

МІЖРЕГІОНАЛЬНА
АКАДЕМІЯ УПРАВЛІННЯ ПЕРСОНАЛОМ



МАУП

НАВЧАЛЬНА ПРОГРАМА
дисципліни
“ІНОЗЕМНА МОВА ПРОФЕСІЙНОГО
СПІЛКУВАННЯ”
(для бакалаврів спеціальності “Туризм”)

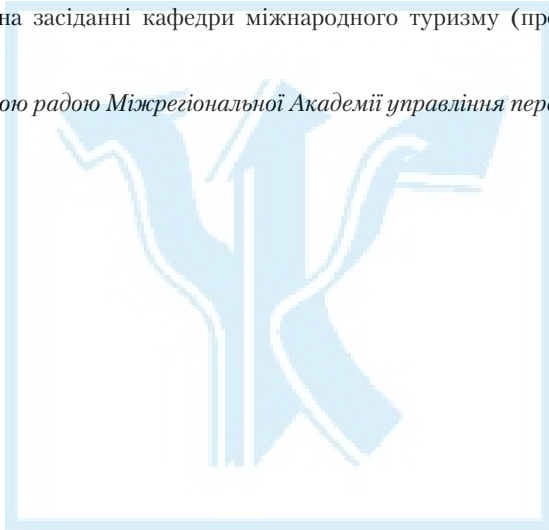
МАУП

Київ 2006

Підготовлено викладачем кафедри міжнародного туризму *А. Є. Бабіч*

Затверджено на засіданні кафедри міжнародного туризму (протокол № 1 від 01.09.06)

Схвалено Вченою радою Міжрегіональної Академії управління персоналом



Бабіч А. Є. Навчальна програма дисципліни “Іноземна мова професійного спілкування” (для бакалаврів спеціальності “Туризм”). – К.: МАУП, 2006. – 30 с.

Навчальна програма містить пояснювальну записку, тематичний план, зміст дисципліни “Іноземна мова професійного спілкування”, вказівки до виконання контрольної роботи, варіанти контрольних робіт, вимоги до іспиту, питання для самоконтролю, а також список літератури.

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ПОЯСНЮВАЛЬНА ЗАПИСКА

У сучасній системі підготовки фахівців велике значення має вивчення іноземних мов. Нині туризм є невіддільною складовою глобального проекту розвитку міжнародних відносин, а також найглобальнішою індустрією, в якій зайнятий кожний десятий житель світу. Знання англійської мови потрібне майбутнім фахівцям туризму для успішного виконання професійних функцій на регіональному та міжнародному рівнях.

Мета вивчення курсу “Іноземна мова професійного спілкування” – послідовне засвоєння лексики сфери готельно-ресторанного та туристичного бізнесу, формування навичок усного мовлення, роботи з документами та фаховою літературою.

Основні завдання дисципліни:

- засвоєння обсягу знань англійською мовою з метою доповнення вже відомої інформації;
- ознайомлення із загальноприйнятими світовими стандартами;
- навчання використовувати здобуті знання й уміння в комунікативному аспекті англійською мовою;
- навчання вільно спілкуватися англійською мовою в туристичній сфері.

ТЕМАТИЧНИЙ ПЛАН

дисципліни

“ІНОЗЕМНА МОВА ПРОФЕСІЙНОГО СПІЛКУВАННЯ”

№ пор.	Назва теми
1	Індустрія гостинності (Hospitality Industry)
2	Визначення та класифікація готелів (Hotel definition and classification)
3	Види мандрівок (Types of traveling)
4	Організація готельних послуг (Hotel organization)
5	Персонал готелю (Hotel staff)

6	Індустрія послуг харчування (Food Industry)
7	Визначення та типи меню (Definition and types of menu)
8	Розробка та розрахування меню (Menu engineering and estimating)
9	Ресторан та типи обслуговування (Restaurant and types of service)
10	Туристичні оператори та агенти. Замовлення та складання туристичного пакету (Tour operators and travel agents. Making holiday bookings and planning holiday packages)
11	Транспорт. Планування транспортних зв'язків (Transport. Planning and transport network)
12	Ставлення до клієнта (Customer Relations)
13	Бізнес-мандрівки. Конференція (Business travel. Conference venues)

ЗМІСТ
дисципліни

“ІНОЗЕМНА МОВА ПРОФЕСІЙНОГО СПІЛКУВАННЯ”

Тема 1. Індустрія гостинності. (Hospitality Industry)

Мета: Ознайомитись з основними термінами і поняттями з індустрії гостинності.

Питання до обговорення

1. What is hospitality industry?
(Що таке індустрія гостинності?)
2. What is the goal of this industry?
(Яка мета цієї індустрії?)
3. What are the parts of hospitality industry?
(Які існують частини індустрії гостинності?)
4. How does hospitality industry relate to tourism?
(Як індустрія гостинності пов'язана з туристичним бізнесом?)

5. Does the travel and tourism industry provide services only for the traveling public?

(Чи обслуговує індустрія туризму тільки мандрівників?)

Література [1–8]

Тема 2. Визначення та класифікація готелів. (Hotel definition and classification)

Мета: ознайомитися з визначенням і класифікацією готелів.

Питання до обговорення

1. What is hotel or inn?
(Що таке готель?)
2. What services are furnished in the hotel?
(Які послуги надає готель?)
3. What is the difference between hotel and inn?
(Яка відмінність між готелем і мотелем?)
4. On what does classification of the hotel depend?
(Від чого залежить класифікація готелю?)
5. Levels of service.
(Рівень обслуговування.)
6. Hotel classification.
(Класифікація готелів.)

Література [1–8]

Тема 3. Види мандрівок. (Types of traveling)

Мета: ознайомитися з видами мандрівок.

