

**Федеральное агентство по образованию
Государственное образовательное учреждение
Высшего профессионального образования
«Нижегородский государственный университет им. Н. И. Лобачевского»**

TRAVEL AND TOURISM

ЧАСТЬ 2

Учебно-методическое пособие по английскому
языку

Рекомендовано методической комиссией факультета международных
отношений для студентов ННГУ, обучающихся по направлению
100400.62 «Туризм» профиля «Международный и деловой туризм»»

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Учебно-методическое пособие содержит оригинальные тексты из периодической печати, интернета и специальной литературы на английском языке и предназначено для работы по развитию навыков чтения, говорения, реферирования, ведения дискуссии на базе отобранного языкового материала по темам «Туризм».

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@ Нижегородский государственный университет
им. Н. И. Лобачевского, 2016

Введение

Настоящее учебно-методическое пособие по английскому языку предназначено для студентов всех курсов института международных отношений и мировой истории направления подготовки 100400.62 «Туризм» профиля «Международный и деловой туризм».

Пособие составлено в соответствии с программой курса английского языка для высшей школы, построено на материале аутентичных текстов, освещающих проблемы туризма, предназначено для совершенствования навыков реферирования и перевода, развития всех видов коммуникативного чтения и говорения. При работе со статьями студенты приобретают навыки лексико-семантического анализа текста, конспектирования и компрессии прочитанного материала, составления тезисов. Статьи, используемые в пособии, взяты с современных сайтов, посвященных темам путешествий и туризма. Таким образом, пособие предполагает использование новых информационных технологий в процессе работы.

Учебное пособие содержит темы, материалы по которым могут рассматриваться как дополнение в работе по основным учебникам курса. Каждая из тем служит основой для создания экзаменационных монологических и диалогических высказываний. Предлагаемая к текстовому материалу система лексико-грамматических упражнений, а также коммуникативных упражнений способствует активному усвоению лексических единиц по темам, а также имеет своей целью развитие и совершенствование навыков монологической и дискуссионно-диалогической речи в рамках предложенной тематики. Пособие обращает студентов к современным английским словарям, находящимся в свободном доступе в интернете, таким как Тезауровский словарь синонимов и антонимов, Оксфордский словарь, словарь Лонгман, Кэмбриджский словарь, Вэбстерский словарь, словарь Макмиллана. Это, безусловно, улучшает навыки самостоятельной работы студентов над лексикой английского языка.

Основной методологической базой учебно-методического пособия является коммуникативный подход к обучению и творческая работа студентов.

Предлагаемое пособие включает комплекс коммуникативно-познавательных кейсов, которые помогают воссоздать контекст будущей профессиональной деятельности обучающихся на уроках иностранного языка и направлены на формирование иноязычной профессионально-коммуникативной компетенции студентов отделения «Туризм».

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UNIT 1

WHAT IS TOURISM

▶ Greenlight is a long-established tour agency which operates in the majority of countries. It offers different kinds of tours.


Problem: the board of directors want to expand and to open a new office in Moscow.

Exposition ▶ The owners have to find experienced employees for their new office.

Challenge 1. What is tourism? What kinds of sectors can you single out?

Discuss with your partner.

Challenge 2. Some people believe that it is hard to work in tourism. Read the article about the advantages and disadvantages of working in tourism. Fill in the table.

	
1)	1)
2)	2)
3)	3)
4)	4)

The truth about working in tourism

The main problem with the travel and tourism sector is that there is a lot of **seasonal** work on short-term contracts. The hours are sometimes long and hard, and many people consider working in tourism as a **temporary** option before they find jobs in other industries.

The positive aspect is that the work is often interesting and varied. Tourism is a **people-focused** industry, which offers the opportunity to meet and help people from all over the world. Tourism professionals often say that every day is different and you never know what to expect.

Working **shifts** and weekends is common but there is also more flexibility with working hours than in other

industries. You can work **part-time** or full-time, night or day to suit your needs and interests. Tourism jobs can also be **low-paid** at the start but many hotel and travel organizations offer on-the-job training. Employees can earn a salary while they are learning practical skills they need to advance in the industry.

Many companies like their employees to start at the bottom to gain experience. If you work hard and develop the right skills, there can be opportunities for fast promotion. It is possible to have an interesting **long-term** career in tourism, and with a university degree you move more quickly into a management position.

Challenge 3. Match the words in bold from the text with their opposites:

1. full-time
2. high-paid
3. all year round
4. permanent
5. short-term
6. regular
7. daytime hours

Challenge 4. Which job relates to each sector? Which sector would you like to work in? Why? Discuss with your partner.

conciierge entertainer flight attendant hotel receptionist
outdoor adventure guide pilot restaurant manager waiter

1. Food and beverage
2. Transportation
3. Accommodation
4. Recreation and entertainment

Challenge 6. To be a success in tourism you need to know how to write a CV. Work with a partner. Student A read article 1 below, student B read article 2. Tell your partner about the tips given in the articles.

HOW TO WRITE A CV

When applying for a job you'll be in competition with a number of other candidates. So your CV is important – interviewers will decide whether or not to see you on the strength of what you have written. Don't just think of it as a list of facts; it should sum up your personal, educational and career history, as well as being an indication of your strengths and weaknesses.

Here are a few suggestions:

Presentation

- Always type your CV. Use a good typewriter or word processor.
If a CV is hand-written, it goes into the wastepaper basket.
- Use good quality paper. Don't give the impression this is just another photocopy.
- Never send a CV without a covering letter explaining which vacancy you're applying for. If you're writing "on spec.", send a short letter explaining what kind of post you're looking for.
- Don't fax a CV unless you're asked to. It's a confidential document.

