-fare</b>	за повну вартість
<b>discounted</b>	зі знижкою
<b>laptop</b>	переносний (портативний) комп'ютер
<b>to get on-line</b>	підключатися до мережі (входити в інтернет)
<b>to book a flight</b>	замовляти білет на авіарейс
<b>to skirt</b>	обходити; не дотримуватись (правил)
<b>deviation</b>	ухилення (від правил, норм чи стандарту)
<b>corporate policy</b>	політика (установка, курс, сукупність принципів) організації
<b>on-line reservation system</b>	система замовлення авіабілетів через інтернет
<b>to ramp (up)</b>	збільшуватись, зростати
<b>wired</b>	ті, що замовляють білети через комп'ютер
<b>software</b>	комп'ютер. програмне забезпечення
<b>to aim (to do smth.)</b>	мати мету
<b>to be aimed (at doing smth.)</b>	Бути націленим щось зробити

**to overlook**  
**homier**  
**touches**  
**feather pillow**  
**old-fashioned**  
**inn keeping**  
**virtue**  
**peace and quiet**

випустити з виду  
по-домашньому затишний  
особливості, риси  
пухова подушка  
старомодний  
утримання готелю  
позитивна риса  
спокій, тишина

### Vocabulary focus

#### 4. Match the equivalents:

- |              |                 |
|--------------|-----------------|
| 1) safety    | a) дозволяти    |
| 2) favorable | b) тратити      |
| 3) insist    | c) ціна         |
| 4) level     | d) настоювати   |
| 5) similar   | e) безпека      |
| 6) price     | f) собівартість |
| 7) cost      | g) рівень       |
| 8) spend     | h) сприятливий  |
| 9) allow     | i) схожий       |

#### 5. Match the synonyms:

- |                |                      |
|----------------|----------------------|
| 1) annual      | a) purpose           |
| 2) forecast    | b) the United States |
| 3) ramp up     | c) pillow            |
| 4) main        | d) increase          |
| 5) aim         | e) fast              |
| 6) cushion     | f) show              |
| 7) indicate    | g) major             |
| 8) America     | h) predict           |
| 9) decrease    | i) let               |
| 10) allow      | J) decline           |
| 11) understand | k) yearly            |

12) quickly

1) realize

**6. Match the antonyms:**

- |               |    |               |
|---------------|----|---------------|
| 1) lose       | a) | past          |
| 2) future     | b) | discounted    |
| 3) sell       | c) | clean         |
| 4) major      | d) | buy           |
| 5) dirty      | e) | secondary     |
| 6) leisure    | f) | decrease      |
| 7) domestic   | g) | make          |
| 8) safe       | h) | business      |
| 9) ramp up    | i) | updated       |
| 10) old       | j) | decline       |
| 11) full-fare | k) | dangerous     |
| 12) increase  | l) | international |

**7. Match the words with their definitions:**

- |               |    |  |
|---------------|----|--|
| 1) group      | a) | a building where people pay to stay in a room and have meals   |
| 2) price      | b) | a period of 365 or 366 days divided into 12 months   |
| 3) philosophy | c) | a person or company that does business for another person or company, for example by selling their products or by dealing with their customers |
| 4) year       | d) | the place where you usually live, especially with your family  |
| 5) home       | e) | coins or paper notes with their value printed on them, which you use when you buy and sell things  |
| 6) hotel      | f) | the amount of money that you must pay in order to buy something  |
| 7) please     | g) | one of narrow tubes with thin soft hairs on each side that cover a bird's body   |
| 8) feather    | h) | things that someone wants to achieve, or that something is intended to achieve   |
| 9) manager    | i) | a number of people or things that are together, or   |

- that are connected in some way
- 10) money j) provide people with everything they want or need
- 11) agent k) a system of beliefs or set of rules that influences someone's decisions and behaviour
- 12) comfort l) a small unit of money used in many countries
- 13) cent m) a pleasant way of life in which you have everything you need
- 14) aim n) money that someone gets from working or from investing
- 15) income o) a person whose job is to organize and control the work of a business or organization or a part of it

### Comprehension

8. Answer the questions on the text:

1. What kind of travel has long been the mainstay of airlines and hotels? Why?
2. Does business travel tend to decline or increase?
3. What sort of travel is forecast to increase due to a favorable economic climate?
4. What produces increased discretionary income?
5. What main factors indicate a bright future for the travel industry?
6. What is Bob Litchman's position at Bay Networks'!
7. Do business or leisure travelers really contribute to an airline's earnings?
8. What travelers do airlines sometimes lose money on?
9. What travelers do airlines make money with?
10. Why do American companies lose \$15 billion a year, according to Ed Callaghan?
11. Why do some companies tend to control their own travelers by insisting that employees buy their own tickets through American Express!
12. Why are some companies worried about the travelers who are able to make their own reservations?



13. What is supposed to be a home away from home for business travelers?
14. Why are hotels sometimes like the office away from the office for business travelers?
15. Why are ticketless travels on the increase?
16. What homier touches can a business traveler find in a hotel that is aiming to please him or her?

**9. Complete the sentences using proper words and phrases in the box.**

increase; able to skirt; any travel agency; a bright future;  
all travel; leisure time; to make a booking

1. Numerous economic factors indicate \_\_\_\_\_ for the travel industry.
2. \_\_\_\_\_ a business traveler only needs to pull out his laptop and get online.
3. Leisure travel, as a percentage of all travel, will gradually \_\_\_\_\_
4. Plenty of people now have more \_\_\_\_\_ and higher levels of education.
5. An annual increase in travel costs of ten percent is very significant for \_\_\_\_\_.
6. Travelers are often \_\_\_\_\_ corporate policies.
7. Some experts predict that practically \_\_\_\_\_ will soon be tick-etless.

**10. State whether the following statements are true or false. Comment on the true statements and correct the false ones.**

1. Many people now have less leisure time and lower levels of education.
2. The cost of travel has remained constant, or dropped, compared to inflation.
3. Business travel is forecast to increase due to a favorable economic climate.

4. A favorable economic climate produces increased discretionary income.
5. More leisure time and higher levels of education indicate a bright future for the travel industry.
6. Leisure travelers are the passengers who really contribute to an airline's earnings.
7. To book the flight any traveler only needs to pull out his laptop and get on-line.
8. A decreasing number of business travelers are able to make their own travel arrangements on-line.
9. For business travelers, hotels are sometimes like the office away from the office.
10. All hotels try to please both business and leisure travelers.
11. Airlines mostly make money with leisure travelers.
12. To please their business travelers, hotels should overlook the homier touches.

## **Discussion**

**11. Describe the difficulties a travel agency may be confronted with using the following words and phrases:**

- |                                   |                                |
|-----------------------------------|--------------------------------|
| biggest travel agency;            | - the travel industry;         |
| to forecast;                      | - to increase;                 |
| unfavorable economic climate;     | - inflation;                   |
| due to;                           | - favorable economic climate;  |
| to increase discretionary income; | - to pay salaries on time;     |
| to promise no bright future;      | - cost;                        |
| hotel room;                       | - suite;                       |
| car rental;                       | - to skirt corporate policies; |
| to make reservations;             | - to book a flight;            |
| to lose a hefty sum;              | - to work at a profit;         |

to prosper;

- to earn enough money.

**After having done the task describe the difficulties a travel agency is confronted with in detail.**

## **12. Work in pairs:**

**a) Look at the following words and phrases and think of a story that might combine them all. You may reorder them in any way you like using any form of the verb:**

- raised enough money;
- opened a new travel agency;
- was forecast to increase;
- the cost of travel has dropped;
- the income remained constant;
- lost money on their leisure travelers;
- created a home away from home;
- rather preferred the office away from the office;
- to please their business travelers; -
- did not overlook the homier touches;
- attentive service;
- peace and quiet;
- went sightseeing;
- leisure and entertainment facilities.

**b) When you have decided upon the story, tell it to your partner. Then listen to the story of your partner. Ask each other as many questions as you can to learn further details or clarify some points.**

**13. Entitle the paragraphs beginning with the words:**

An analysis of business...

An increasing number...

**14. Divide the text into other logical parts and entitle each of them.**

**15. Give a summary of the text.**

**UNIT 6  
PLEASURE TRAVEL**

**Pre-reading**

**1. Read and translate the following international words:**

associate	nature	folklore
state	national	prestige
relative	park	culture
social	psycho	sport
motivation	psychocentric	resident
extreme	prefer	variety
adventure	stability	aspect
hierarchy	order	

**2. Read and translate the following groups of words derived from; a common root:**

1) motive — motiveless — motivate — motivated — motivator — motivation — motivational;

2) reason — reasonable — unreasonable — reasonably — reasonability;

3) please — pleasure — pleasurable — pleased — unpleased — displeased — displeasure;

- 4) employ — employer — employee — employable — employment — employed — unemployment — unemployed;
- 5) person — persona — personal — impersonal — personally — personality — personification — personify — personalize — personnel;
- 6) psyche — psycho — psychiatrist — psychiatric — psychobentric — psychology — psychological — psychologist;
- 7) produce — product — productive — unproductive — productivity — productiveness — productivity.

### **Reading**

**3. Read the text and translate it. While reading the text try and find answers to these questions:**

1. What part of U.S. domestic travel is for pleasure purposes?
2. Whom do nearly half of all the pleasure travelers visit?
3. What two extremes can travelers be separated into?

### **PLEASURE TRAVEL**

There are many reasons why people travel, however they fall under two main headings: 'travel for pleasure' and 'travel for business'. Research indicates that when consumers are asked what they associate most with success and accomplishment, the number one response is 'travel for pleasure'.

Among the reasons why people travel for pleasure are the following:

- |                                       |                     |
|---------------------------------------|---------------------|
| 1. Visiting friends and relatives     | 9. Shopping         |
| 2. Health                             | 10. Fun of the trip |
| 3. Enlightenment, education           | 11. Gaming          |
| 4. Beauty, nature, and national parks | 12. Adventure       |
| 5. Religion                           | 13. Heritage        |

6. Indulgence
7. Sports
8. Festivals

14. Ecotourism
15. Attractions

Sixty-nine percent of domestic travel is for pleasure purposes. Approximately 636.4 million person-trips were taken for pleasure during 1998, according to the United States Travel Data Center's (USTDC) national travel survey. Nearly half of all the pleasure travelers visited friends and relatives. Stanley Plog, a respected social scientist, has suggested that travelers can be separated into two extremes: (1) psychocentrics, who prefer familiar travel destinations, and (2) allocentrics, who prefer new and different destinations.

The motivation for pleasure travel can be compared to Maslow's hierarchy of human needs. Maslow suggests that people have five sets of basic needs:

1. *physiological needs*: food, water, oxygen, sex, etc.;
2. *safety needs*: security, stability, order, protection;
3. *love needs*: affection, identification, belonging (family and friends);
4. *esteem needs*: self-respect, prestige, success, achievement;
5. *self-actualization needs*: self-fulfillment.

Some people in their late teens and early twenties may be sun, sand and sea travelers — the spring break variety. Others may be more interested in the cultural and sporting activities associated with travel — or even the educational aspects.

McIntosh and Charles R. Goeldner suggest that basic travel motivations can be divided into four categories:

1. *Physical motivator*: physical rest, sporting, and beach activities healthful and relaxing entertainment;
2. *Cultural motivator*: the desire for knowledge of other countries - music, art, folklore, dances, paintings, and religion;
3. *Interpersonal motivator*: the desire to meet new people; to visit friends or relatives; to escape from the routine, the family, or the neighbor; or to make new friends;

4. *Status and prestige motivator*: the desire for recognition, attention appreciation, and a good reputation.

When surveyed, people tend to list the following reasons for travel:

- to experience new and different surroundings;
- to experience other cultures;
- to rest and relax;
- to visit friends and family;
- to view, or participate, in sporting / recreational activities.

Travel is likely to increase in the coming years, which will have a significant impact on tourism. Some of the reasons for the anticipated increases are as follows:

- *Longer Life Span*. The average person in the United States now has a life expectancy of about seventy-five years. In fact, in just a few years, some baby boomers will be taking early retirement;
- *Flexible Working Hours*. Today, many people work four ten-hour days and have longer weekends. Of course, many others — especially in the hospitality and tourism industries - work on weekends and have leisure time during the week;
- *Early Retirement*. Increasingly, people are being given the opportunity to retire at age fifty-five. This early retirement is generally granted to employees with thirty years of service to their company or governmental agency;
- *Greater Ease of Travel*. Today, it is easier to travel on holidays and weekends, for both business and leisure purposes. Each mode of travel affords increasing opportunities to take advantage of the additional leisure time;
- *Tendency to Take Shorter, More Frequent Trips*. People now tend to take shorter, but more frequent, mini-vacations rather than taking all of their vacation time at once. Europeans generally take much longer vacation than

North Americans. For them, four weeks is the normal vacation benefit of new employees, and six weeks is typical after a few years;

- *Increase in the Standard of Living.* More people in many developing countries have increased their income and wish to travel. China, with its new found enterprise zones is producing hundreds of thousands of entrepreneurs who will soon be traveling to foreign countries. Millions of East European residents of the former Soviet Block countries now have the capability and the right to travel. And finally, an additional 300 million people will soon have passports.