Питання до обговорення

1. There main categories of the lodgiry depend on reason of traveliry.
(Три головні категорії розміщення згідно з метою мандрівки.)
2. Why do business travelers dislike to share rooms or to stay with friends?
(Чому бізнесмени не розміщуються в одному номері з іншими?)
3. What does the segment of pleasure travel market include?
(Що включає сегмент ринку розваг?)
4. Why are corporate gathering closed to the public?
(Чому корпоративні вечірки закриті для публіки?)

Література [1–8]

Тема 4. Організація готельних послуг. (Hotel organization)

Мета: ознайомитися з класифікацією готельних послуг.

Питання до обговорення

1. What is organization chart?
(Що таке хартія організації?)
2. Organizational Structure.
(Організаційна структура.)
3. Classifying functional areas.
(Класифікація функціональних приміщень.)
4. Main divisions typically found in the full service hotel.
(Головні відділи готеля повного обслуговування.)
5. How may a limited service differ in its organization from full service hotel?
(Як відрізняється організація часткових послуг від послуг готелю повного обслуговування?)
6. Functions of divisions and departments.
(Функції підрозділів і відділів.)

Література [1–8]

Тема 5. Персонал готелю. (Hotel staff)

Мета: ознайомитися з функціями та обов'язками персоналу готелю.

Питання до обговорення

1. Duties of different departments staff.
(Обов'язки персоналу різних відділів.)
2. Etiquette of the staff.
(Поведінка персоналу.)
3. Modern systems of hotel information and reservation.
(Сучасні системи інформації та бронювання готелю.)

Література [1–8]

Тема 6. Індустрія послуг харчування. (Food Industry)

Мета: ознайомитись із системою послуг харчування в туристичній галузі.

Питання до обговорення

1. What needs does the Catering industry meet?
(Які потреби індустрії харчування?)
2. Two main sectors of catering industry.
(Два головних сектори індустрії харчування.)

3. Types of food in service.
(Типи їжі в харчовому обслуговуванні.)
4. What does the future growth of the industry depend on?
(Від чого залежить розвиток індустрії харчування?)

Література [1–8]

Тема 7. Визначення та типи меню. (Definition and types of menu)

Мета: ознайомитися з особливостями формування меню.

Питання до обговорення

1. What is menu?
(Що таке меню?)
2. Menu of medieval banquet.
(Меню середньовічного банкету).
3. Ways of menu presentation.
(Види презентації меню.)
4. Types of menu.
(Види меню).
5. Why it is necessary to define the target market before planning of menu?
(Чому необхідно визначити цільовий ринок перед плануванням меню?)
6. Why there must be on one than one type of menu?
(Чому необхідно мати більше одного типу меню?)

Література [1–8]

Тема 8. Розробка та розрахування меню. (Menu engineering and estimating)

Мета: ознайомитися з процесом калькуляції меню.

Питання до обговорення

1. What items are taken into consideration while engineering a menu?
(Що треба знати при оформленні меню?)
2. Menu engineering Categories.
(Категорії розробки меню.)
3. Why it is necessary to analyze menu weekly?
(Чому необхідно аналізувати меню кожного тижня?)

Література [1–8]

Тема 9. Ресторан та типи обслуговування. (Restaurant and types of service)

Мета: Ознайомитися з видами ресторанів та обслуговуванням у них.

Питання до обговорення

1. Seated service.
(Обслуговування клієнтів, які сидять за столом.)
2. Self-service.
(Самообслуговування.)
3. What is restaurant?
(Що таке ресторан?)
4. What plays in important part in restaurant service?
(Що відіграє головну роль в обслуговуванні в ресторані?)
5. Restaurant staff.
(Персонал ресторану.)

Література [1–8]

Тема 10. Туристичні оператори та агенти. Замовлення та складання туристичного пакету. (Tour operators and travel agents. Making holiday bookings and planning holiday packages)

Мета: Ознайомитися з функціями туристичного оператора та агента; як замовляється та складається туристичний пакет.

Питання до обговорення

1. Booking procedure.
(Процедури бронювання.)
2. Tour operators functions.
(Функції туристичного оператора.)
Travel agent.
(Туристичний агент.)
3. Safe tourism.
(Безпечний туризм.)
4. Press release.
(Прес-реліз-звіт.)

Література [1–8]

**Тема 11. Транспорт. Планування транспортних зв'язків.
(Transport. Planning and transport network)**

Мета: ознайомитися з транспортним обслуговуванням.

Питання до обговорення

1. Air, sea, rail, coach travellings.
(Подорожі літаком, морські, потягом та автобусом.)
2. What can be done to make a trip more comfortable?
(Що треба зробити, щоб подорож була комфортabelною?)
3. Planning a transport network.
(Планування транспортної мережі.)

Література [1–8]

Тема 12. Ставлення до клієнта. (Costumer Relations)

Мета: вивчити правила поведінки з клієнтом.

Питання до обговорення

1. Staff and their behaviour.
(Персонал та його поведінка.)
2. Complaint and reaction to it.
(Скарга та реакція на неї.)
3. Letters of Apology and Customers Satisfaction Survey.
(Листи вибачення та відгук клієнта.)

Література [1–8]

**Тема 13. Бізнес-мандрівки. Конференція. (Business travel.
Conference venues)**

Мета: ознайомитись з особливостями бізнес- та конференц-обслуговування.

Питання до обговорення

1. How are business travelers?
(Як бізнесмени відрізняються від інших мандрівників?)
2. How to organize a conference?
(Як організувати конференцію?)