Content

- Write a list of important headings. These should include your name, date of birth, your address (and your e-mail address, if you have one), phone number (at work and at home), your work record and so on.
- Start with your most recent job and work backwards.
- Don't leave out any vital information. If you spent a year or two travelling, say so. Years that are unaccounted for will seem suspicious.
- Don't include any negative information, such as exam failures or lost jobs. Be positive about yourself, but don't lie or you will undermine yourself from the start.
- Don't ask for your CV to be returned; many companies keep CVs on file for future reference.

(adapted from an article by Eleni Kyriacou in *Midweek*)

The Write Way to Find a Job

ANSWERING advertisements is one way of finding a job. But there is a big gap between the number of vacancies filled and those advertised. So writing on spec. to employers can often be a good idea.

The object is to get the employer to see you – no more, because the best you can hope for from such an approach is an interview. Asking straight out for a job is fatal because it invites a yes or no response. As no one will offer a post to an unknown quantity the answer will always be negative.

There are a number of golden rules:

- Try to research the name (spelt correctly!) of a specific person to write to.
- Put yourself in the employer's shoes. Think of what you have to offer.
- Try to keep your CV brief – one page is enough; perfect prose isn't expected – note form is acceptable.
- Gear your CV to the job and organisation. No two CVs should be exactly alike.
- If you've been in work, explain your duties and how your work has evolved. Demonstrate on paper that you are a potential asset.
- List your outside interests and skills. Don't forget your language abilities. Participation in sports can show your capacity for team work.

If your covering letter is in English it should be checked by a native speaker. You should state at the beginning why you are writing and then try to keep the reader interested. You must establish that you would like an interview. Edit ruthlessly. Go over your letter as many times as necessary. Search out and get rid of all unnecessary words and sentences.

(adapted from an article by
Geoffey Golzen in **THE TIMES**)

Challenge 7. Prepare your own CV.

Challenge 8. Look through the advertisements given by Greenlight. Study the covering letter from a job

applicant on the net page. Which job is he applying for?

Wanted

Tour Operator Marketing Executive

Required by EXPLORE THE WORLD LTD, a well-established travel firm operating escorted tours of Europe (ranging from Inverness to Naples and from Budapest to Lisbon) for a primarily American clientele.

We seek resourceful, well-travelled applicants who not only have inbound tour-operating experience but also the ambition and ability to take on certain key management roles.

The ideal applicant must have WP skills, be literate and numerate, accurate and articulate, and have a real appetite for hard work.

A second (or third) language is essential.

Please write with full CV to:

The Managing Director, Explore the World Ltd., Priory Lane, Buxford, OX18 4DG

Children's recreation supervisor
Duties: organizing concerts, games, fun competitions for children.
Requirements: enthusiasm, flexibility; love for children; 2 years' experience of working in recreation and entertainment.
Terms of contract: a competitive salary, excellent career prospects, on job training, four weeks' holiday.

TRAVEL TRADE SALES EXECUTIVE

The responsibility you deserve. The freedom you'll enjoy.

Do you have at least two years' experience in a service-related industry – ideally gained in the travel trade?

Can you combine this with a fresh, enthusiastic approach, strong powers of initiative and outstanding interpersonal skills? If so, Monarch Hotels may have the ideal opportunity for you.

As a major international hotel group, we have 250 three-, four- and five-star hotels from Greenland to the Galapagos.

We are now seeking someone with these qualities to sell promotional packages to major tour operators. The role not only offers responsibility but freedom as well.

Based at our head office in Bern, you will be travelling extensively to visit our customers. By contributing to the development of promotional ideas you will have the chance to maximise your sales.

Sales experience is not essential. Natural enthusiasm and total commitment to success are more important. Demonstrate these and the rewards will be high. A competitive salary (according to age and experience) will be supported by benefits, including a fully expensed car and subsidised accommodation.

If this sounds like your kind of challenge, please write with full personal history to:

*Karl Käser,
Jubilaeumstrasse 28, 3005 Bern, Switzerland*

Challenge 9. Complete the letter with the phrases.

- I am writing to apply
- As you can see
- Yours sincerely
- In addition
- find attached a copy of my CV
- I have two years' experience
- as advertised
- My responsibilities include
- please do not hesitate to contact me
- I look forward to

Dear Ms Isabela Monti,

¹ _____ for the position of Children's Recreation Supervisor ² _____ on your website on 15 October. I am very interested in working for Fun Parks because I enjoyed the Pirate Park very much when I visited it recently with a group of children.

At the moment, I am studying for a diploma in Tourism Management at the University of Macedonia in Skopje but I am looking for work during the summer vacation. I am in my first year, although ³ _____ in working for an after-school club. ⁴ _____ organizing activities and excursions for young children. Please ⁵ _____.

My supervisor says I am outgoing, hard-working and creative. ⁶ _____, I am enthusiastic and I work well in a team. ⁷ _____ from my CV, I speak English and many Eastern European languages fluently.

If you are interested in my application, ⁸ _____ regarding a possible interview. ⁹ _____ hearing from you.

¹⁰ _____

Miroslav Wasilew

Challenge 10. Choose one of the positions and write your own covering letter.

After case challenge 1. If you failed to write a CV and a covering letter, study the following examples.