### Vocabulary notes

<b>heading</b>	рубрика
<b>to associate</b>	асоціювати
<b>accomplishment</b>	досягнення, успіх
<b>relative</b>	рідня
<b>indulgence</b>	потакання своїм бажанням
<b>basic need</b>	основна потреба
<b>belonging</b>	почуття спільності, колективізму
<b>to escape</b>	ухилитися, уникати
<b>person-trips</b>	к-сть подорожей на одну людину
<b>respected</b>	авторитетний, визнаний
<b>social scientist</b>	соціолог
<b>to be in one's late teens</b>	18—19 років
<b>to be in one's early twenties</b>	трохи більше 20 років
<b>spring break</b>	тижневі шкільні чи студентські канікули в березні-квітні
<b>survey</b>	дослідження (соціологічне)
<b>to survey</b>	досліджувати, опитувати
<b>anticipated</b>	прогнозований, очікуваний
<b>to take advantage (of smth.)</b>	скористатися перевагою
<b>life expectancy</b>	середня тривалість життя
<b>baby boomer</b>	представник покоління, що народилося під час сплеску народжуваності (після Другої світової війни)



**educational**  
**newfound**  
**standard of living**  
**resident**  
**former**  
**capability**  
**right**  
**passport**

освітній  
ті, що недавно виникли  
рівень життя  
житель, громадянин  
колишній  
потенційна можливість, здатність  
право  
закордонний паспорт

### Vocabulary focus

#### 4. Match the words with their translations:

- |                  |    |                 |
|------------------|----|-----------------|
| 1) foreign       | a) | приймати участь |
| 2) hospitality   | b) | гостинність     |
| 3) likely        | c) | добре знайомий  |
| 4) enlightenment | d) | вероятно        |
| 5) beach         | e) | частий          |
| 6) participate   | f) | надавати        |
| 7) wish          | g) | в цілому        |
| 8) reason        | h) | причина         |
| 9) generally     | i) | бажання         |
| 10) familiar     | j) | просвіта        |
| 11) frequent     | k) | інформація      |
| 12) grant        | l) | пляж            |
| 13) data         | m) | зарубіжний      |

#### 5. Match each word on the left with the correct definition on the right:

- |               |   |
|---------------|---|
| 1) employee   | a) something that needs a lot of skill and energy to achieve, especially something that you have never done before and will enjoy doing                                     |
| 2) ecotourism | b) a person who uses money to start businesses and make business deals  |
| 3) weekend    | c) the business of creating and selling holidays that give people the chance to learn about a natural environment and cause as little damage to the environment as possible |

- |                 |  |
|-----------------|--|
| 4) routine      | d) your usual way of doing things, especially when you do them in a fixed order at the same time                       |
| 5) spring break | e) a person who works for someone else   |
| 6) purpose      | f) the time when you stop working, especially because you have reached the age when you are officially too old to work |
| 7) retirement   | g) a short holiday from school or college that lasts for a week in March or April                                      |
| 8) challenge    | h) the aim that someone wants to achieve, or that something is intended to achieve                                     |
| 9) entrepreneur | i) Saturday and Sunday   |

**6. Match the synonyms:**

- |                |                   |
|----------------|-------------------|
| 1) nation      | a) accomplishment |
| 2) achievement | b) country        |
| 3) nearly      | c) approximately  |
| 4) grant       | d) usual          |
| 5) benefit     | e) picture        |
| 6) business    | f) different      |
| 7) various     | g) entrepreneur   |
| 8) normal      | h) give           |
| 9) painting    | i) holiday        |
| 10) vacation   | j) advantage      |

**7. Match the antonyms:**

- |                  |                 |
|------------------|-----------------|
| 1) domestic      | a) atheistic    |
| 2) psychocentric | b) loss         |
| 3) private       | c) foreign      |
| 4) exactly       | d) old          |
| 5) new           | e) benefit      |
| 6) disadvantage  | f) nearly       |
| 7) decrease      | g) increase     |
| 8) failure       | h) death        |
| 9) early         | i) governmental |
| 10) physical     | J) mental       |

- |               |                |
|---------------|----------------|
| 11) income    | k) success     |
| 12) life      | l) late        |
| 13) religious | m) allocentric |

### **Comprehension**

#### **8. Answer the questions on the text:**

1. What do most consumers associate success and accomplishing with? Why?
2. What can the motivation for pleasure travel be compared to?
3. What basic human needs does the Maslow hierarchy include?
4. Why is travel likely to increase in the coming years?
5. What are the main reasons for pleasure traveling?
6. What travel destinations do psychocentrics prefer?
7. What travel destinations do allocentrics prefer?
8. What activities may people in their teens be interested in?
9. Do employees in the hospitality and tourism industries have longer weekends?
10. Why do more people in developing countries wish to travel?

#### **9. Complete the sentences using proper words and phrases in the box.**

to retire; a life expectancy; business and leisure; can be separated; prefer;  
why people travel

1. The average American now has \_\_\_\_\_ of about seventy-five years.
2. People now \_\_\_\_\_ taking shorter, but more frequent, mini-vacations.

3. The two main reasons \_\_\_\_\_ fall under two main headings: 'travel for pleasure' and 'travel for business'.

4. Today, some people are being given the opportunity \_\_\_\_\_ at age fifty-five.

5. \_\_\_\_\_ Travelers into two extremes: psychocentrics and allo-centrics.

6. People often travel on holidays and weekends for both \_\_\_\_\_ purposes.

**10. State whether the following statements are true or false. Comment on the true statements and correct the false ones.**

1. Americans generally take much longer vacations than Europeans.
2. In Europe, six weeks is the normal vacation benefit of new employees.
3. Success and accomplishment are often associated with 'travel for pleasure'.
4. Allocentrics prefer familiar travel destinations.
5. To experience other cultures travelers go to foreign countries.
6. All people including travelers have four sets of basic needs.
7. Sixty-nine percent of Americans travel for pleasure purposes.
8. Hundreds of thousands of Chinese businessmen will soon be traveling abroad.
9. People now tend to take all of their vacation time at once rather than taking shorter, but more frequent, mini-vacations.

**Discussion**

**11. State the purpose of two travelers' flying to Mexico on the basis of the information below. The following words and phrases will come in handy:**

- Russian students;
- in their late teens;
- to prefer;
- to escape from the routine;
- to escape from the family;
- the desire to meet new people;
- to make new friends;
- a new and different travel destination;
- to experience another culture;
- to be sun, sand, and sea travelers;
- to be interested in the cultural and sporting activities;
- the educational aspects.

## 12. Work in pairs:

**a) Look at the following words and phrases and think of a story that might combine them all. You may reorder them in any way you like using any form of the verb:**

- had booked two tickets well in advance;
- took all of their vacation time at once;
- domestic flight;
- Kamchatka;
- volcanoes and geysers [vəl'kəməu] ['gaizə];
- took advantage of the additional leisure time;
- escaped from the routine;

- to visit friends and relatives;
- to rest and relax;
- traveled for pleasure purposes;
- experienced new and different surroundings.

**b) When you have decided upon the story, tell it to your partner. Then listen to that of your partner. Ask each other as many questions as you can to learn further details or clarify some points.**

**13. Entitle the paragraphs beginning with the words:**

The motivation for pleasure travel...  
 McIntosh and Charles...  
 Travel is likely to increase...

**14. Divide the text into other logical parts and entitle each of them.**

**15. Give a summary of the text.**

**UNIT 7**  
**R E S O R T V A C A T I O N (part 1)**

**Pre-reading**

**1. Read and translate the following international words:**

Caribbean	golf	population
Europe	public	family
Mexico	plan	season
city	regular	convention
Mexico City	formal	variety
exotic	type	activity
clientele	automobile	atmosphere
rail	focus	conference

famous  
scenery  
visit

major  
sport  
spectacular

meeting  
occupy

**2. Read and translate the following groups of words derived from a common root:**

- 1) luxuriate — luxuriant — luxuriantly — luxury — luxurious — luxuriously;
- 2) develop — developer — developed — development — developmental — developmentally;
- 3) accommodate — accommodation;
- 4) client — clientele;
- 5) picture — pictures — picturesque — picturesquely;
- 6) travel — traveler — traveling — travelogue — 'Travelodge' (a chain of economy or budget hotels in the US).

**Reading**

**3. Read the text and translate it. While reading try and find answers to these questions:**

1. What is a typical resort hotel?
2. How did people travel to luxury resort hotels in the late 1800s?
3. Why have Europe and Mexico become more accessible for American tourists?

**RESORT VACATION (part 1)**

Resort vacation came of age with the advent of railways. Increasingly, city dwellers and others had the urge to vacation in locations they found appealing. Traveling to these often more-exotic locations became a part of the pleasure experience. In the late 1800s, luxury resort hotels were developed to accommodate the clientele that the railways brought.

Such hotels include the famous Greenbrier at White Sulphur Springs, West Virginia, *The Hotel del Coronado* in Coronado (near San Diego), California, and the Homestead at Hot Springs, Virginia. In Canada, the Banff Springs Hotel and Chateau Lake Louise drew the rich and famous of the day to their picturesque locations in the Canadian Rocky Mountains.

The leisure and-pleasure travelers of those days were drawn by resorts, beaches, or spectacular mountain scenery. At first, many of these grand resorts were seasonal. However, as automobile and air travel made even the remote resorts more accessible and an increasing number of people could afford to visit, many resorts became year-round properties.

Resort communities sprang up in the sunshine belt from Palm Springs to Palm Beach. Some resorts focused on major sporting activities such as skiing, golf, or fishing; others offered family vacations. Further improvements in both air and automobile travel brought exotic locations within the reach of the population. Europe, the Caribbean, and Mexico became more accessible. As the years passed, some of the resorts suffered because the public's vacation plans changed.

The traditional family month-long resort vacation gave way to shorter, more frequent getaways of four to seven days. The regular resort visitors became older; in general, the younger guests preferred the mobility of the automobile and the more informal atmosphere provided by the newer and more informal resorts.

In order to survive, the resort hotels became more astute in marketing to different types of guests. For example, some resorts allow no children in the high season because they would interfere with the quiet ambiance for guests who do not want the noise of children. Other resort hotels go out of their way to encourage families; Camp Hyatt is a prominent example. Hyatt Hotels have organized a program consisting of a variety of activities for children, thereby giving the parents an opportunity to either enjoy some free time on their own or join their children in some fun activities. Many resort hotels began to attract conventions, conferences, and meetings. This enabled them to maintain or increase occupancy, particularly during the low and shoulder seasons.

*(to be continued)*

## **Vocabulary notes**



<b>to come of age</b>	з'являтися
<b>urge</b>	намір, прагнення
<b>to accommodate</b>	приймати, поселяти, розміщувати
<b>to vacation</b>	відпочивати, брати відпустку
<b>clientele</b>	клієнтура
<b>picturesque</b>	мальовничий
<b>leisure</b>	вільний час
<b>pleasure</b>	задоволення
<b>scenery</b>	пейзаж
<b>to afford (smth.) (to do smth.)</b>	дозволити собі (щось) в матеріальному аспекті, напр., купити щось.
<b>astute</b>	приспосований до певної ситуації
<b>year-round</b>	цілий рік
<b>sunshine belt</b>	регіон, где постійно тепло і сонячно;
<b>to go out of one's way</b> <b>(to do smth.)</b>	робити все можливе (для досягнення чого-небудь)
<b>to bring (smth.) within</b> <b>the reach of (smb.)</b>	зробити доступним (для кого-небудь)
<b>Palm Springs,</b> <b>Palm Beach</b>	Палм Спрінгс, Палм Біч (всесвітньо відомі
<b>getaway</b>	дорогі курорти в США)
<b>to suffer</b>	поїздка на відпочинок (далеко)
<b>ambiance</b>	страждати матеріально; нести збитки
<b>thereby</b>	середовище
<b>fishing</b>	таким чином, отже
<b>fun activities</b>	рибалка
<b>occupancy</b>	розваги
	наповненість готелю

### Vocabulary focus

#### 4. Match the equivalents:

- |    |          |    |           |
|----|----------|----|-----------|
| 1) | offer    | a) | курорт    |
| 2) | frequent | b) | доступний |

- 3) resort
- 4) improvement
- 5) noise
- 6) prefer
- 7) different
- 8) visitor
- 9) city dweller
- 10) accessible

- c) частий
- d) житель міста
- e) відвідувач
- f) покращення
- g) пропозиція
- h) надавати перевагу
- i) різний
- j) шум

**5. Match each word on the left with the correct definition on the right:**

- |                |   |
|----------------|---|
| 1) clientele   | a) interesting or exciting because of being unusual or not familiar                                   |
| 2) exotic      | b) a young person from the time they are born until til they are about 14 years old                   |
| 3) appealing   | c) one of the twelve periods a year is divided into   |
| 4) opportunity | d) attractive and interesting   |
| 5) beach       | e) a chance to do something, or a situation in which it is easy for you to do something               |
| 6) population  | f) a shore of a sea or lake covered by sand or small stones   |
| 7) child       | g) customers of a shop, hotel, restaurant, etc considered as a group                                  |
| 8) month       | h) the number of people living in a particular country or area  |
| 9) parents     | i) one of the four parts of the year — winter, spring, summer, and autumn                             |
| 10) season     | j) a period of time when you do not go to work, school, or institute, but have a rest or go somewhere |
| 11) vacation   | k) father and mother of a person  |

**6. Match the synonyms:**

- |               |               |
|---------------|---------------|
| 1) clientele  | a) scenery    |
| 2) landscape  | b) customers  |
| 3) informal   | c) familiar   |
| 4) well-known | d) unofficial |
| 5) visitor    | e) holiday    |
| 6) leisure    | f) like       |
| 7) vacation   | g) free time  |
| 8) enjoy      | h) guest      |

**7. Match the antonyms:**

- |              |              |
|--------------|--------------|
| 1) guest     | a) give      |
| 2) place     | b) unknown   |
| 3) poor      | c) dislike   |
| 4) work      | d) repulsive |
| 5) enjoy     | e) decrease  |
| 6) young     | f) specific  |
| 7) take      | g) host      |
| 8) appealing | h) leisure   |
| 9) famous    | i) old       |
| 10) increase | J) location  |
| 11) general  | k) rich      |

**Comprehension**

**8. Answer the questions on the text:**

1. When did resort vacation come of age?
2. How did the advent of rail travel contribute to resort vacation?
3. What regions are meant by the sunshine belt?
4. What made even the remote resorts more accessible?
5. What major sporting activities do some resorts focus on?

6. Why did some of the resorts suffer as the years passed?
7. What did the traditional family month-long resort vacation give way to?
  8. Why did the resort hotels become more astute in marketing to different types of guests?
  9. Why don't some resorts allow children in the high season?
  10. Why do some resort hotels go out of their way to encourage families?
  11. What program have *Hyatt Hotels* organized?
  12. Why have *Hyatt Hotels* organized a program consisting of a variety of activities for children?
13. Why do many resort hotels attract conventions, conferences, and meetings?

**9. Use proper words and phrases in the box below to complete these sentences:**

1. Some resorts do not allow \_\_\_\_\_ in the high season because their noise would interfere with adult guests.
2. Various-resort hotels \_\_\_\_\_ conventions, conferences, and meetings.
3. City dwellers and others like \_\_\_\_\_ to remote exotic and picturesque locations.
4. In the 1800s \_\_\_\_\_ used to travel to luxury resorts by rail.
5. Improvements in \_\_\_\_\_ made even remote exotic locations more accessible for the population.
6. Young travelers prefer \_\_\_\_\_ provided by the newer resorts.
7. Attracting conventions and conferences enables hotels to increase \_\_\_\_\_.

the clientele; traveling; air and automobile travel; occupancy; the more informal atmosphere; started attracting; children

**10. Say whether the following statements are true or false. Comment on the true statements and correct the false ones.**

1. Resort hotels & going out of their way to encourage families in the high season allow no children.
2. Air travel has made remote resorts less accessible.
3. To increase occupancy many resort hotels attract conventions and meetings.
4. Shorter and more frequent getaways of four to seven days gave way to the traditional family month-long resort vacation.
5. Improvements in air travel made Europe, the Caribbean, and Mexico more accessible for American tourists.