Література [1–8]

ВКАЗІВКИ ДО ВИКОНАННЯ КОНТРОЛЬНОЇ РОБОТИ

Відповідно до навчального плану студенти виконують контрольну роботу. Номер варіанта завдання для контрольної роботи студент визначає за останньою цифрою номера своєї залікової книжки. Якщо

остання цифра номера залікової книжки “0”, то студент вибирає варіант 10.

Для послідовного і чіткого викладу матеріалу слід скласти план роботи.

У процесі виконання роботи необхідно використовувати літературні джерела, наведені в навчальній програмі та рекомендовані на лекціях, а також підручники та нормативні акти з теми роботи.

Обсяг контрольної роботи не повинен перевищувати 20 сторінок формату А4. Контрольна робота повинна містити вступ, основну частину та висновки. Наприкінці роботи необхідно навести список використаної літератури, вказати дату виконання і поставити підпис.

Після перевірки викладачем контрольної роботи і одержання позитивної оцінки студент допускається до складання іспиту.

ВАРІАНТИ КОНТРОЛЬНИХ РОБІТ

1. Прочитати та перекласти текст з англійської мови на українську.
2. Поставити 10 запитань до тексту.
3. Переказати текст.
4. Лексико-граматичний аналіз тексту.

Варіант 1

The magic of the people

Landscapes change from place to place, building from town to town, but wherever you go you'll find friendly faces. Irish people are as interested in you as you are in them, and we're proud to have you as visitors. Ask for directions and who knows what you'll end up discussing. Music and conversation are national sports and everyone is invited to play.

Irish Scenery

There are the silver streams...

Ireland is criss-crossed with silver streams, lazy rivers, hidden lakes and still canals. Canals, rivers and larger lakes can be explored from the banks or from hired boats. Every bend offers a new scene, a chance meeting or a hidden pub alive with boating and fishing stories.

... the blue of the sea...

When in Ireland, you are never more than 80 miles from the sea and a coastline offering golden, sandy beaches, dramatic cliffs, hidden harbours and bays.

You'll find beautiful secluded coves as well as larger beaches with windsurfing, sailing, canoeing and swimming. Shore angling and deep sea fishing facilities are available in most coastal villages.

... the purple of the hills...

The central plain of Ireland is surrounded by a ring of hills and mountains. Colours vary from deep purple to black and views range from the gentle slopes of the Slieve Bloom mountains to the steep, wooded valleys of Wicklow* and the awe-inspiring Cliffs of Moher. They are all there to be explored on foot, by bicycle or on horseback.

... and plenty of local colour.

You'll also find colourful characters. From mountain tops to beaches you'll meet people ready to stop and talk – a chat about the weather, a bit of local geography or history and maybe some advice about what you should see next.

You won't see it all in one visit, so the sooner you come the sooner you can come back for more.

Food and Drinking

A bite to eat

Just as important as the food is the welcome. Wherever you go you'll find service with a smile and a friendly word or two.

Most towns, large and small, offer a variety of good local restaurants. Some areas, however, have specialities. In Galway, for example, you'll find oysters a plenty, in Bantry* it's mussels*. In Wicklow there's lamb* to enjoy and Limerick has its unique ham*.

If you're here in September the Clarinbridge Oyster Festival or Bantry Mussel Festival should not be missed.

You'll find restaurants and cafes everywhere to suit your budget. And if you have particular tastes or needs, do ring ahead and ask. Most restaurants will be happy to offer vegetarian dishes and children's menus.

A few drinks

Ireland is famous for its unique drinks. Perhaps the most famous of all is Irish stout*. Guinness, Murphy's and Beamish stouts can be found almost everywhere.

Did you know that whiskey was first distilled in Ireland? Unlike Scotch whisky, Irish is distilled three times and is spelt with an 'e'. The Guinness Brewery in Dublin is open to the public, as is Bushmills Distillery*, the oldest distillery in the world.

We do make a little wine, but most hotels and restaurants offer a list of top international wines.

Irish pubs

The Irish pub is more than a place to drink, it's a social centre, a music venue* and a place for discussion.

There's a pub for every mood and every occasion, from small intimate bars to larger pubs offering music or meals.

Вариант 2

South England by Train

Lewes, one of England's best kept secrets

When William the Conqueror invaded in 1066, Lewes was one of the first-places to fall, and today the castle is a reminder of that Norman Conquest. The octagonal towers give commanding views to the sea, while the Barbican Gateway, from the 14th century, is one of the finest surviving.

Lewes' most famous citizen was Thomas Paine who lived in The Bull Inn on the High Street. Author of the 'Rights of Man', he was invited to the then colony of America in 1774 by Benjamin Franklin. Thomas Paine played an important role in the construction of the American Constitution.

Travel from London Victoria: Fastest journey time 62 minutes.

Adult ticket prices:

Standard Day Return £13.00 -
(Out and back anytime same day)

Cheap Day Return £10.00
(Valid after 0900 return anytime
same day)

Child (age 5–15 years) fares are half the adult price.

Train information: Tel.: London 01719285100

Tourist information: Tel.: Lewes 01273483448

Brighton, regency splendour by the sea

Surrounded by the Sussex hills, Brighton has long been one of England's most fashionable seaside resorts, Brighton's status was secured when the Prince Regent completed the Royal Pavilion. It has been recently restored and now houses many pieces of furniture direct from Buckingham Palace. The narrow twisting passages know locally as "The Lane" were originally the fishing village, of Brighthelmstone, but today are a colourful mixture of shops, restaurants and pubs. The unique Palace Pier with its fun-fairs, arcades and fortune-tellers, means Brighton has something for everyone.

Travel from London Victoria: Fastest journey time 51 minutes.