CURRICULUM VITAE

Name Mike Mortimer
D.O.B. 12.06.72
Address 157 rue des Laboueurs,
Moissy, 77550
Tel. No. 64886341
Marital status Single

EDUCATION

- 09/93–02/94 Certificate of Theme Park Management: Miami University, Florida, USA
- 05/92–02/93 Diploma in Hospitality Management: Neath College, Wales
- 09/90–04/92 Higher National Diploma in Tourism and Recreation Management: Swansea Institute of Higher Education, Wales
- 09/88–06/90 BTEC National Diploma in Business and Finance: Fermanagh College of Further Education, Enniskillen, Northern Ireland
- 09/83–07/88 8 GCSEs – Grade B
St Joseph's School, Enniskillen, Northern Ireland

LANGUAGES

- ENGLISH, mother tongue
- FRENCH, fluent
- SPANISH, elementary

EMPLOYMENT EXPERIENCE

BIENVENUE THEME PARK

Merville, France

12/96 – present

Attractions Lead Coordinator

- Pre-opening, supervised the personal development of staff on standards of customer care
- Compiled and arranged Safety Operating Procedures for Attractions
- Managed employees' daily schedule and delegation of tasks
- Monitored safe operation of major attractions in the Park

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After case challenge 2. Choose one of the ads and write a CV and a covering letter.

Kilworth House



Kilworth House is a Victorian (19th century) country house hotel in south Leicestershire, England. They offer different services, various apartments, numerous facilities. They have a quite successful advertising campaign which states that everybody who comes here will not be disappointed and enjoy a cosy stay here.

Problem: Nevertheless not all customers leave the hotel being fully satisfied. They have to deal with different complaint letters.

Exposition: Nowadays the board of directors being worried about the situation want to put an end to it. They want to create a consulting group which is going to study the problem and will come up with fresh ideas for their hotel.

Challenge 1. What makes a good hotel? Listen to what people expect of having in a first-class hotel. Tick the facilities that are important.



- | | |
|----------------------------------|--------------------------|
| 1 ___ high-speed internet access | 6 ___ computer |
| 2 ___ secretarial support | 7 ___ business centre |
| 3 ___ work desk | 8 ___ printer |
| 4 ___ voicemail | 9 ___ colour photocopier |
| 5 ___ meeting room | 10 ___ technical support |

Challenge 2. Listen to a person again and say if the following sentences



- 1 She goes on holiday with her husband and two children. T / F
- 2 She shares a room with her children. T / F
- 3 Children's entertainment at the hotel is important. T / F
- 4 She never uses the babysitting service. T / F

Challenge 3. Which of the following are hotel and guest room facilities/services?

- 24-hour front desk cot/crib express checkout kiosk fitness centre hairdryer
 indoor swimming pool in-room safe iron laundry service walk-in shower

Challenge 4. Label the pictures with the words from the box.

blanket duvet hand lotion pillow shampoo sheet shower gel soap

Toiletries: 1 2 3 4

Bedclothes: 5 6 7 8

Challenge 5. Watch the DVD and choose the correct option to describe

Kilworth House.



- a) It's an open-air theatre with a Victorian restaurant.
- b) It's a restored, medieval, English castle with beautiful gardens.
- c) It's an English country house hotel with an outdoor theatre.

Challenge 6. Complete the hotel brochure for Kilworth House with the correct options below.

Kilworth House

Kilworth House is situated in parkland in south Leicestershire, England. It is a 1)_____ Victorian (19th century) country house hotel with 44 luxury bedrooms and antique furniture. It also has modern 2)_____, including a gym and beauty treatment rooms.

Once a family house, this elegant, 3)_____ building has two main 4)_____. The first is an open-air theatre set in a wood by a lake, where you can see award-winning 5)_____. The second is the Orangery restaurant, the hotel's glass 6)_____, which offers visitors a delicious menu and overlooks the parkland.

With its 7)_____ staff and country walks in the park, Kilworth House is an ideal place at any time of year for both business and leisure guests, and for special 8)_____, such as weddings and conferences.

- | | | |
|------------------------|-----------------------|-----------------------|
| 1. a recovered | b replaced | c restored |
| 2. a facilities | b conveniences | c furniture |
| 3. a Roman | b historic | c modern |
| 4. a rooms | b features | c suites |
| 5. a shows | b tours | c flowers |
| 6. a conserve | b greenhouse | c conservatory |
| 7. a unhelpful | b dramatic | c helpful |
| 8. a leisure | b events | c meetings |

Challenge 7. Read the text in Exercise 2 again and answer the questions.

1 Where is Kilworth House located?

- a. England, UK

- b. Victoria, London
- c. Kilworth, Scotland

2 When was Kilworth House built?

- a. between 1900 and 1999
- b. between 1800 and 1899
- c. between 1700 and 1799

3 What was it before it became a hotel?

- a. a home
- b. a fruit farm
- c. a wood

4 What is the view from the Orangery?

- a. the car park
- b. the park
- c. the theatre

5 Which of these things is not mentioned in the brochure?

- a. luxury fittings
- b. celebrating a marriage
- c. past famous guests

Challenge 8. Watch Part 1 and tick (✓) the items you hear.

- countryside
- castle
- country house
- opening times
- theatre
- gardens
- culture
- accommodation
- 450
- 540

Challenge 9. Watch Part 2. Are the sentences true (T) or false (F)?

- 1. Theatre-goers can eat in the grounds.

2. The parkland measures 48 acres (1 acre = 0.4 hectares).
3. The Orangery is an old building where marmalade was made.
4. Kilworth House is famous for continuing the tradition of English theatre.
5. The theatre puts on popular plays and musicals.

Challenge 10. Watch again and complete the script with ONE or TWO words.

Before the curtain goes up, 1 _____ goers can have 2 _____ in the 38-acre park, or 3 _____ in the Orangery, a Victorian glass and wroughtiron conservatory, brought back to life as a 4 _____. Kilworth House is helping to keep alive a long 5 _____ outdoor theatre in England, with West End style 6 _____, such as Gilbert and Sullivan's swashbuckling (exciting 'Pirates of Penzance'.

Challenge 11. Watch Part 3 and choose the correct option to complete the sentence.

1. The hotel is successful because ...
 - a. it puts on shows that you normally only see in London.
 - b. it promotes English culture and looks after local wildlife.
 - c. its theatre-goers help to protect animals and plants.