**Discussion**

**11. Identify the advantages of a Caucasus resort .using the following words and phrase**

- city dweller;
- traveling;
- luxury resort hptel;
- to find appealing;
- spectacular, mountain scenery;
- picturesque locations;
- the Caucasian Mountains;
- sophisticated service;
- food and beverages;
- experienced chef;
- guests' pleasure experience;

- sporting activities;
- skiing;
- fishing.

**After having done the task, describe this type of resort in detail.**

## **12. Work in pairs:**

**a) Look at the following words and phrases and think of a story that might combine them all. You may reorder them in any way you like using any form of the verb:**

- different types of guests;
- went out of his way to encourage rich guests;
- in the high season;
- was absolutely necessary;
- would become a good source of income;
- hired an experienced general manager;
- found new opportunities;
- too difficult;
- made the critical decision;
- introduced activities for children;
- allow no children;
- parents;
- had ample opportunities;
- enjoyed some free time on their own;
- joined children in some fun activities;

- responded to the demands of the guests;
- especially increased occupancy.

**b) When you have decided upon the story, tell it to your partner. Then listen to that of your partner. Ask each other as many questions as you can to learn further details or clarify some points.**

**13. Entitle the paragraphs beginning with the words:**

Resort communities sprang up...  
In order to survive...

**14. Divide the text into other logical parts and entitle each of them.**

**15. Give a summary of the text.**

**UNIT 8**

**RESORT VACATION (part 2)**

**Pre-reading**

**1. Read and translate the following international words:**

recreation	training	calorie
climate	transient	popular
relax	competent	specialty
buffet	period	cyclical
option	distance	meeting
unique	present	associate
seasonality	cholesterol	prevalent

**2. Read and translate the following groups of words derived from a common root:**

- 1) tour — tourist — touristy — tourer — tourism — ecotourism;
- 2) manage — manager — managerial — management — mismanagement—manageable;
- 3) create — creative — creation — recreation — recreational — recreative — procreative;
- 4) season — seasonal — seasonality — seasoning — seasoned;
- 5) operate — operator — operative — operation — operating;
- 6) differ — different — indifferent — differentiate — differential — difference — indifference;
- 7) compare — comparison — comparative — comparatively — comparable — incomparable;
- 8) vary — varied — variety — variable — variability — various — variant.

**Reading**

**3. Read the text and translate it. While reading try to find answers to these questions:**

1. What presents resort managers with operating challenges?
2. What can resorts do to increase occupancies?
3. What benefits are there in operating resorts?

**RESORT VACATION (Part 2)**

**(continued)**

Guests go to resorts for leisure and recreation. They want a good climate — summer or winter — in which they can relax or engage in recreational



activities. Due to the remoteness of many resorts, guests are a kind of 'captured clientele', who may be on the property for days at a time. This presents resort managers with some unique operating challenges. Another operating challenge concerns seasonality — some resorts either do not operate year-round or have periods of very low occupancy. Both present challenges in attracting, training, and retaining competent staff.

Many guests travel considerable distances to resorts. Consequently, they tend to stay longer than at transient hotels. This presents a challenge to the food and beverage manager to provide quality menus that are varied and are presented and served in an attractive, attentive manner. To achieve this, resorts often use a cyclical menu that repeats itself every fourteen to twenty-one days. Also, they provide a wide variety and number of dishes to stimulate interest. Menus are now more health-conscious - lighter and low in saturated fats, cholesterol, salt, and calories.

The food needs to be presented in a variety of different ways. Buffets are popular because they give guests the opportunity to make choices from a display of foods. Barbecues, display cooking, poolside, specialty restaurants, and reciprocal dining arrangements with near-by hotels give guests more options.

With increased global competition, not only from other resorts but also from cruise lines, resort managers are challenged to both attract guests and to turn those guests into repeat business, which traditionally has been the foundation of the resorts viability.

In order to increase occupancies, resorts have diversified their marketing mix to include conventions, business meetings, sales meetings, incentive groups, sporting events, additional sporting and recreational facilities, spas, adventure tourism, ecotourism, etc.

Because guests, are cocooned in the resort — they expect to be pampered. This requires an attentive, well-trained staff and that is a challenge in some remote areas and in developing countries.

There are a number of benefits in operating resorts. The guests are much more relaxed in comparison to those at transient hotels, and the resorts are located in scenically beautiful areas. This frequently enables staff to enjoy a better quality of life than do their transient hotel counterparts. Returning guests tend to treat associates like friends. This adds to the overall party-like atmosphere, which is prevalent at many of the established resorts.

## Vocabulary notes

<b>recreation</b>	відпочинок; відновлення здоров'я, розвага
<b>attentive</b>	уважний
<b>challenge</b>	проблема, вирішення якої потребує зусиль; виклик
<b>to be challenged</b>	зіткнутися з такою проблемою
<b>buffet</b>	«шведський» стіл
<b>barbecue</b>	барбекю
<b>opportunity</b>	можливість, шанс
<b>repeat business</b>	систематична підприємницька діяльність
<b>convention</b>	нарада, з'їзд, конференція в США — з'їзд демократичної чи республіканської партій
<b>saturated fats</b>	насичені жири
<b>cholesterol</b>	холестерин
<b>viability</b>	життєздатність
<b>incentive group</b>	ініціативна група
<b>cocooned</b>	той, ким опікуються
<b>marketing mix</b>	перелік різних послуг на ринку
<b>to pamper</b>	дуже піклуватись (пор. «памперси»)
<b>benefits (pl.)</b>	льготи, привілеї
<b>transient hotel</b>	транзитний готель
<b>seasonality</b>	сезонність
<b>year-round</b>	цілий рік
<b>counterpart</b>	людина, що займає аналогічну посаду в ін. фірмі, готелі тощо
<b>to enable (smb.) to do(smith.)</b>	надавати можливість робити щось
<b>to add (to smth.)</b>	додатково сприяти
<b>prevalent</b>	роповсюджений, загальноприйнятий,
<b>established</b>	встановлений

## Vocabulary focus

### 4. Match the equivalents:

- |               |                                     |
|---------------|-------------------------------------|
| 1) staff      | a) розташований неподалік           |
| 2) beverage   | b) персонал                         |
| 3) occupancy  | c) клієнтура                        |
| 4) achieve    | d) додатковий                       |
| 5) variety    | e) наповненість (готельних номерів) |
| 6) additional | f) добиватись                       |
| 7) dish       | g) різномаїття                      |
| 8) clientele  | h) блюдо                            |
| 9) near-by    | i) напій                            |

### 5. Match each word on the left with the correct definition on the right:

- |                      |  |
|----------------------|--|
| 1) hotel             | a meal at which all the food is put on a table and people go and choose what they want   |
| 2) resort            | a) a building where people pay to stay in a room and have meals  |
| 3) ecotourism        | b) a list of the foods available in a restaurant, cafi, etc the business of creating and selling holidays that give people the chance to learn about a natural environment and cause as little damage to the environment as possible |
| 4) buffet            | c) a type of organized holiday in which people do new and exciting things, for example, a trek, or a safari  |
| 5) cruise            | d) a place to which a lot of people go on holiday  |
| 6) menu              | e) a journey on a ship for pleasure, especially one that involves visiting a series of places  |
| 7) adventure tourism | f) the business of creating and selling holidays that give people the chance to learn about a natural environment and cause as little damage to thp environment as possible  |

### 6. Match the synonyms:

- |                 |                |
|-----------------|----------------|
| 1) staff        | a) drink       |
| 2) spa.         | b) beautiful   |
| 3) attractive   | c) experienced |
| 4) option       | d) choice      |
| 5) inn          | e) guest       |
| 6) well-trained | 0 resort       |
| 7) cocooned     | g) problem     |
| 8) team         | h) smbigasbord |
| 9) basis        | i) foundation  |
| 10) challenge   | J) hotel       |
| 11) beverage    | k) far-away    |
| 12) visitor     | l) group       |
| 13) buffet      | m) pampered    |
| 14) remote      | n) personnel   |

**7. Match the antonyms:**

- |              |             |
|--------------|-------------|
| 1) business  | a) narrow   |
| 2) neglected | b) leisure  |
| 3) decrease  | c) guest    |
| 4) wide      | d) various  |
| 5) near-by   | e) relax    |
| 6) the same  | 0 increase  |
| 7) work      | g) remote   |
| 8) take      | h) local    |
| 9) global    | i) give     |
| 10) more     | J) short    |
| 11) long     | k) less     |
| 12) host     | l) cocooned |

**Comprehension**

**8. Answer the questions on the text:**

1. What distances do many guests have to travel in order to get resorts?
2. How often should a typical cyclical menu repeat itself?
3. What does the term seasonality mean in the hotel business?
4. What is the difference between resort hotels and transient hotels?
5. What unique challenges are resort managers often confronted with?
6. Why do many guests tend to stay longer at resort hotels than transient ones?
7. What does a *health-conscious menu* mean?
8. What has traditionally been the foundation of the resorts viability?
9. What does resorts' diversified marketing mix include?
10. What enables resort hotel staff to enjoy a better quality of life?
11. Why is it difficult to provide resort hotels in some remote areas and in developing countries, with well-trained staff?

**9. Complete the sentences using proper words and phrases in the box.**

resorts; to make choices; leisure and recreation; very low occupancy;  
the food and beverage manager; staff

1. Buffets give hotel guests the opportunity \_\_\_\_\_ from a display of various foods.
2. Practically, each resort has periods of \_\_\_\_\_.
3. Tourists go to resorts for \_\_\_\_\_.
4. Most \_\_\_\_\_ are located in scenically beautiful areas.
5. An attentive and well-trained \_\_\_\_\_ is the foundation of a resort hotel's viability.
6. It is the duty of \_\_\_\_\_ to provide quality menus that are served in an attractive, attentive manner.

**10. Say whether the following statements are true or false. Comment on the true statements and correct the false ones.**

1. Transient hotel staff enjoy a better quality of life than do their resort hotel counterparts.
2. The staff of resort hotels have a number of benefits.
3. Adventure tourists like and expect to be pampered.
4. Resorts have diversified their marketing mix in order to increase hotel occupancy.
5. Health-conscious menus are usually high in saturated fats, cholesterol, salt, and calories.
6. Resort managers are faced with increased global competition from other resorts and cruise lines.
7. At transient hotels guests tend to stay longer than at resort hotel!

**Discussion**

**11. Try to identify the means of attracting guests and turning them into repeat business on the basis of the following information about these means. The following words and phrases will come in handy.**

- |   |                       |
|---|-----------------------|
| - foundation of the resorts viability             | - competition from... |
| - not only... but also...                         | - cruise line         |
| - to diversify the marketing mix                  | - sporting event      |
| - additional sporting and recreational facilities | - to pamper           |
| - spas  | - adventure tourism   |
| - ecotourism                                      | - staff.              |
| - to require                                      | - attentive           |
| - well-trained                                    | - to enable           |

- to enjoy
- counterpart
- to be prevalent

- a better quality of life
- party-like atmosphere
- established resorts

## 12. Work in pairs.

**a) Look at the following words and phrases and think of a story that might combine them all. You may reorder them in any way you like using any form of the verb:**

- were available;
- different types of guests;
- traveled considerable distances to the resort;
- would become a good source of income;
- would want to stay much longer than at transient hotels;
- needed experienced chef, bar person and operators;
- played a significant role;
  - . used a cyclical menu;
- would repeat itself every fourteen to twenty-one days;
- much lower in saturated fats and cholesterol;
- found new opportunities;
- too difficult;
- buffet;
- were popular with guests;
- opportunity to make choices;
- display of foods;
- barbecue;

- specialty restaurants;
- gave the guests more options;
- responded to the demands of the guests;
- worked at a profit.

**b) When you have decided upon the story, tell it to your partner. Then listen to that of your partner. Ask each other as many questions as you can to learn further details or clarify some points.**

**13. Entitle the paragraphs beginning with the words:**

The food needs to be...  
There are a number of...

**14. Divide the text into other logical parts and entitle each of them.**

**15. Give a summary of the text.**

## UNIT 9

### ECOTOURISM

#### Pre-reading

**1. Read and translate the following international words:**

segment	concept	system
phenomenon	interpretation	wharf
focus	element	destructive
ecologist	compromise	stability



ecotourism	future	definition
student	generation	specifically
adventure	visitor	reef
leader	natural	local
potential	area	actual
confusion	conserve	coral

**2. Read and translate the following groups of words derived from a common root:**

- 1) ecology — ecological — ecologist — ecotourist — ecotourism;
- 2) industry — industrial — industrialize — industrialized — industrialist — industrious;
- 3) develop — developer — developed — development — developmental — developmentally;
- 4) lead — leader — leading — leadership;
- 5) live — alive — living — liver — liverish — livestock — life — lifestyle;
- 6) conserve — conservator — conservatory — conservatoire — conservation;
- 7) travel — traveler — traveling — travelogue — ‘Travelodge’ (a chain of economy or budget hotels in the US);
- 8) import — importer — important — importance — unimportant;
- 9) develop — developer — developed — development — develop! mental — developmentally;
- 10) prosper — prosperous — prosperity;
- 11) contra — controversy — controversial — con (the pros and cons) — contraband — contraceptive;
- 12) distinct — distinctly — indistinct — indistinctly — distinction — distinctive — distinctively;

13) provide — provider — provided (that) — providing (that) — provision — provisional — provisionally — proviso.

## **Reading**

**3. Read the text and translate it. While reading the text try and find answers to these questions:**

1. How long has the term ecotourism been in existence?
2. What kind of tourism is a potentially prosperous business for this industry?
3. What is the focus, of ecotourism?
4. What kind of tourism has proven to be destructive?

## **ECOTOURISM**

Within the past few years, the tourism industry has witnessed a phenomenon that continues to take tourists and industry leaders alike by storm. Ecotourism, often dubbed 'adventure tourism, 'responsible tourism', or 'sustainable tourism', has become the fastest growing segment within the world's largest industry. For tourists, it is the latest trend. For ecologists, scientists, and students, it is a life-long dream. And for the tourism-industry leaders, it is a potentially prosperous business. But amidst the awe of what ecotourism can provide, there has been much confusion and controversy as to what ecotourism actually is and whether it actually works.