Gatwick-to London, the only way to travel

London is just 33 minutes away with Network South Central. There's no better way to central London than by train, and there's no cheaper train fare than Network South Central. As soon as you've reclaimed your bags, you're just an escalator ride away from a service that runs day and night to the very heart of London. There are no traffic jams, no queues and no chance of getting lost. Making your journey a pleasurable and hassle free experience. All you have to do is buy a ticket!

Standard single £7.50: travel on any Network South Central train between Gatwick and Victoria.

First class single £ 11.30: for customers who prefer the comfort and privacy of wider seats and enclosed compartments.

Cheap day return £8.50: if you are meeting or seeing someone off after 09.30 Monday to Friday or anytime at weekends.

Aer Lingus

Aer Lingus is the national airline of Ireland, comprising two government-owned companies: Aer Lingus Teoranta, founded in 1936 and operating air services within Ireland and between Ireland and Britain and continental Europe, and Aerlinte Eireann Teoranta, established in 1947 and operating air services between Ireland and the United States and Canada. Though legally separate and governed by separate boards of directors, the two companies share a common management. Headquarters are at Dublin Airport.

The airline's first route, inaugurated on May 27, 1936, extended from Dublin to Bristol and, in the same year, was extended to London. Other flights prior to World War II were routed to Liverpool and the Isle of Man. After the war, service was inaugurated to Paris and Amsterdam and eventually expanded to other European cities. The first transatlantic routes, from Dublin through Shannon International Airport to New York and Boston, were inaugurated in 1958; flights to Chicago and Montreal began in 1966.

International airports are at Dublin, Shannon, and Cork, and there are several regional airports. Shannon was the world's first duty-free airport; a state-sponsored company offers substantial tax and other advantages to companies proposing to start business within the entire Shannon (midwestern) region. Aer Lingus is the state-owned air carrier.

Вариант 3

Tourism Promotion – Bord Failte

Bord Failte-Irish Tourist Board

The main day-to-day responsibility for the promotion of Irish Tourism is delegated to an executive agency – Bord Failte Eireann (The Irish Tourist Board).

Bord Failte's core mission is, through international marketing and promotion, to maximise foreign tourism revenue in Ireland, thereby contributing to job creation throughout the economy. To support and further this objective, Bord Failte also encourages and assists product development to meet tourism demand.

General Tourist information, details of Tourism Information Offices at home and abroad and information on support services for the Tourism industry are available from Bord Failte. The core mission of Bord Failte is to optimise Ireland's revenue from tourism, and create additional employment, by marketing Irish tourism internationally in the most efficient and effective manner.

In delivering this core mission, Bord Failte will:

1. Help others engaged in marketing Irish tourism abroad to develop their competence and effectiveness.
2. Actively sell and promote Ireland overseas in countries where target markets have been identified and agreed with representative bodies in the private sector of Irish tourism.
3. Help the industry in Ireland to develop its product and marketing expertise.
4. Provide information to assist decision making by Government, marketers, investors and managers in the industry, plan and execute integrated programmes to achieve the Government's targets for the tourism sector's contribution to the Irish economy and to Irish life.
5. Carry out these tasks to the highest standard, and thereby be seen to rank among the best National Tourist Organisations.
6. Achieve our objectives through the efforts of expert, well-motivated, high-achieving people, and operate our human resource policies accordingly, paying particular attention to effective participation and involvement within Bord Failte.
7. Communicate constantly with industry interests in Ireland and abroad, to help integrate our efforts and measure our performance.

Department of Tourism, Sport and Recreation

Our-mission:

To contribute to the economic and social progress of Irish society by developing:

- a tourism sector which supports high standards in marketing, service quality and product development;
- an active culture in sport and recreation;
- a partnership approach to local development with a particular emphasis on improving the quality of life of-communities characterized by high levels of unemployment.

Байант 4

International Tourism

In 1997 the number of international tourist arrivals grew by 5 %, reaching 595 million, while revenues from tourism rose 7 %, to \$425 billion. This steady global expansion continued throughout 1997. The strong U. S. dollar continued to attract North American visitors to overseas destinations, whereas the long-delayed Japanese economic recovery and setbacks in Southeast Asian economies caused the Asia-Pacific region to lag behind. A strong pound sterling encouraged the British to visit continental Europe, but the resulting high prices in Great Britain discouraged European visitors from travelling to the U. K.

The hotel sector benefited from tourism's strong 1996–97 recovery. Occupancies in London hotels rose from 82 % to 84 % as 1996 profits went up by 26 %. In New York City occupancy reached 82 %, a 5 % increase over 1996. Airlines belonging to the International Air Transport Association saw growth of 7.5 % in air traffic during 1997. They were concerned, however, about safety, fearing that with a projected doubling of air traffic by the year 2010, major jet crashes could increase to an average of one per week.

In Africa the Indian Ocean island of Mauritius had a 12 % rise in arrivals, chiefly from Europe. In Zimbabwe, where tourism accounted for 5 % of gross domestic product, the government took initiatives to support domestic investment by black Zimbabweans. Tanzania emphasized cultural tourism. Tourism in Kenya's popular coastal resorts fell 70 % after violence broke out in May prior to elections and continued throughout the summer.

Brazil, which welcomed some 2.2 million tourists each year, launched a campaign to attract more foreign visitors and stepped up security by introducing new tourist-friendly police stations. In Canada the tourism

sector employed 500,000 persons, a record level. In Cuba international tourism overtook sugar as the leading currency earner, with the Caribbean island acting as host to 1.2 million foreign visitors. Mexico saw a good summer vacation season, with hotel occupancy 2–4 % higher than in 1996; a fall hurricane, however, damaged Acapulco resorts. Eruptions of the Soufriere Hills volcano on the Caribbean island of Montserrat caused thousands to flee and halted tourism. A survey showed that although U. S. residents had doubled their long-distance travel between 1977 and 1995, foreign travel accounted for only 4 % of those trips; one-half of those journeys ended in Canada or Mexico.