Challenge 12. Tick (✓) the things and places you saw on the DVD.

Watch again and check your answers.

- ___ a hotel reception
- ___ theatre seats
- ___ a picnic area
- ___ a glass conservatory
- ___ famous actors
- ___ a theatre curtain
- ___ black crows
- ___ a stage

Challenge 13. What do you know about the world of entertainment?

Match the genres 1–6 with the titles a–f.

1. murder mystery
2. opera
3. musical
4. comedy
5. ballet
6. tragedy

- a. Hamlet, Antigone, Romeo and Juliet
- b. Les Misérables, Mamma Mia, Grease
- c. Swan Lake, The Nutcracker, Sleeping Beauty
- d. Death on the Nile, The Adventures of Sherlock Holmes, The Girl with the Dragon Tattoo
- e. The Magic Flute, Carmen, Madame Butterfly
- f. A Midsummer Night's Dream, Men in Black 3, Airplane!

Challenge 14. Choose the correct definition for these theatre words.

(Not all the words are on the DVD.)

1. a performance
 - a. when people perform a play or a piece of music
 - b. when actors practise a play without an audience
2. a play
 - a. a story that is written to be performed
 - b. something that people, especially children, do for amusement
3. the plot
 - a. the written form of a speech, film, or play
 - b. the main story of a book, film, or play
4. applause
 - a. to hit your open hands together to show that you have enjoyed a play or concert
 - b. the sound of people hitting their hands together when they have enjoyed something
5. interval; intermission (AmE)

- a. a short conversation between an actor and a journalist
- b. a short period of time between the parts of a play or concert
- 6. cast
 - a. all the people who perform in a play or film
 - b. all the people who work in a theatre

Challenge 15. On the basis of what you have heard, single out advantages and disadvantages of the hotel.

Strong points

Weak points

Challenge 16. You have got a letter from one of your customers with a complaint. Study the example of the respond letter, prepared by the hotel manager. Say what the guest was unhappy about? Complete the letter with the words from the box.

apologize booked dealt with feedback hesitate refund sorry unhelpful

Dear Mr Peterson,

Thank you for your email about your recent experience at our hotel. We welcome ¹_____ from our guests and the opportunity to put things right. I can understand that it was disappointing for you not to receive the room type you requested. Unfortunately, the hotel was fully ²_____ that day and the reception staff put you in a room that needs some renovation.

I am very ³_____ for the inconvenience this caused you. I also ⁴_____ for the ⁵_____ attitude of the staff member who ⁶_____ your complaint at the time. As a gesture of goodwill, I would like to offer you either a full ⁷_____ or a complimentary one-night stay at our hotel.

Please do not ⁸_____ to contact me if you have any further questions or comments.

Best regards,
Sebastian White

Challenge 17. Study the extracts from other complaint letters. You were trusted to write the answers to the clients. Student A answer the first client's letter. Student B – the second client's letter.

2 We were disappointed that there were no coffee/tea making facilities in the room, no fridge and no air conditioning when we stayed there in the summer. It says in the hotel magazine in the room that this is a 'green hotel' and they try to be environmentally friendly but I'd prefer these facilities next time.

4 The big issue for me was the service, which was slow and amateurish. I waited for 30 minutes to check in. There was only one receptionist on Friday evening but there were usually two or three people on reception the rest of the weekend. Really disappointing.

Challenge 18. Study what else customers may hate about hotels. Complete the text with the adjectives from the box.

broken dirty disappointing missing noisy shabby
uncomfortable unhelpful

What hotel guests really hate

Guests are unhappy when hotel facilities don't meet their expectations, e.g. a small swimming pool or a(n) ¹ _____ view from their bedroom window. They will also be unhappy if the furniture and decor looks old and ² _____, or the electrical equipment in the room is not working – typically the TV remote control. Also, there are complaints if things, e.g. the light switches are ³ _____, or if items are ⁴ _____ from the room, e.g. towels or an extra pillow or blanket.

A common complaint is about hygiene standards, e.g. a(n) ⁵ _____ room or bathroom. Guests often complain if they can't get a good night's sleep because of a(n) ⁶ _____ street, or a(n) ⁷ _____ bed. Guests also complain if they feel the staff attitude is rude or ⁸ _____. Finally, there are complaints about unexpected events, e.g. overpriced items on the bill when checking out – even if the bill is correct. In fact, sometimes guests will complain about events completely outside the hotel's control, e.g. weather conditions and flight delays.

Challenge 19. Underline the nouns on the right that can be used with the adjectives from the left.

- | | |
|-------------|---|
| 1 noisy | staff, guests, blanket, air conditioning |
| 2 shabby | bill, furniture, room, uniform |
| 3 missing | weather, toiletries, toilet paper, light bulb |
| 4 unhelpful | staff, pool, receptionist, manager |

Challenge 20. Work in groups. Discuss the following suggestions for the improvement of the hotel. Add your ideas. Write a letter to the hotel owners. Use the following plan.

1

When guests arrive a few hours before the check-in time, let's offer them complimentary coffee and cakes in the restaurant while they're waiting for their room. It's a nice, friendly welcome. And we can take their bags up to the room or store bags if guests want to go out. Also, we get a lot of guests on weekend breaks, so let's have a late checkout option on Sundays.

2

As part of our green hotel plan, we could offer a nice organic breakfast with lots of fresh fruit, juices and nice breads. We could serve breakfast until 1 p.m. – that would make us different from other hotels and guests would love it. Let's put complimentary fruit on the reception desk for guests, too.