Although the term may be new — it has only been in existence for about a decade — the concept has been alive for much longer. There is no true definition of what ecotourism really is, perhaps because it is difficult to describe and because there have been many distinct interpretations of the concept. Whether it is called ecotourism, adventure tourism, or nature travel, the definitions contain elements and concepts that are associated with what is known as sustainable development. It is believed that tourism — ecotourism in particular — is a key tool in achieving sustainable development, which is 'to meet the needs of the present without, compromising the ability of the future generations to meet their own needs'. One of the most widely accepted descriptions is that of The Ecotourism Society, an organization based in the United States, in which ecotourism is described as 'responsible travel to

natural areas that conserves the environment and sustains the well-being of the local people'.

In the early 1970s, people in several remote areas of the world saw that tourism could be important, however they did not want to destroy the exotic environment that surrounded them. One such place was Can-cun, Mexico. At the time, CanCun was a prime beach location, but the number of tourists was not very high. Unlike today, there were more natives than visitors. Developers recognized the potential Cancun had and 'drew up a master plan that placed priority on environmental protection'. Unfortunately, Mexico began to experience political and economic instability. The recession caused the government and business leaders to scramble to find a ivay to bring money into the economy — specifically, US dollars. Tourism in Mexico was, then, one of the few industries in the country that showed signs of growth. Instead of having environmentally friendly attractions, however, as Cancun was meant to have, it was sacrificed in order to make room for large-scale development.

As a result, the natives were moved off their homeland and pushed into the side of a mountain. They live in what looks like cardboard shacks and do not have running water or a sewage system. The area beaches are becoming cluttered with travelers and garbage and the reef that is found off of the coastline has been damaged by ships coming into the wharf. Water treatment is insufficient and it is practically impossible to meet the growing capacity requirements. Mass tourism has proven to be destructive.

As similar stories become known to the world, ecologists, together with tourism leaders, realize how important it is to preserve the environment so that generations to come can continue to enjoy earth's natural beauty. Because of this, most ecotourism destinations can be found in areas with vast natural surroundings and plentiful flora and fauna. Places like deserts, tropical rainforests, coral reefs, and ice glaciers are prime locations. Also important in ecotourism is the presence of a culture that is unique to the visitor. The focus of ecotourism is to provide tourist with new knowledge about a certain natural area and the culture that ij found within, along with a little bit of adventure. As for the natives; ecotourism is to help improve the local economy and conservation efforts. All parties are to gain a new appreciation for nature and people.

## **Vocabulary notes**

<b>to witness (smth.)</b>	спостерігати, бути свідком
<b>to take (smb.) by storm alike</b>	мати успіх (у когось) так само
<b>to dub (smth.)</b>	називати (щось) з гумором; дати прізвисько
<b>ecotourism</b>	екотуризм
<b>adventure tourism</b>	туризм з авантюрними розвагами (сафари/альпінізм)
<b>sustainable tourism</b> (= responsible tourism)	туризм із бережливим ставленням до природи; «відповідальний» туризм
<b>life-long dream</b>	мрія всього життя
<b>prosperous</b>	процвітаючий
<b>amidst</b>	посеред
<b>awe</b>	благоговіння
<b>confusion</b>	сум'яття
<b>controversy</b>	протиріччя
<b>decade</b>	десятиліття
<b>to describe</b>	описувати
<b>to meet the needs</b>	відповідати потребам
<b>to compromise</b>	піддавати ризику
<b>to conserve</b>	зберігати
<b>in the early 1970s</b>	на початку 70-х рр. ХХ ст.
<b>environment</b>	навколишнє середовище
<b>to sustain</b>	берегти
<b>master plan</b>	генеральний план
<b>to place priority</b>	надавати пріоритет
<b>environmental protection</b>	захист (охорана) навколишнього середовища
<b>recession</b>	економічний спад
<b>to sacrifice</b>	жертвувати
<b>to show signs</b>	проявляти ознаки
<b>environmentally friendly</b>	той, що не шкодить довкіллю
<b>cardboard</b>	картон
<b>native</b>	корінний, місцевий житель
<b>shack</b>	хатина
<b>running water</b>	водопровід
<b>sewage system</b>	каналізація
<b>garbage</b>	мусор, відходи
<b>wharf</b>	пристань
<b>water treatment</b>	водопостачання

<b>to prove</b>	виявлятися
<b>destructive</b>	руйнівний
<b>earth's natural beauty</b>	природна краса землі
<b>rainforest</b>	тропічний ліс; джунгли
<b>coral reef</b>	кораловий риф
<b>ice glacier</b>	льодовик
<b>appreciation</b>	розуміння

### Vocabulary focus

#### 4. Match the equivalents:

- |                |                        |
|----------------|------------------------|
| 1) trend       | a) благополуччя        |
| 2) ship        | b) пригода             |
| 3) adventure   | c) великомасштабний    |
| 4) concept     | d) фактично, насправді |
| 5) phenomenon  | e) судно, парохід      |
| 6) well-being  | f) тенденція           |
| 7) actually    | g) ідея, поняття       |
| 8) large-scale | h) явище               |
| 9) coastline   | i) берегова лінія      |
| 10) enjoy      | J) мрія                |
| 11) dream      | k) насолоджуватися     |

#### 5. Match the synonyms:

- |              |                 |
|--------------|-----------------|
| 1) native    | a) animals      |
| 2) fauna     | b) shore        |
| 3) poor      | c) traveler     |
| 4) flora     | d) insufficient |
| 5) important | e) plants       |
| 6) tourist   | 0 local         |
| 7) remote    | g) far-off      |
| 8) beach     | b) vital        |

9) room

i) place

## 6. Match the antonyms:

1) unique

a) scarce

2) plentiful

b) failure

3) long

c) insufficient

4) visitor

d) common

5) close

e) improve

6) worsen

f) find

7) sufficient

g) palace

8) shack

h) short

9) prosperity

i) native

10) lose

J) remote

## 7. Match the words with the their definitions:

- |                      |  |
|----------------------|--|
| 1) generation        | a) a type of organized holiday in which people do new and exciting things, for example, a trek, or a safari                |
| 2) nature            | b) a very high hill  |
| 3) trend             | c) all people of about the same age  |
| 4) leader            | d) a person who guides or directs a group, team, or organization   |
| 5) money             | e) a general tendency or change in direction in the way a situation is developing  |
| 6) adventure tourism | f) everything that exists in the world which is not made or controlled by people, such as the weather, plants, and animals |
| 7) mountain          | g) coins or paper notes with their value printed on them, which you use when you buy and sell things                       |
| 8) desert            | h) a large area of land covered with sand, where there is very little rain and very few plants                             |

## Comprehension

## 8. Answer the questions on the text:

1. What phenomenon has the tourism industry witnessed within the past few years?
2. Is there a true definition of what ecotourism really is?
3. Why has 'adventure tourism' become the fastest growing segment within the world's tourism?
4. Why is 'responsible tourism' or 'sustainable tourism' a life-long dream for ecologists, scientists, and students?
5. Why is 'responsible tourism' a potentially prosperous business for the tourism industry?
6. What knowledge are ecotourists provided with?
7. Why is ecotourism considered a key tool in achieving sustainable development?
8. Where is a beach location of Cancun situated?
9. What kind of attractions was Cancun meant to have?
10. Why were Cancun natives moved off their homeland?
11. Do you think that generations to come can continue to enjoy earth's natural beauty like we do? Why? or Why not?
12. Why does mass tourism sometimes prove to be destructive?
13. How can ecotourism help improve the local economy and conservation efforts?

## 9. Complete the sentences using proper words and phrases in the box.

what ecotourism really is; for ecologists and scientists; by ships; natural areas; to meet the needs; prosperous
--

1. 'Adventure tourism' is a potentially \_\_\_\_\_ business.
2. Ecotourism is a responsible travel to \_\_\_\_\_ that conserves the environment.

3. It is difficult to describe \_\_\_\_\_ because there are a lot of interpfjetatidns of this concept. \_\_\_\_\_
4. Any coastline can be damaged \_\_\_\_\_ coming into the wharf.
5. Travel agencies try \_\_\_\_\_ of all their customers.
6. 'Responsible tourism' is the latest trend and a life-long dream \_\_\_\_\_.

**10. Say whether the following statements are true or false. Comment on the true statements and correct the false ones.**

1. The term *ecotourism* is rather difficult to describe.
2. 'Sustainable tourism' is a potentially prosperous business for the tourism industry leaders.
3. 'Adventure tourism' has proven to be very destructive.
4. The focus of ecotourism is to provide tourists with new knowledge about a certain natural area.
5. Ecotourists often destroy the exotic environment that surrounds them.
6. Today there are more natives than visitors at Cancun.
7. Cancun is one of the famous Mexican cities.
8. Drawing up their plans, ecologies place priority on environmental protection.
9. Cancun natives live in modern houses with running water and a sewage system.
10. There exists a true definition of what ecotourism really is.

**Discussion**

**11. Try to evaluate a travel agency's specialization using the following words and phrases:**

- travel agency;



- based in the United States;
- fastest growing segment;
- niche;
- the world's largest industry;
- a potentially prosperous business;
- sustainable development;
- not to destroy the exotic environment;
- to surround;
- economic instability;
- well-being of the local people;
- potentially profitable.

**After having done the task describe this travel agency in detail.**

## **12. Work in pairs:**

**a) Look at the following words and phrases and think of a story that might combine them all. You may reorder them in any way you like using any form of the verb:**

- a new travel agency;
- to open;
- adventure tourism;
- one such place was the island of Phuket in Thailand;
- the Indian Ocean;
- tsunami;

- Thailand and Indonesia;
- national emergency;
- on December 26, 2004;
- in the *Pearl Hotel*;
- destroyed the exotic environment that surrounded them;
- coral reefs;
- were saved by chance;
- direct flight back to Moscow;
- safe and sound;
- although the money was not returned;
- happy relatives.

**b) When you have decided upon the story, tell it to your partner. Then listen to that of your partner. Ask each other as many questions as you can to learn further details or clarify some points.**

**13. Entitle the paragraphs beginning with the words:**

Although the term may be new...  
In the early 1970s...

**14. Divide the text into other logical parts and entitle each of them**

**15. Give a summary of the text.**

## ADVENTURE TOURISM

### Pre-reading

#### 1. Read and translate the following international words:

mediterranean	military	group
adventure	morale	professional
ordinary	thriller	troglydyte
place	risk	commando
concrete	appetite	compass
instructor	option	airport
adrenalin	popularity	
sport	boom	

#### 2. Read and translate the following groups of words derived from a common root:

- 1) advent — adventure — adventurer — adventurous — adventurism — adventurerist;
- 2) manage — manager — manageress — managerial — management — manageable — managing director;
- 3) work — worker — workable — workaholic — workday — workaday — workforce — workbook — workfare — framework — teamwork;
- 4) problem — problematic — problematical — problematically — problematist;
- 5) operate — operator — operative — operation — operating;
- 6) compare — comparable — incomparable — comparison;
- 7) busy — business — businessman — businesswoman — business-person — businesslike;

8) present — presenter — presentation — representation — representative — presentable.

## **Reading**

**3. Read the text and translate it. While reading the text try and find answers to these questions:**

1. What do many British vacationers hand over good money for?
2. What holidays come in lots of different shapes and sizes?
3. Where did Mick Tyler, a former commando, serve?

### **FANCY A BAD TIME? *Hardship holidays are booming***

Every year, thousands of British vacationers hand over good money only to be left wet, cold, hungry and sore. Some have been ripped off by dpdgy package-tour operators selling holidays in concrete hell-holes on the Mediterranean. But for a select minority, being drenched, frozen, starved and bumped is the point of the whole thing.

Such adventure holidays come in lots of different shapes and sizes. The domestic market runs from school trips to slightly riskier 'adrenalin sports', such as whitewater rafting and cliff-jumping, and full-blast 'survival schools', where pasty-faced desk-jockeys learn how to skin rabbits and live off the land, under the supervision of a grizzled instructor with a military background.. Thrill-seekers whose appetite for punishment out-strips the options available at home risk their necks in more far-flung places, such as Peru and the Australian outback.

The business is booming. Stephen Home of Outward Bound, a long-established firm catering mostly for school groups, says that between 1995 and 2001 the number of young adventurers coming to their camps shinned up from 8,000 to 26,000. Enrolments on its 'professional-development' courses have risen fourfold. The problem-solving and teamwork activities,

Mr Home says, appeal to bosses keen to find new ways to raise morale among their worker bees and drones,

Simon Tobin, the managing director of Explore Worldwide, Britain's biggest operator of adventure holidays abroad, says the market has grown by 10—15% a year for the past five years or so. That compares with 4—5% for the traditional sun, sea and sand package holiday. In 2001, his company arranged trips for 30,000 clients, up from around 20,000 in 1999. Travelling in small groups with a local guide, punters can follow in the footsteps of Lawrence of Arabia, or try life as a troglodyte in Matmata, an underground village in Tunisia.

Asked what accounts for the burgeoning popularity of adventure holidays, operators will often allude to 'the Ray Mears effect'. Mr Mears is the presenter of a string of hugely popular television programmes, and the author of several best-selling books on bush survival. Mr Mears's laidback style and intimate knowledge of outdoorsy arcana appeal widely, especially, it seems to women — who are signing up for adventure holidays in increasing numbers.

Mick Tyler, a former Commando who served in Kuwait, the Arctic and among the headhunters of Borneo, and who now runs the *Breakaway Survival School* in Wales, says the number of visitors to his outfit has doubled over the past three years. 'People are fed up with ordinary holidays,' Mr Tyler says. 'Most of them have no need to think for themselves in everyday life. They come out here and are surprised to find how unaware of the world around them they have become. They want to learn basic skills, like how to use a map and compass or build a shelter'.

Handy stuff, no doubt, and maybe even quite useful on a more traditional holiday — say when the tour operator's minibus breaks down somewhere between the airport and a miserable two-star hotel in Mallorca.