Australia, serving as host for the 2000 Olympic Games in Sydney, saw in that event an outstanding potential for growth and exports. Australia also found that in comparison with other tourists, backpackers* spent more, stayed longer, travelled more widely, and thus created more jobs. Among Hong Kong's new projects following its return to China were 40 new hotels, a film city, a virtual-reality theme park, and a new airport at Chek Lap Kok. The 45 % devaluation of Thailand's currency was welcomed by the nation's tourism industry, which expected to be host to one million Japanese visitors in 1997. In the Philippines tourism increased by 11 %, with the U. S. and Japan providing the most visitors. India earned 11 % more from foreign tourism in 1997, whereas Indonesia, which welcomed five million tourists in 1996, experienced a decrease of 26 % in foreign arrivals because of forest fires in the archipelago.

In Europe, Bulgaria established a visa-free entry for citizens of most nations, and Estonia did so for its Nordic neighbours. Croatia's tourism minister planned to extend both the tourist season and Croatia Airlines operations to Great Britain and Germany, its main tourism sources. The number of foreign overnight visitors in Croatia rose 72 % in 1997. Cyprus expected two million visitors, a 5 % increase. On October 26 and Dec. 1, 1997, Italy and Austria, respectively, became members of the Schengen group of border-control-free states for travellers from Other European Union countries.

Вариант 5

Belgium by Train – A Wise Choice

Traveling by train from town to town

Intercity and Inter-regional trains (ICs and IRs) offer rapid, reliable connections between towns and regions. Intercity trains only stop at mainline stations, while Interregional services also stop at local stations.

L trains are local trains, serving all stations. Generally, ICs, IRs and L trains run regularly every hour (though some trains only run every two hours), leaving at the same time past the hour. The whole timetable is integrated, which means you never have to wait too long for a connection.

In mainline stations, the departure times of all trains are shown chronologically, together with platform number, on a board or monitor screen in the departure hall.

Finding your way around

Connections by local transport, either underground, tram, bus or taxi are never far away. So you will have no problem finding your way to or from the station. And you will find information offices at all mainline stations.

Aridisc, the electronic timetable, is a PC programme containing all the necessary information on train travel in Belgium. The computer gives you, in your home, times, prices and general information in the language of your choice: French, Dutch, German or English. Using a suitable configuration, Aridisc provides a graphic image of your itinerary on the screen and on paper.

In most stations, a map of all trains services is displayed.

- a) IC-IR timetable booklet is available free of charge from all stations.
- b) A leaflet is available with timetables for services to and from a particular station, e. g. * all, services to and from Brussels.
- c) In every station you can purchase a railway book which gives you all the details on trains, prices, etc.*

Fares

Tickets are for sale at ticket counters in the station.

There are SINGLE (one way) and RETURN (round trip) tickets. The price of a return ticket is double the price of a single ticket.

The single journey or the outward journey of a return ticket must be made on the date shown on the ticket. The return journey must be made on the same day. To avoid queuing, you can buy your ticket 5 days in advance.

Travelling in a higher class to that shown on your ticket is permitted if you pay the relevant fare difference to the conductor. Breaking your journey is allowed only when permission is obtained from the assistant stationmaster prior to* departure.

Standard international tickets are valid for 2 months and breaks of journey are allowed.

Holiday bargains

50 % reduction card. People travelling regularly by train will probably benefit from buying the half-price reduction card. This card is valid for one month, for first— and second-class travel on all trains and for all journeys within Belgium. With it, you can purchase an unlimited number of single journeys at half price.

Go Pass. Young people between the ages of 12 and 25 inclusive can make use of the Go Pass. This card is valid for 8 journeys in Belgium and is available for passengers travelling individually or in a group.

Multi Pass. With the Multi Pass, you can travel all day on Saturdays, Sundays and holidays and during the months of July and August. On all other days, departure should be after 8 a. m. the Multi Pass allows 2, 3 or 4 people to make 2 single journeys or a return journey in second class between any 2 Belgian stations.

Golden Railpass. If you are over 60, you can use your Golden Railpass for six single journeys between two stations in Belgium, either in first or second class.

Вариант 6

The Spanish Tourist Industry

Complete the passage below by putting the words in brackets into either the Past Simple or the Present Perfect Tense.

Tourism in Spain goes back to the 1930s, but package tourism really (take off) in Spain during the late 1950s and 1960s. The post-war economic and population growth plus the increase in leisure time and disposable income in Northern Europe (coincide) with Spain's policy to welcome tourism, offering a reliable climate, beaches, a different culture and low prices. The favourable exchange rate and competitive cost of living (be) additional incentives.

Mass tourism (begin) towards the end of the 1970s but the familiarity with Spain and falling standards (lead) to a poor image of the country as a holiday destination. As a result, Spain (face) competition in the late 1980s from other Mediterranean* and long-haul destinations. At that time competitive airfares across the Atlantic to Florida and the low cost of living in America (mean) that many people (prefer) to go to the States rather than holiday in the Iberian peninsula. Even so, in 1993 Spain (welcome) over 57 million visitors — 8 % of GNP — and (account for) 24 % of all Britain's outbound tourism.

The Spain tourism industry (make) many mistakes in the early years with the building of high rise hotels and poor town planning. However, the situation is changing. Over the last few years the government (restrict) building and is providing grants for organizations and training in the tourist sector. In addition, it (implement) an investment programme to modernise public service facilities and infrastructure and to protect the environment. And with the help of the soft loans which the government (make) available for refurbishment, many hoteliers (improve) the standard of accommodation provided in order to meet the new stricter guidelines.