3

Why don't we offer our own walking tours of the local neighbourhood? It's a bit different from the typical sights of Berlin. We could also produce our own guide to Berlin for the hotel website with our staff recommendations for tours and restaurants. I think reception staff should ask guests when they arrive if they want any recommendations for things to see and do in the city. It makes us seem more friendly and helpful.

4

We have free Wi-Fi access in the hotel but guests don't always travel with their computers. We could lend them a laptop to use, at no extra charge, if they want to check their email or use the internet while they are in the lobby café. And how about guide books in the lobby and live music in the café at weekends?

Memo

To: Mr. Whitney, Chief Manager of Tressel

From: Helena, consultant

Re: Tips for improvement

Date:

1 Rationale

In recent years, Tressel has become one of Europe’s leading brands of sportswear. It is now on its way to becoming a global brand. However, in the last two years, sales have declined, causing a sharp decrease in the profits. This has been caused mainly by three factors: fierce competition in the industry bringing prices down; a fall in demand; production problems.

2 Objectives

To remedy the problems outlined above and make Tressel a more competitive business internationally, an investment of €2.5 million was proposed.

3 Options and benefits

The Board of Directors has agreed the following investment plan.

- Firstly, we need to invest in market research. This should give us a better understanding of our target customers’ changing needs and desires, which can then guide product development.
- Product research and development is the second area that we need to develop, as we have relied heavily on the success of our traditional products. While these will probably continue to account for more than 50% of our turnover in the next two or three years, we will not stay ahead of the competition if we do not vary our range.
- Finally, setting up online sales should widen our customer base, increase sales, and make us more competitive.

4 Cost

Investment in market research	€900,000
Investment in research and development	€1,300,000
Setting up online sales	€300,000

5 Timeline

Market research: to be completed in three months' time, i.e. by the end of June.

R&D: ongoing process to be speeded up from July.

Online sales: website up and running by September.

6 Evaluation

The heads of the departments concerned will hand in a monthly progress report. The Board will then meet to assess the progress made in all three areas.

There is no set layout for an investment plan, but the information should be well organised.
The various sections should have a clear heading and be in a logical order.

The rationale gives background information relevant to the reasons for the plan.

The objectives are the goals which your investment will enable you to achieve.

This section gives details of the areas you have chosen to invest in and of the benefits they are likely to provide.

Breakdown of the total amount of money invested.

The timeline shows the period of time during which you expect the various stages of the plan to be reached.

This section gives information about the mechanism you have put in place to assess the progress made.

After case challenge 1. If you had some problems with writing letters refer to the task below.

Study the letters and set them in chronological order.



Hotel Scimitar
Bodrum
Tel: + 90 024 87394857
Fax: + 90 024 87394858

To: Customer Relations Dept., Cheapside Tours
Fax no.: 44 932 880552
From: J. Austin, of 75, Silver Birch Lane, Newton, Essex, CM34 9AD
Fax no.: 90 024 87394858

Date:

Dear Sir/Madam

Booking Reference No. 690202/S93

We arrived last night at the Hotel Scimitar, having booked a villa room. The villa room accommodation was basic, the floor was uncarpeted and dirty. Worse, water was dripping through a green stain on the bathroom ceiling and the bathroom stank.

After much discussion with the staff (consisting entirely, it seems, of trainees) we persuaded them on deposit of a cash sum to allow us to move into a sea-view room in the building. This room is simple but barely adequate.

However, it can never justify the description in your brochure of 'luxury accommodation'. The air conditioning is broken (the temperature is 40°C) and the television does not work. The room is noisy with continuous music from the disco at night and the swimming pool by day.

We have tried many times today to contact your local representatives but to no avail.

We are treating this matter very seriously and require you to move us to another hotel that matches the statements in your brochure and to do so today.

Would you please telephone us on receipt of this fax.

J. Austin

Facsimile cover sheet
To: Mary D., Mr Massey's secretary
Company: Cheapside Tours
Fax: 44 932 880552

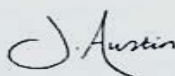
From: J. Austin
Company: 75, Silver Birch Lane, Newton,
Essex CM34 9AD

Date
pages including this cover page : 1

Dear Mr Massey

Further to our two faxes sent to you from Turkey at the beginning of August we note that you have not had the courtesy to contact us in any way. As you know this is a breach of the tour operator's code of conduct and we are referring it to ABTA and our solicitor.

Yours sincerely



CHEAPSIDETOURS

MEMO

To: Mr Massey, Manager Customer Relations
From: Pamela Watson, Area Manager, Turkey
Re: Mr and Mrs Austin
Date:

Helena Leary has passed on a request to deal with the case of Mr and Mrs Austin who have been making life difficult for us.

After having been moved to the Hamada they now find the catering inadequate. I've spoken to Patrice Visseyre, the food and beverage manager, who has done his best to cater for their strict vegetarian habits. They are complaining that they have had to pay an extra \$8 on the à la carte menu but this is normal practice.

They have instructed their bank not to honour the cheque which was made out when they transferred to the Hamada.

They are now threatening legal action. In my opinion they do not have a leg to stand on. It is true that the air conditioning was not functioning but this was rectified shortly after their arrival and we have done everything we can to meet them halfway.

Hotel Hamada, Bodrum, Turkey
Fax: 90 024 8647382

Facsimile cover sheet

To: Mr Massey

Company: Cheapside Tours

Fax: 44 932 880552

From: J. Austin of 75, Silver Birch Lane, Newton, Essex CM34 9AD
at present at: Hotel Hamada, Bodrum, Turkey

Fax: 90 024 8647382

Date

pages including this cover page: 1

Dear Mr Massey

Your local representatives and so-called customer relations department are either incompetent or unconcerned.

Ms Leary could not be bothered to inspect the Scimitar Hotel despite its being only a five-minute walk from her offices. Nor would she supervise our transfer to the Hotel Hamada.