## Vocabulary notes

<b>vacationer</b>	відпускник, відпочиваючий
<b>good money</b>	значі суми
<b>to rip off</b>	вимагати гроші.
<b>dodgy</b>	розм. хитрий; злочинний
<b>hell-hole</b>	брудне місце
<b>point</b>	головний зміст

<b>adrenalin sports</b>	види спорту, пов'язані з ризиком
<b>whitewater rafting</b>	спуск на плотах по річках з сильною течією і порогами
<b>tiiff-jumping</b>	стрибки з високої скали (зі страховкою)
<b>blast</b>	
<b>survival</b>	виживання
<b>pasty</b>	блідий; нездоровий (про колір обличчя)
<b>desk-jockey</b>	<i>ірон.</i> людина, що веде сидячий образ життя (гра слів: disk-jockey (диск-жокей) та desk-jockey)
<b>to skin</b>	здирати шкіру
<b>rabbit</b>	кролик
<b>to live off the land</b>	<i>ірон.</i> жити на підножному кормі
<b>grizzled</b>	сивий
<b>military background</b>	досвід військової служби
<b>thrill-seeker</b>	шукач пригод
<b>punishment</b>	<i>тут</i> труднощі
<b>to outstrip</b>	превищувати
<b>to risk one's neck</b>	ризикувати життям
<b>far-flung</b>	розлогий
<b>outback</b>	<i>австрал.</i> малонаселена місцевість
<b>to boom</b>	процвітати
<b>to shin up</b>	зростати
<b>enrolment</b>	запис (на курси)
<b>keen</b>	той, що сильно бажає чогось
<b>morale</b>	робочий настрій; моральний стан
<b>worker bee</b>	працелюбна людина
<b>drone</b>	трутень; <i>перен.</i> лежень
<b>package holiday</b> (= <b>package tour</b> )	груповий туризм; комплексне турне, що включає в себе різні види обслуговування
<b>punter</b>	клієнт, що користується особливим набором послуг
<b>Lawrence of Arabia</b>	Лоренс Аравійський (1888—1935) — легендарний англійський розвідник в арабських країнах, що вів з метою конспірації життя кочівника

<b>troglydye</b>	первісна печерна людина; троглодит
<b>to burgeon</b>	розквітнути
<b>to allude (to smth.)</b>	( <i>to</i> ) посилатись на ( <i>щось</i> )
<b>bush</b>	необроблена земля
<b>laid-back</b>	<i>розм.</i> спокійний
<b>outdoorsy</b>	<i>розм.</i> той, хто любить подорожувати
<b>arcantum arcana)</b>	( <i>pi.</i> ) загадка, секрет, тайна (arcana of nature - тайни природи)
<b>intimate</b>	глибокий, детальний
<b>headhunter</b>	мисливець за головами, збирач скальпів
<b>Borneo</b>	острів Борнео (Індонезія і Малайзія), Калімантан
<b>outfit</b>	<i>разг.</i> небольшая фирма, організація
<b>to be fed up</b>	бути ситим по горло
<b>basic skills</b>	основні (базові) навички
<b>handy stuff</b>	корисна справа
<b>to appeal (to smb.)</b>	імпонувати, подобатись
<b>miserable</b>	дешевий, жалюгідний
<b>Mallorca</b>	острів Мальорка / Майорка (Іспанія)

### Vocabulary focus

#### 4. Match the synonyms:

- |               |                  |
|---------------|------------------|
| 1) group      | a) dangerous     |
| 2) vacationer | b) frozen        |
| 3) cold       | c) ordinary      |
| 4) hungry     | d) holiday-maker |
| 5) director   | e) boss          |
| 6) punter     | f) team          |
| 7) usual      | g) main          |
| 8) basic      | h) organization  |
| 9) outfit     | i) starving      |
| 10) risky     | J) customer      |

## 5. Match the antonyms:

- |               |             |
|---------------|-------------|
| 1) domestic   | a) least    |
| 2) unaware    | b) majority |
| 3) present    | c) death    |
| 4) less       | d) foreign  |
| 5) instructor | e) live     |
| 6) most       | f) more     |
| 7) survival   | g) aware    |
| 8) minority   | h) past     |
| 9) die        | i) punter   |

## 6. Match the words with their definitions:

- |                       |  |
|-----------------------|--|
| 1) Whitewater rafting | 1) very hungry because of systematic lack of food  |
| 2) available          | 2) things you do together with other people  |
| 3) starved            | 3) the activity of floating on several pieces of wood secured together along rivers where the current is very fast and rough |
| 4) thrill             | 4) involving the possibility of danger, harm, or failure   |
| 5) risky              | 5) a sudden very strong feeling, of excitement, pleasure, or fear  |
| 6) teamwork           | 6) people who like doing exciting and dangerous things   |
| 7) thrill-seekers     | 7) able to be obtained, taken, or used   |

## Comprehension

### 7. Answer the questions on the text:

1. What kind of holidays are referred to as *hardship holidays*?
2. Why do some vacationers pay good money only to be left wet cold, hungry and sore?
3. Why are such sports as whitewater rafting and cliff-jumping are called 'adrenalin sports'?



2. Are these sports really risky?
3. What tourists are called thrill-seekers?
4. What people are called desk-jockeys?
5. Why do bosses want to raise morale among their drones, too?
6. Why are desk-jockeys fed up with ordinary holidays?
7. Why are 'survival schools' so popular with pasty-faced desk-jockeys?
10. Why do thrill-seekers prefer to risk their necks in far-flung places, such as Peru and the Australian outback?
11. Why do teamwork activities and problem-solving appeal to bosses?
12. What is the main difference between worker bees and drones?
13. Why are bosses interested in raising morale among their workeral
14. What accounts for the buigeoning popularity of adventure holidays?
15. Why do you think women are signing up for adventure holidays in increasing numbers?
16. What does 'the Ray Mears effect' mean?
17. What skills do most punters want to learn? Why?

**8. Complete the sentences using proper words and phrasesin the box.**

young adventurers; adventure holidays; to build a shelter;  
whitewater rafting; a troglodyte; different; popularity

1. 'Adrenalin sports' account for the burgeoning \_\_\_\_\_ of adventure holidays.
2. The point of \_\_\_\_\_ is being drenched, frozen, starved and bumped.

3. Adventure holidays may be of \_\_\_\_\_ shapes and sizes.
4. A typical adventure tourist would like very much to try life as \_\_\_\_\_.
5. Adventure holiday-makers need to learn how.
6. The number of \_\_\_\_\_ coming to far-off places has greatly increased recently.
7. Cliff-jumping and \_\_\_\_\_ are fairly risky 'adrenalin sports'.

**9. State whether the following statements are true or false. Comment on the true statements and correct the false ones.**

1. Most city dwellers have no need to think for themselves in everyday life.
2. Thrill-seekers risk their necks in far-off places, such as London.
3. Desk-jockeys know how to live off the land.
4. British holiday-makers pay good money only to be left wet, cold, and hungry.
5. Adventure holidays always come in one and the same shape.
6. Punters usually travel in small groups with a local guide.
7. Women keep signing up for adventure holidays in increasing numbers.
8. Every city dweller knows quite well how to use a map and compass or build a shelter.

**Discussion**

**8. Evaluate an adventure-holiday itinerary using the following words and phrases:**

- to be fed up with ordinary holidays;

- book on bush survival;
- concrete hell-holes;
- the east coast of Kamchatka;
- a far-flung place;
- Whitewater rafting and cliff-jumping
- both dormant and active volcanoes;
- instructors with a military background;
- to live off the land;
- to skin;
- rabbit;
- deer;
- to fish;
- salmon;
- to live as a troglodyte;
- to use a map and compass;
- to build a shelter.

**After having done the task describe this travel agency in detail.**

### **11. Work in pairs:**

**a) Look at the following words and phrases and think of a story that might combine them all. You may reorder them in any way you like using any form of the verb:**

- a new travel office opened;

- were ripped off by a dodgy package-tour operator;
- the exotic environment;
- sold us a holiday in the Caucasus;
- bought a package-tour;
- the headhunters of Chechnya;
- a minibus broke down somewhere near Grozny;
- a terrorist attack;
- failed;
- could use neither a map nor a compass;
- built a shelter of tree branches;
- were rescued by the natives;
- returned home;
- safe and sound.

**b) When you have decided upon the story, tell it to your partner. Then listen to that of your partner. Ask each other as many questions as you can to learn further details or clarify some points.**

**12. Entitle the paragraphs beginning with the words:**

The business is...  
Mick Tyler, a former...

**13. Divide the text into other logical parts and entitle each of them.**

**14. Give a summary of the text.**

## UNIT 1 1

### EXPECTATION AND REALITY

#### Pre-reading

#### 1. Read and translate the following international words:

service	photograph	buffet
reality	psychic	motivation
different	moment	factor
restaurant	object	result
film	anthropologist	model
person	city	
dyspeptic	literature	

#### 2. Analyze these words and their components:

Finest, dissatisfaction, anticipation, highly anthropologist, meaningless, disappointment, punishment, excitement, anticipation, recognizable.

#### 3. Read and translate the following groups of words derived from a common root:

- 1) satisfy — satisfying — satisfyingly — satisfied — dissatisfied — satisfaction — dissatisfaction;
- 2) serve — server — servant — service — serviceable — serviceman — servitude — servility — servitor;
- 3) sun — sunny — sunrise — sunset — sunshine;
- 4) expert — expertise — experiment — experienced — inexperienced;
- 5) person — persona — personal — personnel — impersonal — personally — personality — personification — personify — personalize;

6) appoint — appointment — appointed — disappoint — disappointment—disappointed.

## **Reading**

**4. Read the text and translate it. While reading the text try and find answers to these questions:**

1. When can even the finest food and decor be meaningless?
2. What two factors can travel result in?
3. Why does the city dweller usually find the remote village dull?

### **EXPECTATION AND REALITY**

Satisfaction, or dissatisfaction, with the travel experience, of course; depends on how it is viewed by the traveler. A glorious sunset and majestic mountain may be seen as a great bore if an individual is highly gregarious and alone on the trip. The best service in a restaurant with the finest food and decor is meaningless if the person is dyspeptic at the moment. One traveler loves the rain, another despises it. Mountains are one person's delight, heights make another person dizzy. The anthropologist revels in the remote village, the city dweller finds the same place dull. So much depends upon what the person expects of the experience and how he or she actually experiences it.

Travel is an experience, not a tangible object. It results in psychic reward or punishment. It creates pleasant anticipation or aversion, excitement and challenge, or fatigue and disappointment. The anticipation, the experience, and the memory occur in the mind, leaving no tangible evidence as to why travel was undertaken and why the same trip is experienced in so many different ways by different people. Travel literature and films often falsify reality or are shot so selectively that the actual environment is not recognizable by the visitor. The phony shot that makes the pool look longer than it is, the colors that never exist in nature, the lavish buffet that was rigged especially for the photograph, the glorious sunset that occurs once a year — all of this creates expectations that cannot be realized, and leads to disappointment.

## Push/Pull Model

An interesting way of modeling travel motivations is to divide them into factors that pull, that is, attractions, and those that push, that is, personal needs.

Arlin Epperson, a travel consultant, proposes the 'push/pull model'. He lists push factors as the intangible desires that are generated from within the person.

Thus, Disney World attracts those motivated by a pull factor. A relaxing week on a Caribbean beach is probably inspired by a push factor. Much travel is likely motivated to some degree by both push and pull factors. For example, a vacation in an isolated mountain cabin would allow for escape, self-discovery, and rest, while at the same time providing scenic beauty.

## Vocabulary notes

<b>bore</b>	нудне видовище
<b>gregarious</b>	комунікабельний
<b>decor</b>	обстановка, інтер'єр
<b>to despise</b>	зневажати
<b>delight</b>	об'єкт захоплення
<b>to falsify</b>	перекручувати
<b>to be dizzy</b>	запаморочення голови
<b>to revel</b>	відчувати насолоду
<b>city dweller</b>	житель міста
<b>tangible</b>	матеріальний
<b>intangible</b>	такий, що важко пояснити, описати
<b>psychic reward</b>	духовн насолода
<b>fatigue</b>	втомленість
<b>anticipation</b>	очікування, передчуття
<b>shot</b>	фотознімок
<b>to shoot</b>	фотографувати
<b>recognizable</b>	упізнаваний
<b>phony</b>	змонтований
<b>lavish</b>	багатий, розкішний

**buffet**  
**to rig**  
**push**  
**pull**

«ШВЕЦЬКИЙ» СТІЛ  
ДОБИВАТИСЯ ЧОГОСЬ НЕЧЕСНИМ ШЛЯХОМ  
ШТОВХАТИ, НАШТОВХУВАТИ  
ТЯГНУТИ

### Vocabulary focus

#### 5. Match the words with their definitions:

- |                   |   |
|-------------------|---|
| 1) dull           | a) a building or room where meals and drinks are sold to customers sitting at tables  |
| 2) disappointment | b) a meal at which all the food is put on a table and people go and choose what they want   |
| 3) challenge      | c) a natural structure like a very big hill that is much higher than the usual level of land around it  |
| 4) restaurant     | d) a person who enjoys being with other people  |
| 5) gregarious     | e) an occasion when you go somewhere and come back again  |
| 6) cabin          | f) books or other printed information about a subject   |
| 7) mountain       | g) boring or not interesting  |
| 8) satisfaction   | h) something that needs a lot of skill, energy, and determination to deal with or achieve, especially something you have never done before and will enjoy doing |
| 9) scenic         | i) the feeling of being unhappy because something you hoped for or expected did not happen or because someone or something was not as good as you expected      |
| 10) buffet        | j) the feeling of pleasure that you get when you achieve or obtain something you want   |
| 11) literature    | k) providing beautiful views of nature  |
| 12) intangible    | l) not able to be touched or measured, and difficult to describe or explain   |
| 13) trip          | m) a small simple wooden house in the mountains or in a forest  |

#### 6. Match the synonyms:

- |              |            |
|--------------|------------|
| 1) challenge | a) dull    |
| 2) various   | b) visitor |



- |                |                   |
|----------------|-------------------|
| 3) travel      | c) view           |
| 4) smorgasbord | d) trip           |
| 5) see         | e) the same       |
| 6) result      | f) shot           |
| 7) real        | g) much           |
| 8) pool        | h) lead           |
| 9) photograph  | i) individual     |
| 10) person     | j) happen         |
| 11) occur      | k) exist          |
| 12) many       | l) problem        |
| 13) make       | m) disappointment |
| 14) identical  | n) different      |
| 15) guest      | o) create         |
| 16) expect     | p) buffet         |
| 17) boring     | q) basin          |
| 18) be         | r) anticipate     |
| 19) annoyance  | s) actual         |

### 7. Match the antonyms:

- |                    |                   |
|--------------------|-------------------|
| 1) actual          | a) disappointment |
| 2) aversion        | b) sunrise        |
| 3) best            | c) valley         |
| 4) different       | d) excitement     |
| 5) find            | e) phony          |
| 6) height          | f) lavish         |
| 7) independent     | g) long           |
| 8) intangible      | h) lose           |
| 9) love            | i) reward         |
| 10) meaningful     | j) the same       |
| 11) never          | k) tangible       |
| 12) punishment     | l) alwetys        |
| 13) reality        | m) pleasant       |
| 14) j satisfaction | n) meaningless    |
| 15) scarce         | o) dependent      |

- 16) short
- 17) sunset
- 18) unpleasant
- p) expectation
- q) worst
- r) despise

### Comprehension

#### **8. Answer the questions on the text:**

1. What does satisfaction (or dissatisfaction) with the travel experience depend upon?
2. What sort of travel will result in psychic reward?
3. Why do travel literature and films often falsify reality?
4. Why is the same trip experienced differently by different people?
5. What shots create expectations that cannot be realized?
6. What kind of advertisements can lead to tourists' disappointment?