Ireland

Little is known about tourism in Ireland before the mid-nineteenth century, when the first coach service started taking visitors around the country. At that time visitors were all British, but 1895 saw the first package tour of visitors from America, and in 1920 the first official tourism office opened its doors to the public. During the Second World War many American soldiers were posted to Britain, but they suffered, like the British, from the food shortages in the United Kingdom. As a result many of them visited Ireland in order to eat better. At the end of the war in 1945, the British also took the opportunity to cross the Irish Sea and take advantage of the plentiful food supply in Ireland.

Over the last thirty years Ireland's tourist industry has expanded rapidly, and it has become the third largest export earner, employing 91,000 people. Many different types of vacation have been created, including special interest holidays such as golfing, hiking or fishing, as well as English language holidays. Ireland has changed its old-fashioned image and it now appeals to the younger generation and independent travellers, while at the same time retaining its nostalgia for the many Irish Americans who come-back in search of their roots.

Nowadays, 55 % of visitors come from Britain, compared to 28.8 % from Europe. Many people stay with friends and relatives, remaining on average for just over ten days.

Bapianr 7

In the 16th century the banquets of the English kings and queens were known as the most exciting in Europe. They were renowned for their roasts, pies, stews, soups and puddings. British roast beef is still famous (although mad cow disease has not helped its reputation). It's often eaten with Yorkshire pudding – a sort of little crusty bun that soaks up the gravy. Other traditional meals are roast lamb, eaten with mint sauce; roast

pork with apple sauce; lamb with plums or apricots; smoked salmon — clear, light pink fish served just with a slice of lemon and some pepper; and shepherd's pie — basically minced meat with a layer of mashed potato on top. Their cheeses are some of the best in the world: Cheddar, Wensleydale, Double Gloucester, Stilton and Red Leicester are all delicious. Their sweet puddings, tarts, pies, trifles and cakes were considered unbeatable.

But during the Second World War there was a shortage of food so it was shared out — in rations. People got used to poor quality meat or fish or cheese. As a result, the British diet became very bland. When rationing ended in 1954, people went mad for the most exotic food they could find. Fewer and fewer restaurants served good British food at reasonable prices and ordinary people had no example to follow of what really good British food was meant to taste like.

British people do not complain when they are served bad quality food. Many like cheap, fast meals — “convenience food”. They prefer to spend money on gardening and home improvement than good quality ingredients. Also, factory-farming methods, breeding programs to make cows, pigs, sheep and vegetables grow faster, the injection of hormones and the use of other chemicals have all made Britain's farm produce bland and undesirable.

The British are happy to have a business lunch and discuss business matters with a drink during the meal; the Japanese prefer not to work while eating. Lunch is a time to relax and get to know one another, and they rarely drink at lunchtime.

The Germans like to talk business before dinner; the French like to eat first and talk afterwards. They have to be well fed and watered before they discuss anything.

The Japanese have perhaps the strictest rules of social and business behavior. Seniority is very important and a younger man should never be sent to complete a business deal with an older Japanese man. The Japanese business card almost needs a rulebook of its own. You must exchange business cards immediately on meeting because it is essential to establish everyone's status and position. When it is handed to a person in a superior position, it must be given and received with both hands, and you must take time to read it carefully, and not just put in your pocket! You should not expect the Japanese to shake hands. Bowing the head is a mark of respect and the first bow of the day should be lower than when you meet thereafter.

The Americans sometimes find it difficult to accept the more formal Japanese manners. They prefer to be casual and more informal, as illustrated by the universal “Have a nice day!” American waiters have a one-word imperative “Enjoy!” The British, of course, are cool and reserved. The great topic of conversation between strangers in Britain is the weather — unemotional and impersonal. In America the main topic between strangers is the search to find a geographical link. “Oh, really? You live in Ohio? I had an uncle who once worked there”.

Here are some final tips for travelers.

In France you should not sit down in a cafe until you have shaken hands with everyone you know.

In Afghanistan you should spend at least five minutes saying hallo.

In Pakistan you must not wink. It is offensive.

In the Middle East you must never use the left hand for greeting, eating, drinking or smoking. Also, you should take care not to admire anything in your hosts' home. They will feel that they have to give it to you.

In Russia you must match your hosts drink for drink or they will think you are unfriendly.

In Thailand you should clasp your hands together and lower your head and your eyes when you greet someone.

In America you should eat your hamburger with both hands and as quickly as possible. You should not try to have a conversation until it is eaten.

Вариант 8

“One man’s meat is another man’s poison”. It is of course true that individuals do vary in their likes and dislikes, and no social group is believed to eat everything of potential nutritional value available to it. Nor is it merely that some exotic tribes eat foods which would revolt the average European or American; equally some foods which are commonplace to us are avoided in other cultures. Apart from the well-known avoidance of beef by most Indians and pork by Jews, Muslims and other religious groups in the Middle East, chicken and eggs are avoided in much Africa and parts of South-East Asia. Dogs, on the other hand, are prized meat in much of sub-Saharan Africa and South East Asia; camel is eaten in the Middle East; Horseflesh eating has historically been centered in central Asia, and was introduced in the 19th century with some success into France but with little in Britain or America. The Chinese do not eat

milk or dairy products, fish is avoided by many cultures, insects are eaten in others, and that is nothing to say of the vegetable kingdom.

People very generally have strong feelings not just about how the foods should be eaten, but also about how the foods they choose should be prepared for eating. Ways of cooking became the mythology and sense the identity of nation, social classes and religious groups. People take sides, and exaggerate differences.