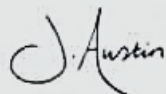
Given this behaviour we were not surprised that your senior management failed to telephone as promised by your secretary

The Hamada is marginally better than The Scimitar but the standard of service is poor. It is certainly not 'a superbly appointed hotel, the perfect choice for discerning guests who seek deluxe comfort in a tranquil setting' as described so misleadingly in your brochure.

I am about to fax my bank to stop the cheque which I was required to make out to cover the more expensive rates at The Hamada

We have no intention of letting this matter drop until we have received full compensation for a ruined holiday in circumstances which at best are negligent and at worst fraudulent.

Yours sincerely



CHEAPSIDETOURS

MEMO

To: Mr Massey, Manager Customer Relations
From: Helena Leary, Tour Representative, Bodrum
Re: Mr and Mrs Austin
Date:

I have recently spoken with two irate clients who feel that the Hotel Scimitar is substandard. I have not been able to deal with the matter myself due to pressure of work but they were given a sea-view room after making their initial complaint and have now been moved to the Hamada.

They have mentioned noise levels but this is the first time we've received any complaints. The vast majority of guests seem to enjoy the nightlife when on holiday. As the Hamada is more expensive I asked them to make a payment of 50% of the excess rate.

I've informed Pamela Watson, the Area Manager.

After case challenge 2. Write your own answer to the letter B.

UNIT 3 FOOD AND DRINKS



MAKING A GOOD RESTAURANT THE BEST

SAKURA IS A LOCAL RESTAURANT IN SPAIN. WITH 84 COVERS. WHEN IT WAS OPENED, IT WAS AN IMMEDIATE SUCCESS. THE RESTAURANT IS CONVENIENTLY LOCATED. THERE ARE SEVERAL HOTELS NEARBY. IT IS WELL-LOCATED FOR THE TOURIST TRADE. CUSTOMERS ARE MOSTLY SPANISH NATIONALS.

Problem. Now their sales are down 20 percent from the last year.

Exposition. The owners have to find resources to survive. They want to attract more visitors who are either on holiday or on business in Spain.

Challenge 1.

Read some more information about the restaurant. Answer the questions.

Sakura

average price: €40 per head
set menu: €29

Checklist

- ✓ vegetarian-friendly
- ✓ wheelchair access & disabled toilets
- ✓ private dining room (maximum 12 people)
- ✓ child-friendly
- ✓ highchairs available
- ✓ low-calorie dishes



Freshly cooked food and the theatrical performances of the chefs make this establishment very entertaining. Watch the chefs chop, throw around and char grill your meat, fish and vegetables. Take your kids to see this spectacle.

The menu is mainly Japanese multi-course teppan-yaki style meals. Diners sit around a communal hot-plate (hibachi) table for eight. Each table's personal chef brings in the ingredients and prepares the food before your eyes. He then serves it, freshly cooked and steaming hot.

Prices aren't cheap but then meals such as the tuna steak served with teriyaki sauce, and the Sakura Delight, which is hibachi fillet steak with mushrooms, offer good value for money. And all the meals come with a prawn appetizer, a light onion soup and steamed rice.

The clientele consists of mainly families and noisy parties. On Sunday lunchtimes under tens get their own menu which includes a selection from chicken, burgers and pasta meals.

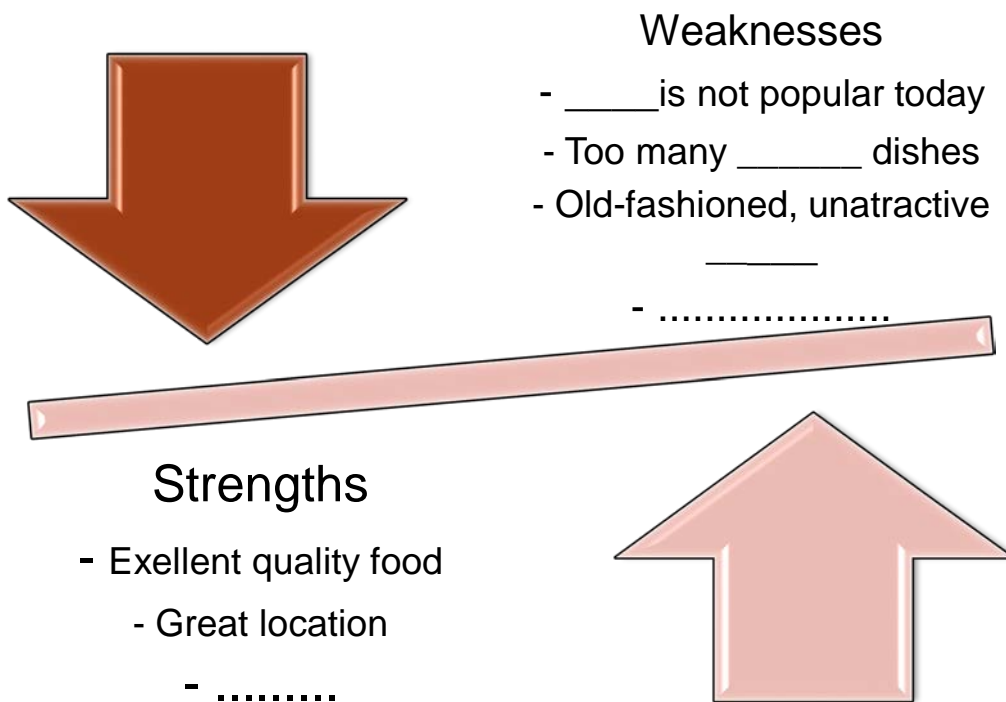
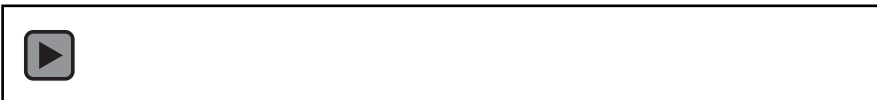
- 1 What type of cuisine does Sakura serve?
- 2 How many people can sit around the hibachi?
- 3 Which two special diets does Sakura cater for?
- 4 What will entertain children?
- 5 Who will especially enjoy this restaurant?
- 6 What's the best day and time to go with young children? Why?