#### **9. Complete the sentences using proper words and phrases in the box.**

could not admire it; disappointed; an isolated mountain cabin; city dwellers; different people; falsify
--

1. Travel literature and films often \_\_\_\_\_ reality.
2. \_\_\_\_\_ might find mountains dull and dangerous.
3. Thai food was delicious, but my wife \_\_\_\_\_ since she was dyspeptic at the moment.
4. The same trip can be experienced in so many different ways by \_\_\_\_\_.
5. Her expectations had not been realized, that's why she was bitterly \_\_\_\_\_ with that trip.
6. I strongly recommend you a vacation in \_\_\_\_\_ — this would allow for self-discovery, and rest.

**10. State whether the following statements are true or false. Comment on the true statements and correct the false ones.**

1. Gregarious individuals like being alone on the trip.
2. Expectations that cannot be realized often lead to disappointment.
3. The phony shots of nature may sometimes lead to disappointment.
4. Each travel is quite a tangible object.
5. Even nature can falsify reality if shot selectively.
6. The glorious sunset that occurs very often creates expectations that cannot be realized.

**Discussion**

**10. Describe a summer vacation of two students using the following words and phrases:**

- |                               |                                    |
|-------------------------------|------------------------------------|
| - to be a great bore;         | - to be highly gregarious;         |
| - to love the rain;           | - to be in the sun;                |
| - beach;                      | - to be around all day;            |
| - to play cards;              | - to watch television;             |
| - mountain cabin;             | - to undertake this travel;        |
| - typical city dweller;       | - to find the place dull;          |
| - to be constantly dyspeptic; | - to create pleasant anticipation; |
| - aversion;                   | - to realize expectations;         |
| - rest;                       | - to lead to disappointment.       |

**11. Work in pairs:**

**a) Look at the following phrases and think of a story that might combine them all. You may reorder them in any way you like using any form of the verb:**

- in the Caucasus;
- to climb mountains;
- we both agreed;
- glorious sunset;
- majestic mountain scenery;
- have long since been my delight;
- at first;
- heights made my girlfriend dizzy;
- we experienced it differently;
- an isolated mountain cabin;
- allowed for escape, self-discovery, and rest;
- provided scenic beauty;
- decided to go there next summer.

**b) When you have decided upon the story, tell it to your partner. Then listen to that of your partner. Ask each other as many questions as you can to learn further details or clarify some points.**

**12. Entitle the paragraphs beginning with the words:**

Satisfaction, or dissatisfaction...

Travel is an experience...

**13. Divide the text into other logical parts and entitle each of them.**

**14. Give a summary of the text.**

**UNIT 12**  
**NEW TRENDS IN THE TRAVEL INDUSTRY (part 1)**

**Pre-reading**

**1. Read and translate the following international words:**

weekend	priority	agency
boat	instance	plane
rent	bankruptcy	margin
visitor	passenger	process
statistics	normal	consultancy
support	end	report
economy	financial	traditional
list	cruise	rate

**2. Read and translate the following groups of words derived from a common root:**

- 1) equal — equally — unequal — unequally — equalize — equalizer — equality;
- 2) economics — economy — economist — economic — economical — economize — economizer;
- 3) cancel — cancelled — cancellation;
- 4) work — worker — workable — workaholic — workday — workaday — workforce — workbook — workfare — framework — teamwork;
- 5) popular — popularly — unpopular — popularize — popularization — popularity — populate — populated;
- 6) force — forcible — enforce — enforceable — unenforceable — reinforce.

**Reading**

**3. Read the text and translate it. While reading the text try and find answers to these questions:**

1. What advice did the American and British governments give to travellers in mid-May?
2. What coast did Japanese tourists visit in July?
3. What airline suspended all flights to Kenya for over a month?

## **NEW TRENDS IN THE TRAVEL INDUSTRY (part 1)**

### **The travel industry is in the throes of the biggest revolution to hit it since the start of scheduled flights**

Tourists are on the move again. Last weekend it was hard to find a houseboat for rent on the Dal Lake, as visitors returned in bulk to Kashmir's long troubled valley. It is equally hard to find a seat on a *Turkish Airlines* flight from Istanbul to London in the first half of September. Iraq's north-western neighbour is enjoying a summer season that it did not dare hope for just a couple of months ago.

Broader statistics support this picture. The cautious Japanese are leaving home again. In one week in July, the number of Japanese visiting Queensland's gold coast was some 20% higher than a year earlier. Foreign visitors are returning even to Israel. Arrivals there were up 44% in June, to a level similar to the months immediately before September 11th. Terrorist threats, the Iraq war, SARS and the economic downturn in western economies are all being shrugged off as consumers demonstrate once again how remarkably high holidays come on their list of priorities.

It is not yet good news everywhere. Kenya, for instance, has not recovered from the American and British governments' advice to travellers in mid-May to stay away — which led British Airways to suspend all flights to Kenya for over a month. A survey of 72 local tourism companies by Ernst & Young found that they lost 2 billion Kenyan shillings (\$27 million) from cancellations in the two weeks after the warnings.

Many firms have suffered in the two years that the industry has been in trouble. American carriers such as *US Airways* and *United Airlines* have been working their way through bankruptcy, a fate that others have avoided only thanks to state aid. Asian airlines were knocked sideways by the SARS scare. In early May, Cathay Pacific was carrying only 4,000— 5,000

passengers a day. By the end of June it had returned to a more normal 18,000—19,000.

Highly-leveraged firms have been particularly vulnerable. For example Le Meridien, a hotel group, has for weeks been continuously rewriting a financial rescue plan. Tour operators too are having a tough time. Germany's TUI, the world's biggest, is laying off full-time staff 'in response to the business situation', while the British company MyTravel is (as part of its refinancing) reportedly trying to sell TSI, an American cruise-holiday booking agency that it bought only three years ago.

Even today's good news has a dark side. If flights are full it is partly because airlines have cut capacity sharply, using smaller planes and flying less frequently. And some types of accommodation (houseboats, for example) are unavailable simply because their owners have abandoned the business in despair.

To encourage holiday-makers, firms have been offering generous discounts, shrinking their profit margins in the process. At the smartest hotels on Bali's once immensely popular Jimbaran beach, rooms are available at a 50% discount to their standard rates. Last week PKF, a consultancy, reported that London hotels' occupancy rate was up 1.8% in June (to 78.9%), but room rates were down 5.5%, leaving the hotels worse off than in the same month last year. 'It's not good', says PKFs Melvin Gold, 'but it's less bad'.

The geo-political blows that the industry has suffered in recent years have diverted attention from underlying changes that have been simultaneously revolutionising the industry. Traditional airlines say they are discounting in order to encourage nervous passengers to return to the air. But, in part, many of them are also being forced to compete with rapidly growing low-cost carriers such as Britain's easyJet and America's South-west.

*(to be continued)*

## Vocabulary notes

**to be in the throes** (of **smth.**) опинитись в складній ситуації

**to be on the move**  
**houseboat**

рухатися  
плавучий будинок (пароплав чи баржа,  
пристосовані для життя та відпочинку)

<b>in bulk</b>	гуртом
<b>to dare</b>	осмілюватися; сміти
<b>to support</b>	підтверджувати
<b>immediately</b>	безпосередньо
<b>September 11th</b>	11 вересня 2001 р., коли в Нью-Йорку (Міжнародний торговий центр — башти-близнюки) та Вашингтоні (Пентагон) відбулися теракти
<b>threat</b>	загроза
<b>level</b>	рівень
<b>SARS</b>	атипова пневмонія
<b>downturn</b>	спад
<b>to come on one's list of priorities</b>	входити до списку невідкладних завдань (пріоритетів)
<b>to suspend</b>	відкласти
<b>to cancel</b>	анулювати, відмінити
<b>carrier</b>	авіакомпанія; букв. перевізник
<b>bankruptcy</b>	банкрутство
<b>aid</b>	допомога
<b>to be knocked sideways</b>	нести матеріальні збитки
<b>highly-leveraged firm</b>	компанія з високою часткою займу в пасивах
<b>vulnerable</b>	вразливий
<b>to have a tough time</b>	переживати важкі часи
<b>to lay off</b>	тимчасово звільняти
<b>reportedly</b>	ніби-то
<b>dark side</b>	негативний аспект
<b>despair</b>	відчай
<b>to encourage</b>	заохочувати
<b>discount</b>	знижка
<b>to discount</b>	робити знижку
<b>to shrink</b>	різко скорочувати



<b>profit margin</b>	розмір прибутку
<b>smart</b>	роскішний
<b>Bali</b>	острів Балі (Індонезія) — модний та дорогий міжнародний курорт
<b>consultancy</b>	консалтингова фірма
<b>occupancy rate</b>	рівень заповнення клієнтами
<b>to leave (smb. smth.)</b>	поставити ( <i>когось</i> ) в гірше становище
<b>worse off</b>	(ніж було раніше)
<b>blow</b>	удар
<b>to suffer</b>	понести, потерпіти
<b>to compete</b>	конкурувати

### Vocabulary focus

#### 4. Match the equivalents:

1) holiday-maker	a) вразливий
2) full-time staff	b) дешевий
3) threat	c) відпочиваючий
4) number	d) підтримувати
5) rescue	e) допомога
6) low-cost	f) війна, бойові дії
7) cautious	g) обережний
8) war	h) штатний персонал
9) encourage	i) кількість, число
10) vulnerable	j) загроза
11) owner	k) відчай
12) despair	l) власник

#### 5. Match the synonyms:

1) carrier	a) finish
2) leave	b) airline

- |                  |               |
|------------------|---------------|
| 3) personnel     | c) staff      |
| 4) often         | d) frequently |
| 5) immense       | e) assistance |
| 6) beach         | f) profit     |
| 7) income        | g) coast      |
| 8) hotel         | h) abandon    |
| 9) holiday-maker | i) hard       |
| 10) tough        | j) vacationer |
| 11) suggest      | k) offer      |
| 12) aid          | l) inn        |
| 13) end          | m) great      |

**6. Match the antonyms:**

- |                |              |
|----------------|--------------|
| 1) hard        | a) south     |
| 2) north       | b) sold      |
| 3) down        | c) mountain  |
| 4) the same    | d) easy      |
| 5) bought      | e) calm      |
| 6) nervous     | f) seldom    |
| 7) high        | g) different |
| 8) valley      | h) up        |
| 9) early       | i) low       |
| 10) frequently | j) late      |

**7. Match the words with their definitions:**

- |               |   |
|---------------|---|
| 1) neighbour. | a) the season between spring and autumn, when the weather is hottest          |
| 2) summer     | b) someone who buys or uses goods and services                                |
| 3) valley     | c) an area of land beside a sea or an ocean                                   |
| 4) rescue     | d) someone or something that is close to a particular place, person, or thing |

- 5) consumer      e) a low area of land between two mountains or hills, usually with a river flowing through it
- 6) coast          f) something important, that must be done first or needs more attention than anything else
- 7) priority        g) an act of saving someone or something from danger, failure, or an unpleasant situation

## **Comprehension**

### **8. Answer the questions on the text:**

1. Why was it so hard to find a houseboat for rent on the Dal Lake the previous weekend?
2. Why was it equally hard to find a seat on a *Turkish Airlines* flight from Istanbul to London in the first half of September?
3. What country is Iraq's north-western neighbour?
4. How have terrorist threats and SARS affected consumers' travel plans?
5. How has the economic downturn in western economies influenced the travel industry?
6. Why did the American and British governments give advice to their travellers in mid-May to stay away?
7. Why was the number of Japanese visiting Queensland's gold coast in July higher than a year earlier?
8. What do you think prevented foreign visitors from going to Israel earlier and why are they returning there now?
9. Why did *British Airways* suspend all flights to Kenya for over a month?
10. How did Kenya's economy suffer from these cancellations?

### **9. Complete the sentences using proper words and phrases in the box.**

hotel owners; will suffer; nervous passengers; to encourage; at a 50% discount;  
their list of priorities; low-cost carriers

1. Many airlines are being forced to compete with rapidly growing \_\_\_\_\_.
2. During the low seasons even at the smartest hotels, rooms are available \_\_\_\_\_ to their standard rates.
3. When the travel industry is in trouble, many tourism firms \_\_\_\_\_.
4. If \_\_\_\_\_ abandon their business, some types of accommodation will be unavailable.
5. Tourism agencies offer generous discounts \_\_\_\_\_ holiday-makers.
6. Airlines often discount in order to encourage \_\_\_\_\_ to return to the air.
7. For most Russians holidays have never come high on \_\_\_\_\_.

**10. Say whether the following statements are true or false. Comment on the true statements and correct the false ones.**

1. Kenyan economy has already recovered from British Airways' cancellation of all flights to this country.
2. Highly-leveraged firms have for weeks been continuously rewriting financial rescue plans.
3. Holidays come low on consumers' list of priorities.
4. Cautious Japanese tourists are leaving home more often now.
5. Iraq is one of Turkey's north-western neighbours.
6. In mid-May, the American and British governments'gave advice to travellers to stay away from Kenya.
7. A couple of months ago Turkey was enjoying a summer season.

## **Discussion**

**6. Using the following words and phrases evaluate difficulties a travel agency was confronted with:**

- travel agency;
- the main vendor in town;
- to find a seat on a Siberian Airlines flight;
- low-cost carrier;
- from Tomsk to Thailand, India, and Sri Lanka;
- to suspend all flights to South Asia for over a month;
- to leave home;
- rather seldom;
- some 30% lower than a year earlier;
- tsunami;
- terrorist attacks and threats;
- the SARS outbreak;
- economic downturn;
- South-Asian economies;
- suffered immensely from this cancellation.