To host the perfect dinner party, it takes more than just fine food and good company. Whether you are hoping to have a romantic dinner, a harmonious family celebration or a jolly evening with friends, you also need to invite the subtle power of feng shui (Chinese teaching about the importance of placing things). A little knowledge of the art of placement can make your gatherings warm and happy occasions, bringing people together and keeping warring factions at peace. Here are four typical occasions to demonstrate how best to use the power of feng shui around the table.

For romantic dinner you are suggested to choose a table with rounded corners, which promotes harmony and cover it with a purple or pink tablecloth, the colors of life and passion. The table shouldn't be too large because it needs to feel intimate. You should be seated at right angles to your partner so you can talk easily. Choose just one candlestick so it focuses attention between you. A vase of flowers should be placed on the other side of the table so it doesn't come between you — the same applies to the wine basket and champagne. Set the candle on a small polished mirror, as the combination of the candle and the mirror will draw you both closer together.

For family meal you should choose the tablecloth and napkins in warm earth colors such as gold, beige or brown, which will support nourishment and acceptance. If there is possible tension within family you should have a soft flower arrangement in the middle of the table. Arrange your flowers in a glass bowl so the water, another positive influence, is clearly visible. If you have a difficult or irascible child or relative they will tend to be more restrained if placed next to the host or hostess of the meal. Grandparents or other older relatives should be seated opposite the host and hostess — a position that shows them respect.

At business lunch you are to choose a chair with your back reasonably close to the wall. Invite the more senior of your guests to sit opposite you, and the more junior person should sit on your left, which is good for harmonious discussion. Choose a round table that signifies that business

will go profitably, smoothly and efficiently. A round glass or paperweight makes a good centerpiece, perhaps arranged with flowers or candles.

For dinner party you are suggested placing the host and hostess at either end of the table. Ideally, the table should be rounded, but don't worry if yours is rectangular. If you have two warring factions, place them next to each other with the woman next to the host and the man next to the hostess — they will be less likely to argue with one another when their attention is taken up by the host/hostess of the opposite sex.

Бажант 9

Special Interest Holidays

Special interest holidays are becoming increasingly popular as an alternative to the more traditional vacations. Read the brochure extracts below. Which holiday appeals to you more?

Whale watching in Alaska

Keep your eyes open and your cameras ready as you cruise among the San Juans, which provide the best opportunities in the world for viewing killer whales. We've chosen, the best place and time for these fabulous creatures.

You'll stand at the bow, astonished and speechless, studying these individualistic animals feasting on salmon. You'll get to know individual whales and their family relationships, and learn their vocalizations — an enriching experience far more rewarding than merely “seeing” the whales. Your intimate encounters will be a highly personal and emotional experience, a unique access to the world of the whales!

Painting in Kashmir

This, holiday is designed to offer you leisurely painting time in some of India's most spectacular scenery.

The architecture and scenery alone as subject matter are a painter's delight, but this trip will also provide you with an insight into the varied cultures and people of this wonderfully mysterious and romantic country. During the hot summers of the northern plains, Moghul emperors retreated to the far more pleasant climate of Kashmir. Of the green valleys and wild-flowers on the slopes, a poet said, “If there is a paradise on earth, it is this, it is this, it is this”.

Local Tourism in Ireland

Westmeath is a paradise for angling, cruising on the Shannon, boating and watersports, golf, equestrian pursuits, tourist trails, genealogy and heritage holidays. A county of lake and legend with rich pastureland, it

offers remarkable beauty and diversity. Abounding in rivers, lakes and streams, it is an area of possibilities for every visitor.

Located in the Heart of Ireland, Westmeath stretches from Lough Ree* in the west to the shores of Lough Sheelin* In the north east and southwards to Kinnegad and the Royal Canal. It has an area of 710 square miles and a population of almost 62,000 people. Lakes are its greatest asset with fishing, cruising, water sport activities and shore amenities.

There is a wealth of trout angling on the Westmeath Lakes, Ennell*, Owel*, Derravaragh*, Sheelin, Lene, Lough Ree, the River Shannon and the Royal Canal. Derravaragh is the source of the famous legend of the Children of Lear who are said to have spent three hundred years in isolation on its waters. Visitors wishing to cruise or to fish, to recall mythology from childhood, to tour the scenic routes and picturesque villages, traverse Goldsmith country or the Fore Trail or The Belvedere Trail will find much, much more in Westmeath.

Contact us at:

Main Office, Marketing Office:

County Buildings, Mullingar, Co. Westmeath

Tel.: +353(0)4440861, Fax: +353 (0)4442330

Email: wmeathtc@iol.ie

Access:

Right in the centre of the island, Westmeath is the most accessible county in Ireland. Over half of the country is within a one hour drive.

Вариант 10

A Conference in Lisbon

The city educational space in the-new millennium
(Proposal and justification for the theme of the VI International Congress of Educating Cities – the Year 2000)

The themes of the Conference:

- The space of the city: planning and practices
- Memory and identity of the city
- Local development, solidarity and interdependence
- Diversity as an educational resource for the city and school: new participation and citizenship models
- Education, training, employment and leisure: the strategic role of the city Lisbon, active member of the Educating Cities movement, signed the Educating Cities Charter – 1990 Declaration of Barcelona;

- is a member of the International Association of Educating Cities since its foundation;
- participated in all the congresses held to this date and has presented experiences developed by both public schools and municipalities;
- has been actively involved in the International Data Base Experiences of the Educating Cities since 1990;
- participated in the General Assembly of the Association held in Chicago, October 1996;
- has informed other Portuguese municipalities of the principles of the Educating Cities Charter, by organising debates and meetings on the themes present in the charter, in both political and technical terms.

Welcome to Lisbon!