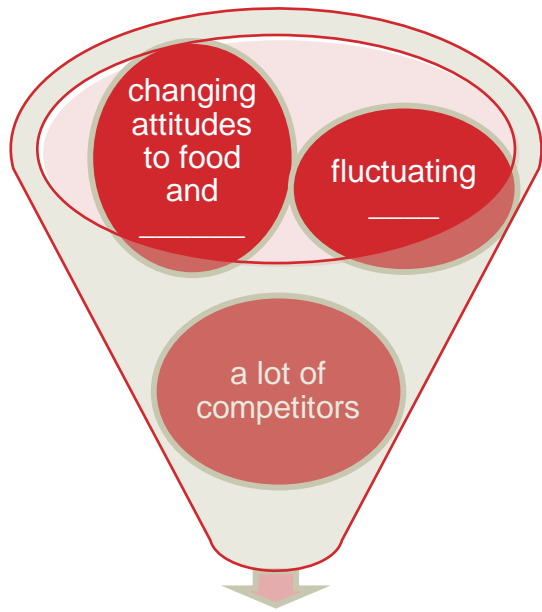
Menu item	Cost	Menu price	Sold per week
Tuna steak		€29	100
Gyoza	€8.50	€24	
Prawn Noodles	€10		25
Onion soup		€23	50
Sakura delight	€5	€21.50	
Veggie burger	€3		15
South pasta		€25	

Challenge 2. Read the review again and find a word or a phrase which means.....

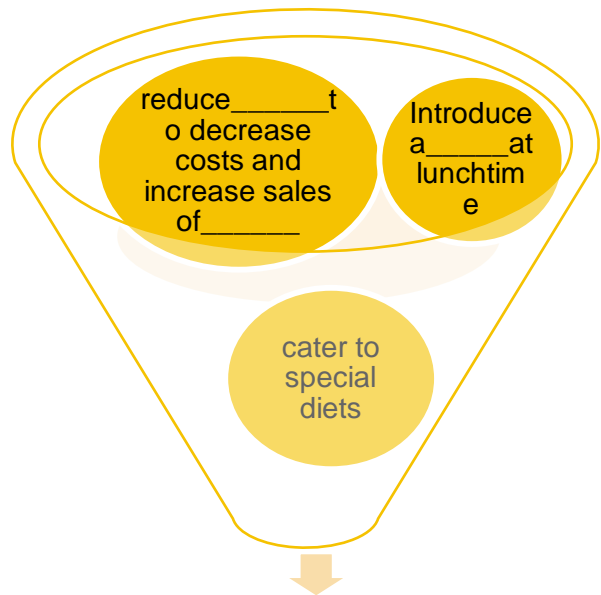
1. suitable for particular people
2. chairs with long legs, and a small table, for a baby or a small child
3. meal with several parts
4. people eating in a restaurant
5. the price you pay is reasonable
6. small amount of food eaten before a meal
7. people who regularly use a shop or restaurant
8. groups of people eating together in a restaurant

Challenge 3. Listen to part of a conversation between a consultant and the restaurant owner. Complete the notes below.





Threats



Opportunities

Challenge 4. Listen to five dinners talking about their experience at Sakura. Which

dinner comments on...



- a) food? Diner ___
- b) entertainment? Diner ___
- a) value? Diner ___
- b) service? Diner ___
- c) atmosphere? Diner ___

What does Sakura need to improve?

Challenge 5. Some consultants believe that it is advisable to add changes to their menu. Study the sales data given by the owners. Work in pairs. Student A look at the information below. Student B turn to page 1. Complete your tables by asking questions.

Menu item	Cost	Menu price	Sold per week
Tuna steak	€9.50		100
Gyoza		€24	60
Prawn Noodles	€10	€28.50	
Onion soup	€6	\$23	
Sakura delight	€5		100
Veggie burger		€20.50	15
South pasta	€10		50

Look at the sales data again. Which three items would you definitely keep and what would you change?

Challenge 6. Study some information about some international dishes popular in Spain. Complete the gaps.

added Hungary Iraqi Korea made made of marinated
seasoned served with side dish spicy sprinkled

Goulash is originally from ¹ _____, a tasty stew or a soup, usually ² _____ with beef, onions, vegetables, and ³ _____ with paprika and other spices. Potato and noodles (*galuska* in Hungarian) are also ⁴ _____ in some recipes.

Masgouf, or *Masgūf*, is a traditional ⁵ _____ dish. Open-cut fish is ⁶ _____ in olive oil, salt, pepper and tamarind, and then barbecued. When cooked, it is ⁷ _____ with lemon or lime juice and ⁸ _____ rice, flatbreads and salad.

Kimchi is a traditional ⁹ _____ vegetable dish in ¹⁰ _____. It's usually ¹¹ _____ cabbage. Kimchi is a typical ¹² _____ with most meals, and also a common ingredient in soups, stews and rice dishes.

Challenge 7. Listen and complete the information about other popular dishes.



Pulpo a la Gallega

Boiled ¹ _____ sprinkled with paprika, ² _____ and ³ _____.

Gambas Ajillo

⁴ _____ /shrimp cooked in olive oil with ⁵ _____ and ⁶ _____.

Verduras a la parrilla

⁷ _____ mixed vegetables:
⁸ _____ /eggplant,
⁹ _____ /zucchini, red peppers and mushrooms.