**After having done the task describe this travel agency's problems in detail.**

**12. Work in pairs:**

**a) Look at the following words and phrases and think of a story that might combine them all. You may reorder them in any way you like using any form of the verb:**

- a new travel agency opened;
- wrote a financial rescue plan;
- business plan;
- were enjoying a summer season;
- the increasing number of Russians;
- holiday-maker;
- discounted in order to encourage nervous tourists;
- were visiting the south coast of the Crimea;
- was 35% higher than a year earlier;
- holidays came high on their list of priorities;
- offered still more generous discounts;
- shrank their profit margins;
- earned one million roubles (\$39,000 or 29,000).

**b) When you have decided upon the story, tell it to your partner. Then listen to that of your partner. Ask each other as many questions as you can to learn further details or clarify some points.**

**13. Entitle the paragraphs beginning with the words:**

Broader statistics...

Many firms have suffered...

To encourage holiday-makers...

14. Divide the text into other logical parts and entitle each of them.

15. Give a summary of the text

## GRAMMAR PRACTICE

### TRANSLITERATION

**Exercise 1.** Write in English

Біла Церква, Вєрхня Силєзія, Давідів Брід, Залісся Пєрше, Запорізька Січ, Західна Європа, Зелєна Гўра, Новє Місто, Новий Сад, Сомкова Долина, Широкий Яр, Білопїлля, Верхньодніпрівськ, Кам'яногірка, Малоярославець, Новосибірськ, Південносахалїнськ, Старокостянтинів, Ясногородка; білопільський, верхньодніпрівський, кам'яногірківський, Дворіччя, П'ятигорськ, П'ятихатки, Семигори, Семипїлки, Сорокадуби, Трипїлля; дворічанський, п'ятихатківський, семигірський, семипїлківський, сорокадубівський, Вернигородок, Гуляйполе, Копайгород, Крутибороди, Печиводи, Верболози, Індокітай, Страхолісся, Югославія, Китайгород, Нівгород; Белград, Волгоград; Княжпіль, Ольгопіль; Адріанополь, Севастополь; Ашгабат, Бранденбург, Кемберленд, Давгавпїлс, Кейптаун, Йоркшир, Рудольфштадт, Дмитро-Варварівка, Івано-Франківськ, Михайло-Коцюбінське, Олександро-Пащенкове, Петропавлівка, Аддіс-Абєба, Буєнос-Айрес, Іссїк-Куль, Кзил-Орда, Нар'ян-Мар, Рїо-Нєгро, Улан-Удє, Алатау, Амудар'я, Аюдаг, Копетдаг, Сирдар'я, Чатирдаг.

### WORD ORDER IN A SIMPLE SENTENCE

**Exercise 2.** Change the word order according to the example

Example: He gave the box to me. – He gave me the box.

1. Mr. Smith sent a letter to them.
2. We gave a birthday present to him.
3. She brought the books to them.
4. Tom handed the newspaper to her.
5. Did Charles throw the ball to Tom?
6. Mrs. Brown sent some flowers to

me. 7. He sold the house to Mr. Smith. 8. The teacher read the story to us. 9. Mr. Brown wrote a letter to his son.

**Exercise 3.** Change according to the example. Example: He gave her the book. – He gave the book to her. 1. We sent a birthday present to Mary. 2. He gave the girl a gift. 3. John sold the car to me yesterday. 4. Mrs. Smith gave Helen the box. 5. Frank gave the tickets to Charles. 6. He showed Mr. Smith the photographs. 7. She told an interesting story to us. 8. Mr. Brown mailed us a gift from Mexico. 9. Did John lend ten dollars his brother?

**Exercise 4.** Insert the given expressions into sentences without adding other words. Example: I mailed it. (to him) – I mailed it to him.

1. They sold the house last week ... . (to him) 2. Charles wrote a long letter ... . (him) 3. Tom told a very funny joke ... . (to me) 4. Did they send a present? (me) 5. Did she return the money? (you) 6. The instructor read the story ... . (to you) 7. Did he explain it? (them) 8. I mailed the letter yesterday ... . (to them) 9. He told the truth ... . (her).

**Exercise 5.** Insert the words in brackets into the sentences in the correct place. Example: Is that true? (always) – Is that always true?

1. I didn't mail my application ... . (either) 2. Do you find this language simple? (still) 3. Have they visited that national park? (ever) 4. Mr. Foster bought a leather briefcase ... . (too) 5. Are you accustomed to our climate? (yet) 6. He has been to Belgium ... . (never) 7. We sent a very practical gift ... . (him) 8. His brother stays here over the weekend ... .(often) 9. He didn't finish his part, did he? (either) 10. There are plenty of sandwiches here ... . (still) 11. We use that word this way ... . (usually) 12. Bill needs some new clothes ... . (too) 13. I mailed the letter several days ago ... . (to her) 14. He does his work at the last minute ... . (always) 15. I haven't found a solution to the problem ... . (yet) 16. We go to that section of the city ... . (seldom) 17. They didn't notice anything unusual ... . (either) 18. She didn't explain the assignment ... . (to us) 19. Are their teachers very strict? (always) 20. Does John do his part of it? (generally) 21. Have you been interested in that subject? (always) 22. You've done that part, haven't you? (already)



**Exercise 6.** Put the given definitions into the sentences in the correct order.  
Example: blue, large, very, the. He put the very large blue book on the table.

1. wool, pretty, her, new, very. Mary wore ..... dress to the party. 2. new, an, historical, interesting. Mr. Smith read ..... novel last week. 3. two, those, small, first. ....papers are mine. 4. good looking, his, velvet, new. John bough ..... suit at that store. 5. hot, some, good, very. 9 We drank ..... coffee at the cafeteria. 6. European, an, old, interesting. That is ..... custom of theirs. 7. pretty, colonial, new, that, little We looked at ..... house on First Street. 8. comfortable, their, brown, old. They sold ..... chair yesterday. 9. beautiful, Italian, a new. Mr. Brown has ..... car now. 10. cold, delicious, some, very. We ate ..... fruit at lunch. 11. valuable, some, very, old, Roman. The museum owns ..... statues.

**Exercise 7.** Put the given words into the sentences in the correct order.  
Example: two, difficult, history, very. We are studying two very difficult history books now.

1. old, lovely, Catholic, a. There is ..... church in the next block. 2. chilly, a, autumn, very. Yesterday was ..... day. 3. last, Edward's, two. .... names are Garcia and Perez. 4. American, some, boys', two, first. ....names are also family names. 5. steel, strong, gray, a. The machine has ..... cover. 6. tiny, two, flat. They selected ..... pieces of metal. 7. new, important, federal, an. That's ..... law. 8. plastic, loose, the. ....ring protects it. 9. summer, his, favorite. ....sports is golf. 10. gold, delicate, new, a. She has ..... watch. 11. soft, a, square, rubber. We bought ..... toy for the dog. 12. unusual, modern, blond, much. There is ..... furniture in that room.

**Exercise 8.** Put the given words into the sentences in the correct order.  
Example: two, difficult, history, very. We are studying two very difficult

history books now. Example: last, night, to the concert. We went to the concert last night.

1. tomorrow, at work. Mr. Williams will be ..... 2. with her father, yesterday, to school. Miss Smith rode ..... 3. now, carefully. The student is pronouncing the word ..... 4. for three weeks, in Mexico, next summer. Mr. and Mrs. Brown will be ..... 5. at the university, this year. Mr. Gregory is a student ..... 6. every night, very much, at home. Dick studies..... 7. on time, every day, to class. That student comes ..... 8. now, very well. I know the irregular verbs..... 9. with his friend, for two hours, at the library. George is going to study..... 10. before three, at your house. We'll arrive ..... 11. now, in the dormitory. Does he live .....? 12. yesterday, with them, at the lecture. Were you.....?

**Exercise 9.** Put the given words into the sentences in the correct order. Example: very much, last night We liked the movie very much last night.

1. with the boys, to the baseball game, every Sunday. Mr. Brown goes ..... 2. right now, very hard. The boys are studying ..... 3. with her grandmother, every summer, to Vermont. She goes ..... 4. on Thursday, at Wilson's house, by accident. They met him ..... 5. quickly, a minute ago, down the street. The boys ran ..... 6. by special delivery, this morning, to us. Their letter came ..... 7. in Miami, last Tuesday, with his friend. He arrived ..... 8. carefully, on page 171, last night. We studied the lesson ..... 9. last year, to England, by plane. The Wilsons flew ..... 10. about that, recently, to her. Have you spoken .....? 11. last week, in my head. I had a bad cold ..... 12. alone, on Saturday, at home. He did the work .....

**Exercise 10.** Put the given words into the sentences in the correct order.  
Example: She, loses, at school, pens, often. – She often loses pens at school.

1. Tom, the show, liked, last night, very much. 2. He, knows, now, very well, the irregular verbs. 3. They, study, at home, their lessons, in the evening. 4. The Browns, have, been, in Ecuador, never. 5. That girl, in time, comes, always, to work. 6. He, his pay check, spends quickly, usually. 7. Bill, is, at the university, a, year, student, this. 8. She, chose, without difficulty, a dress, there. 9. He, has, described, to me, them, carefully, never. 10. We, sat, until late, with them, in the library, often. 11. They, wrote, quickly, the words, in their papers. 12. He, explains, always, the lesson, to them, first. 13. The boy's, are waiting, friends, three, now, outside. 14. He, embarrassed, at the meeting, accidentally, me. 15. Someone, took, else, off the table, that glass. 16. The table, long, wide, is, six feet, and, 38 inches. 17. She, in the kitchen, works, sometimes, for hours. 18. He, brings, after work, to his wife, flowers, often. 19. She, tells, the news, me, before class, always. 20. The water, is, in the pan, now, enough, hot. 21. Dick, has, a question, seldom, asked, in class. 22. Tom's, is, car, new, high, five feet. 23. I, study, over the weekend, seldom, my lessons. 24. Don't, speak, you, with your friends, English, ever.

#### USING THE ARTICLE THE WITH GEOGRAPHICAL NAMES

**Exercise 11.** Correct some sentences by inserting the article THE if necessary.

1. Last year we visited Canada and United States. 2. Africa is much larger than Europe. 3. South of England is warmer than north. 4. We went to Spain for our holidays and swam in Mediterranean. 5. Tom has visited most countries in western Europe. 6. A friend of mine used to work as a reporter in Middle East. 7. Next year we are going skiing in Swiss Alps. 8. Nile is longest river in Africa. 9. United Kingdom consists of Great Britain and Northern Ireland.

**Exercise 12.** Answer the questions by choosing the correct answer in brackets. Insert the article THE where necessary.

Example: What is the longest river in the world? (Amazon / Rhine / Nile) – The Amazon is the longest river in the world.

1. Where is Bolivia? (Africa / South America / North America) 2. Where is Ethiopia? (Asia / South America / Africa) 3. Of which country is Manila the capital? (Indonesia / Philippines / Japan) 4. Of which country is Stockholm the capital? (Norway / Denmark / Sweden) 5. Which country lies between Mexico and Canada? (Venezuela /El Salvador/ United States) 6. Which is the largest country in the world? (United States/China/Russia) 7. Which is the largest continent? (Africa / South America / Asia) 8. What is the name of the mountain range in the west of North America? (Rocky Mts / Alps / Andes) 9. What is the name of the ocean between America and Asia? (Atlantic / Pacific / Indian Ocean) 10. What is the name of the ocean between Africa and Australia? (Atlantic / Pacific / Indian Ocean) 11. What is the name of the sea between England and France? (Mediterranean Sea / English Channel / French Sea) 12. What is the name of the sea between Africa and Europe? (Black Sea / Mediterranean Sea / Red Sea) 13. What is the name of the sea between Britain and Norway? (Norwegian Sea / English Channel / North Sea) 14. Which river flows through Vienna, Budapest and Belgrade? (Rhine / Danube / Volga) 15. What joins the Atlantic and Pacific oceans? (Suez Canal / Panama Canal)

**Exercise 13.** Insert the article THE before place names where necessary.

1. In his youth Mr. Curry had been abroad a great deal, had lived in ... Ceylon, ... Singapore and ... India. 2. He made ... England too hot to hold him; fled to ... Central America, and died there of yellow fever. 3. The wealth of Mary's husband flowed from his being ruler-owner of manganese deposits in ... south- 14 western Asia. 4. I hear he's off to ... Central Africa. 5. The young man will be as safe in ... Devonshire as in ... London. 6. My great-grand-father was Governor of ... North Carolina. 7. Several show cases are devoted to the reunification of ... Ukraine with Russia. 8. We drove up from ... Valencia. 9. Here are some of his belongings such as the sword given to him in ... Caucasus and many historical documents. 10. One of the most striking of the many unique exhibits is a marble sarcophagus – a relic of ancient art found in excavations on ... Taman Peninsula in ... Crimea. 11. ... Yorkshire is famous for some delicious foods, including Yorkshire pudding and roastbeef. 12. In ... Netherlands and ... Belgium St. Nicholas' Day, December 6 is the children's festival, on the eve of which the saint is

supposed to come riding from ... Spain with presents for all good children. 13. The first three department stores in ... United States were in ... Chicago. 14. Anyhow they lived in ... South China. 15. He's moved to ... Lebanon. 16. "I wonder," he said suddenly, "where that ballet goes after ... Argentine." 17. The next day in searching the woods, I found a tree of that wood, or like it, which in ... Brazil they call the iron tree, for its exceeding hardness. 18. "I'm a socialist," said the man, "I sympathize with ... USSR." 19. ... Columbia city was not so far away, even once she was in ... Chicago. 20. Having stayed near four months in ... Hamburg, I came from thence by land to ... Hague.

**Exercise 14.** Insert article THE before geographical names where necessary.

1. How ill she was when there was a storm in ... Indian Ocean. 2. Every ferryboat that crosses ... East River brings or takes away girls from Long Island. 3. ... New York, the largest city in the USA, is situated at the mouth of ...Hudson river, sometimes called ...North river. 4. He had grown up at the shores of ... Lake Superior and had sailed small boats ever since he was a kid. 5. They sent us a post card of ... Lake of Geneva. 6. They were in ... Mediterranean passing ... Gibraltar, but the weather, if anything, was worse. 7. ...Potomac flows from ...West Virginia into ... Chesapeake Bay. 8. Warm air began to move from ... Gulf of Mexico across Texas into New Mexico. 9. He said he was a Dane, but in ... Torres Straits he was known as German Harry. 10. Isabel bought the house, a replica of a palace on ... Grand Canal at ...Venice. 11. Had it not been my custom to run up to see him every Saturday afternoon and to stop over till Monday morning, this particular January Monday morning would not have found me afloat on ... San Francisco Bay. 12. Wisconsin was on ... Wisconsin River, on the north bank, a matter of seven miles above the junction with ... Mississippi. 13. I collected my baggage and stepped out of the train, and there was ... Grand Canal at my feet. 14. June read: "... Lake Okanagan, ...British Columbia. I'm not coming back in ...England. Bless you always. Jon." 15. ... Pacific Ocean is rich in mineral raw materials. 16. A new coal deposit with an estimated 2 billion tons of coal capacity has been discovered near ... Lake Shubarkol. 17. Production centres of Saudi Arabia are along ... Persian Gulf.