Dates:
21 – 24 November 2000
Congress Centre
Centro Cultural de Belem, Praca do Imperio
1449-003 Lisboa

Official Languages: Portuguese, Spanish, French and English. There will be simultaneous translations in all sessions.

Attendance Certificate: Available for everyone registered.

Final Date for Registration: 1 November 2000.

Accommodation

Rooms have been reserved in various hotels with a range of prices and conditions. Please see the hotel sheet for further details.

Pre and Post Tours

The travel agency has a number of programmes before and/or after de Congress for those wishing to get to know other areas of the country. For more information on these programmes, please contact the travel agency direct, to:

Att.* Mr Vitor Alyes

TOP TOURS Departamento de Congresses

Rua Luciano Cordeiro – 1050 Lisboa, Portugal

Tel. 351 21 352 0028

Fax. 351 21 352 5285

E-mail: congress@toptours.pt.

Currency:

The Portuguese currency is the escudo (pte). One euro equals (pte) 200.482.

Climate:

November temperatures in Lisbon are normally 13–17°C, with the possibility of showers.

Transport:

Lisbon international airport is 8 Kms (5 miles) from the city centre. From the airport to the city centre there is a bus service (30 minutes) and taxis (20 minutes). The taxi fare is approximately (pte) 1,500. The city has a good bus and taxi service, trams and underground.

Congress Centre Timetable: Open every day of the year.

Exhibition Centre: Open to the public every day from 11:00 a. m. to 8:00 p. m.

Internet Home Page: <http://www.fdescceb.pt/ccb>

E-mail: fdescceb@telepac.pt

Registration includes: Free entry to all Congress sessions; Visits related to the 5 Workshop themes; All

ВИМОГИ ДО ІСПИТУ

1. Прочитати оригінальний текст англійською мовою обсягом 3000 друкованих знаків. Дозволяється користуватися словником.

2. Усно перекласти текст обсягом 25 речень з української мови на англійську (за тематикою, визначеною для кожного етапу навчання).

3. Зробити усне повідомлення обсягом 20–25 речень за широким спектром тем, вивчених впродовж семестру. Монологічне висловлювання обов'язково повинно включати лексико-граматичний матеріал, засвоєний протягом семестру, відповідати мовним нормам, бути логічним і послідовним.

На підготовку відводиться одна академічна година.

Для найздібніших студентів можливе комунікативне завдання.

ПИТАННЯ ДЛЯ САМОКОНТРОЛЮ

1. How does the hospitality industry relate to the travel and tourism industry?

(Чи належить індустрія гостинності до індустрії туризму?)

2. Does the travel and tourism industry provide services only for the traveling public?

(Туристична індустрія обслуговує тільки мандрівників?)

3. What is your favourite way of traveling? Why?

(Який ваш найулюбленіший вид подорожі? Чому?)

4. Which hotel businesses are considered to be primary and which ones secondary?
(Які готельні види бізнесу вважаються первинними, а які — вторинними?)
5. What are distinctive features of hotel? Motel?
(Які відмітні риси готелю? Мотелю?)
6. What are four general ways of classifying hotels?
(Які чотири основні види класифікації готелів?)
7. Does the level of service depend on the size or type of hotel?
(Від чого залежить рівень обслуговування — розміру чи типу готелю?)
8. What services do the mid — range hotels offer?
(Які послуги надають готелі середнього класу?)
9. What is independent and chain hotel?
(Що таке незалежний і залежний готелі?)
10. What is the differences between a franchise and referral group?
(Яка відмінність між франчайзними та реферальними групами?)
11. What are the common and distinctive features of resort hotels and commercial ones?
(Яка відмінність між курортними та конкретними готелями?)
12. What is the purpose of a specific design of conference centers?
(Яка мета спеціального дизайну конференційного центру?)
13. What are three categories of travelers, in terms of the purpose of traveling?
(Які існують три категорії мандрівників виходячи з мети мандрівки?)
14. What are functional areas of the hotel?
(Які функціональні зони готелю?)
15. Hotel divisions: front office, housekeeping, uniformed services, concierge.
(Відділи готельної обслуги: фронтальний офіс, горничні, уніформісти, консьєрж.)
16. What are the functions of hotel food and beverage department?
(Які функції готельного відділу харчування та напоїв?)
17. What are four main functions of sales and marketing department?
(Які чотири функції відділу продажу та маркетингу?)
18. Etiquette of the staff
(Поведінка персоналу.)
19. Duties and responsibilities of security staff.
(Обов'язки та відповідальність охорони).

20. What are two main sectors of catering industry?
(Які два головних сектори індустрії харчування?)
21. What is menu? Different kinds of menu.
(Що таке меню? Різні типи меню.)
22. Cost and popularity – critical performance characteristics for engineering and estimating of menu.
(Ціна та популярність – основні характеристики для розробки і розрахування меню.)
23. Two forms of service in the restaurants.
(Два типи обслуговування в ресторанах.)
24. What is the difference between seated and self-service?
(Яка відмінність між обслуговуванням клієнтів які сидять за столом, і самообслуговуванням?)
25. Demands to the staff service in different types of restaurants?
(Які вимоги висуваються до ресторанного персоналу в різних типах ресторанів?)
26. Tour operators and travel agents.
(Туристичні оператори та агенти.)
27. Role of tourism in an economy.
(Роль туризму в економіці.)
28. Planning and negotiating holiday packages.
(Планування та обслуговування туристичного пакету.)
29. Analysing transport requirements. Planning and transport network.
(Аналіз транспортних потреб. Планування транспортної мережі.)
30. What are the rules of customer relations?
(Які правила відносин з клієнтами?)
31. Complaints.
(Скарги.)
32. Organising an excursion programme.
(Організація екскурсійної програми.)

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