**Exercise 15.** Insert article THE before geographical names where necessary.

1. She has lived on ... Long Island twenty years and never saw ... New York City before. 2. ... Rocky Mountains extend from ... Mexico to ... Canada. 3. He took her for a ride on the river under ... Niagara Falls. 4. On the edge of ... Sahara we ran into a plague of locusts and the chauffeur explained kindly that they were bumble-bees. 5. He had a small house in ... Bermudas. 6. The shell was found overturned, the next day, near ... Bear Mountain. 7. The photographer gave us the picture of me, my hair limp over the rail on the boat to ... Capri. 8. No one should leave the park without visiting the outlook station on the rim of ... Great Canyon for a view of ... Lower Falls of ... Yellowstone River. 9. ... Kilimanjaro is a snow covered mountain 19,700 feet high and is said to be the highest mountain in ... Africa. 10. Of course she had read novels about ... Malay Archipelago and she had formed an impression of a sombre land with great ominous rivers and a single silent impenetrable jungle. 11. We shall try to break through direct for ... North Cape. 12. ... Strait of Georgia had gale-force winds, in the high elevations of ... Sierra Nevada and ... Cascades there was snow. 13. The main part of ... United States presents four physical divisions: two elevated and two lowland regions. 14. The elevated are... Appalachian Mountains in the east and ... Rocky Mountains or Cordilleran system in the west. 15. ... Kalambo River, part of the border between ... Zambia and ... Tanganyika, passes over ... Kalambo Falls in a spectacular 704 feet drop. 16. ... People's Democratic Republic of Yemen lies on the southern tip of ... Arabian Peninsula. 17. ... Spain is a country of about 194,883 square miles (including ... Balearic Islands and ... Canary Islands) occupying the larger part of ... Iberian Peninsula in ... southwestern Europe. 18. ... Mongolia spans a huge steppe plateau and ... Gobi Desert.

#### NUMERALS. ABBREVIATIONS ACCEPTED IN SCIENTIFIC AND TECHNICAL LITERATURE

**Exercise 16.** Numeric expressions and units of measurement for numerals, dates, years, write in words, as if they were spoken aloud. Rewrite expressions with the word equals and convert them to metric units. Rewrite verbal expressions in the form of numbers.

(Note: ac. No = account number) 1) 94.5 ml; 35 8 3 dl; 184,000 km<sup>2</sup> ; Dec. 22, 2003; ac. No 4059578367262; 73 , 703 74 ; 416 5 kg. 2) 5 May, 1799; 865 034 003; tel. 9216649820; 250 l per capita/y; 2.87\$ /Troy ounce; 12–5; 21.56 g; 6711 4 . 3) 16,175 st; 245.04; 1st of March, 2008; 3 in equals ... ; 34 11 cm; Sept. 18 , 1607; 205 964 473 035; 17–6. 4) 9/11/02; 1 000 ft equals ... ; 43 094 054 108; Oct. 31, 988; 1,840 lb; ½ t; 3456 %; 12–7; 5) 540 309 039 280; 1,567 oz/month; 23 Jun. 1800; ¼; 6. 3 lb equals ... ; 7.67 m/s; 163 6) 25 km/h; 2.5 %; 1,876 oz/y; 582 ; 1200 lt/mth; 80067 mg; 0.1; 1 046 050 330; 6¾ ; 5 April 2000. 7) 2,500,000 mi; 5.45 %; 4 Jan. 2000; 2½ g; 876 11 ; 1,500 kg/m<sup>3</sup> ; ac. No 304957278540965; 153 . 17 8) Feb. 9, 1956; 2,500 cu yd/y; 0.0345; 256.5 st; tel. (095) 933 36 12; 1789 BC; 50 kg/m<sup>2</sup> ; 2 Troy ounce equals ... ; 53-3; 347 57 . 9) 3 bbl equals ... ; 1/3 t; 34 ½; tel. pr. (203) 389 6630; 0.02 dl; 03.02.2002; 354 12 ; 23–4. 10) 2 gallons equals ca. ... ; 0.03 g; tel. of. 776 63 244l; 10 knots = ... km/h; 3 March 1809; 3 7 4 kg; 23–4 ; 11) 3 oz equals ... ; ac. No 034985938547; 23 July 1700; 2000 r.p.m.; 16 5 ; 8–5; 12) 169 bbl/y; 307 050 302 ft; 1440 AD; 13 November 1803; 0.0774; 229 4 ; 456 ; 13) 23.49 g; March 28, 1988; 28\$/oz; six to the minus fourth power; 2.5 doz = ... ; 125 kg per capita; ac. No 4985298000448521; 234,500 sq. km; five and three ninths; 2dm = ... cm; 14) tel. of. 776 63 244; 34 over nine-seven-one; thirty-three point eleven; 08/12/2004; 0.25kg = ... g; 2l b = ... oz; 1450 BC; 15) 10,000 BP; forty-five and three quarters kg; tel. 245 50 85; 3 miles = ... cables; Ten to the minus fourth degree = 0.0004; 1600 BC; 45.5 ct; 83 mg·g-1

### Exercise 17. Read and translate into Ukrainian

- 1) 10-7m/cycle. 2) 765 M cubic feet a year; 12513 feet high; annual value of \$57 000. 3) World production of mined nickel increased 12 % in 1995 to 867 000 tonnes in 1994 and refined nickel production by 9.3 %.
- 4) The average cash price for high-grade nickel is expected to increase to US \$9,500 per tonne (US \$4.31 per lb).
- 5) Probable reserves are estimated to be 3.1 million tones at an average grade of 13.77 % zink, 1.5 % copper and 1.40 oz silver and 0.02 oz gold per 18 tonne.
- 6) The 900-tonne-per-day operation is scheduled to produce gold in April, 1997.
- 7) Production is expected to hit 80,000 ounces per year.
- 8) Mineral resources of the property stand at about 2.4 million tones grad

ing 8.63 % zinc and 6.33 % lead. 9) In 1996 the estimated reserves were 7 Mt (7.7 million st) with grades of about 16 % zinc, 35 lead and 103 g/t (3 oz/st) of silver. 10) Visible gold was evident in several holes. One hole cut 9 m (30 ft) with a gold grade of .6 g/t (0.134 oz/st) and 4.5 m (15 ft) of 3.7 g/t (0.108 oz/st). Another hole cut 5.3 m (17.5 ft) of 7.3 g/t (0.212 oz/st). 11) 1,000-foot ship; 1,830 m (6,000 ft) of core; up to 2.4 g/t (0.07 oz/st). 12) 9.6 km or 6 miles west of Fairbanks. 13) Reserves are NN deposit to 91-m (300-ft) depth of 25.5 t (820,000 oz) of gold. 14) The shear extends at least to the 335-m (1,100-ft) depth. 15)...with gold grades from 9.9 g/t to more than 35 g/t. 16) XX started the project by funding the \$5.5 million, 46-hole, 14,385-m (47,200-ft) drilling program. 17) ...government invests roughly \$100 per capita annually to prevent environmental deterioration. 18) Population of 10.3 million who inhabit 78,864 sq. kilometers. 19) at pH 4.3–2.3. 20) 540,000 t of sulphur dioxide; 160,000 t of nitrous oxide and 60,000 particulates; pollution grew 210 percent between 1950 and 1985. 21) Nitrogen oxide emissions peaked in 1980 at 1.6 million t per annum. By 1980 they had decreased to 950,000 t, roughly 7.7 t /km<sup>2</sup>. 22) Austria in 1993 emitted a total of 70,800 t of SO<sub>2</sub>, roughly 9 kg per capita. 23) In 1994 the Czech Republic emitted a total of 1,270,000 t, roughly 149 kg per capita. 24) Total emissions of NO<sub>x</sub> have also dramatically decreased, down to 369,000 t from the level of 920,000 t. 25) Output of carbon monoxide has leveled off at approximately 970,000 t per year. 26) The life expectancy of men increased from 69.28 to 69.53 years between 1993 and 1994, for women – from 76.35 to 76.55 years. The infant mortality rate dropped from 9.9 per 100 birth to 7.7. 27) 262,000-hectare area; more than 100,000 varieties. 28) Production has grown from 52.8 t (1.7 million oz) in 1993 to almost 83.9 (2.7 million oz) in 1998. 29) Natural gas output averages well over 765 M cubic feet a year. 30) Sand and gravel averages an annual value of \$57000.



## APPENDIX

### How to Write an Abstract

An abstract is a brief description of a work such as an article, chapter of a book, book, Web site, or movie. An abstract attempts to give enough information to make a decision as to whether or not to read the complete work. Abstracts may be descriptive or critical.

#### *An abstract should include*

- Complete bibliographic information.
- Some or all of the following:
  - ✓ Information to explain the authority and/or qualifications of the author. For example: Dr. William Smith, a history professor at XYZ University, based his book on twenty years of research.
  - ✓ Scope and main purpose of the work.
  - ✓ Any biases that you detect.
  - ✓ Intended audience and level of reading difficulty.
  - ✓ The relationship, if any, to other works in the area of study.
  - ✓ A summary comment, e.g., “A popular account directed at educated adults”.

The abstract should be about 100 to 200 words.

#### Sample Abstract

<p>(1) Trevor, C.O., Lansford, B. and Black, J.W. (2004). Employee turnover and job performance: monitoring the influences of salary growth and promotion. <i>Journal of Armchair Psychology</i>. Vol 113, no.1, pp. 56-64. (2) In this article Trevor et al. review the influences of pay and job opportunities in respect to job performance, turnover rates and employee motivation. (3) The authors use data gained through organisational surveys of blue-chip</p>	<p><b>Key</b></p> <p>(1) Citation (2) Introduction (3) Aims &amp; Research (4) Scope (5) Usefulness (to your research/ to a particular topic) (6) Limitations</p>
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companies in Vancouver, Canada to try to identify the main causes of employee turnover and whether it is linked to salary growth. (4) Their research focuses on assessing a range of pay structures such as pay for performance and organisational reward schemes. (5) The article is useful to my research topic, as Trevor et al. suggest that there are numerous reasons for employee turnover and variances in employee motivation and performance. (6) The main limitation of the article is that the survey sample was restricted to mid-level management, (7) thus the authors indicate that further, more extensive, research needs to be undertaken to develop a more in-depth understanding of employee turnover and job performance. (8) This article will not form the basis of my research; however it will be useful supplementary information for my research on pay structures.

(7) Conclusions  
 (8) Reflection  
 (explain how this work illuminates your topic or how it will fit in with your research)

### Короткий план анотації

1. Загальна характеристика статті: The paper (article) under discussion (consideration) is intended (aims) to describe (explain, examine, survey) ...
2. Задачі, які ставить автор: The author outlines (points out, reviews, analyses)...
3. Оцінка отриманих результатів дослідження: The results obtained confirm (lead to, show)...
4. Підсумки, висновки: The paper summarizes, in summing up to author, at the end of the article the author sums up...

### Examples:

The article deals with ...  
 As the title implies the article describes ...  
 The paper is concerned with ...  
 It is known that ...  
 It should be noted about ...  
 The fact that ... is stressed.  
 A mention should be made about ...

It is spoken in detail about ...

It is reported that ...

The text gives valuable information on ...

Much attention is given to ...

It is shown that ...

The following conclusions are drawn ...

The paper looks at recent research dealing with ...

The main idea of the article is ...

It gives a detailed analysis of ...

It draws our attention to ...

It is stressed that ...

The article is of great help to ...

The article is of interest to ...

... is/are noted, examined, discussed in detail, stressed, reported, considered.

### **Rendering**

\*\*\*The aim of this article/text/report is to ...

It is based on ...

This article/text/report is intended to ...

It draws to ...

This article/text/report looks at/describes ...

According to ...

In the words of ...

In general/ On the whole/ In the main ...

Interestingly/ Curiously/ Oddly/ Strangely/ Surprisingly/ Predictably/

It is interesting that ...

To sum up/ To summarize/ On balance/ In short/...

\*\*\*The title of the text is ...

The text tells about ...

The main/ central idea is .../in brief .../ to put it in a few words ...

The aim of the article/text is to tell the reader about ...

According to the text ...

To all appearances (напевно) ...

Needless to say (зрозуміло, що) ...

In as much as (тому, що) ...

Then I'm going to add ...

I want to point out the following facts that were new for me ...

In conclusion I'd like to say ...  
I like ... because .../ I dislike ... because ...

### Expressing Opinion

I think I'd much prefer to ...  
Nothing like as good (bad) as ...  
That's what I thought ...  
And that's another thing ...  
There's much variety in ...  
To be similar in ...  
There's a tremendous number of differences in ...  
To have much (little) in common ...  
I (don't) think we should ...  
It would be better to ...  
I (don't) agree ...

### Agreement and Disagreement

#### Agreeing:

- *neutral* – Yes, I agree ... True enough. That's right. I can't help thinking the same. How true. I couldn't agree more. How right that is. Oh, definitely.

- *informal* – Well, that's the thing. Well, this is it (isn't it)? Yes, right. Dead right. Too true. I'd go along with you there. I'm with you there.

- *formal* – Oh, I agree entirely. I agree absolutely with ... My own view/ opinion exactly. I'm of exactly the same opinion. I don't think anyone could/ would disagree with ...

#### Disagreeing:

- *neutral* – Oh, I don't agree ... I'm not at all sure, actually/ in fact. Not really. Oh, I don't know. No, I don't think ... I disagree (I'm afraid). That's not right, surely. I can't help thinking ...

- *informal* – Oh, surely not I don't see why. I can't go along with .. Oh, come off it. Nonsense! Rubbish! No way! You must be joking. You can't mean that!

• *formal* – I really must take issue with you there. I'm afraid I can't accept ... I can't say that I share that/ your view. I'm not at all convinced ... I see things rather differently myself.

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**НАВЧАЛЬНЕ ВИДАННЯ**

**КИСЕЛЮК НАТАЛІЯ ПАВЛІВНА  
ВОЙТЕНКО ІРИНА ГРИГОРІВНА  
ПРИХОДЬКО ВІКТОРІЯ БОГДАНІВНА**

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Свідоцтво Держкомтелерадіо України ДК №4123 від 28.07.2011р.

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