Paella Marinera

¹⁰ _____ paella made with rice, prawns, ¹¹ _____,
¹² _____, squid and sea bass.

What do they order?

The woman orders _____ for her starter.

The man orders _____ for his starter.

They order _____ for the main course.

What of these dishes would you like to introduce onto the restaurant's menu? Why?

Challenge 8. Listen again and tick what the waiter said.

1.

- a) I'm sorry, I won't be a moment.
- b) I'm very busy. Wait a moment.
- c) I'll be with you in just a moment.

2.

- a) Sorry to keep you waiting. Are you ready to order?
- b) Sorry about the delay. Would you like to order now?
- c) Sorry I'm late. What do you want?

3.

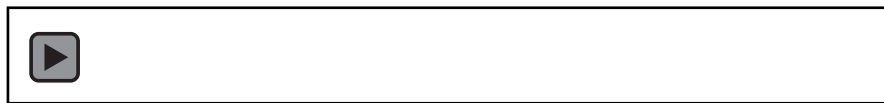
- a) No, the chef can't change it.
- b) I'll make a note for the chef.
- c) I'll let the chef know.

4.

- a) Would you like some more bread?
- b) Can I get you some more bread?
- c) Here's some bread, do you want it?

Challenge 9. Listen and write the phrases you hear. Who said each phrase, the waiter

(W), the dinner (D)?



- | | |
|----------|-----|
| 1. _____ | W/D |
| 2. _____ | W/D |
| 3. _____ | W/D |
| 4. _____ | W/D |
| 5. _____ | W/D |
| 6. _____ | W/D |

Challenge 10. In groups, prepare a new set lunch menu for the restaurant. Include the following.

starters

- + short description
- + short description
- + short description

mains

- + short description
- + short description
- + short description

desserts

- + short description
- + short description
- + short description

Discuss it with the owners. What other changes would you like to offer the owners to make their restaurant perfect? Prepare for negotiations with the owners.

Useful vocabulary:

It may be advantageous/beneficial/profitable.....

It may be helpful if we.....

It may bring extra money.....

..... is sure to improve the situation.

.....is likely to change the situation for the better.

It is highly/extremely important/necessary to.....

It is of a paramount/primary importance to...

After case challenge 1.

If you failed to describe food, refer to the following task.

Choose the best answer.

1 Which of these will a vegetarian eat?

a beef b chicken c eggs d cheese e fish f nuts

2 Which of these will a vegan eat?

a yoghurt b fruit c butter d vegetables e bread f pasta

3 Which of these shouldn't you eat if you want to lose weight?

a pizza b salad c pasta d mayonnaise e apples

4 Which of these shouldn't a person with a shellfish allergy eat?

a prawns b mussels c beef d clams e crab f chicken

Choose the best adjective.

rich savoury spicy sweet tender

1 _____ meat is soft. It is easy to cut and eat.

2 _____ food has been flavoured with spices and often has a hot, burning taste.

3 _____ food has a taste similar to sugar.

4 _____ food has a good flavour, and is salty rather than sweet.

5 _____ food usually contains a large amount of cream or butter.

After case challenge 2.

Design your own restaurant in your town. What kind of restaurant will it be? Where will it be situated? What kind of food will you offer? What will be special about your restaurant? Prepare a presentation.

UNIT 4
AIRLINE INDUSTRY
CUSTOMER RELATIONS

Background:

The company Britannia's Airlines is one of the world leading companies. It is an international airline company of the complete cycle, offering low fares throughout the year, and an extensive network of destinations around the world, including Central Airport. The number of the staff they employ is over 100000. They support a number of sporting, cultural and charitable activities around the world. They offer divers services: on board training activities concerning the principles of safety.

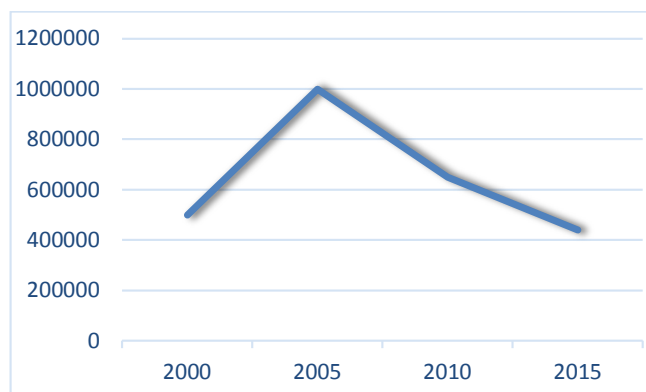


Problem:

Nowadays the company faces a big decrease in the number of their customers.

Exposition:

The board of directors wants to create a consulting group which is going to study the problem and to identify possible reasons that might have led to it. You were asked to listen to the interview with one of their clients Melanie Flowers.



Challenge 1.

You will hear Melanie Flowers talking about a flight she made from London to Dallas. Decide if these statements are true or false. Correct any false statements.



- a. They were late checking in.
- b. The airline staff tried to hide from the passengers.
- c. The couple were given preferential treatment because of their children.
- d. They were content to be able to go to Houston.
- e. The hotel in Houston turned out to be much better than they'd expected.
- f. In San Francisco the airline staff were extremely rude.
- g. Melanie has learnt to be firm without being rude.

Challenge 2.

Listen again and tick the problems that Melanie Flowers has mentioned.

Problems	
1. They were confronted with the problem of a long delay of their flight.	
2. They were misled by the managers. Nobody hurried to solve their problem and to provide them with seats for another plane.	
3. They took them to the wrong direction.	
4. The problem they faced was connected with the company's being overbooked.	
5. They had to go to the other airport.	
6. They were not given a compensation.	

Challenge 3.

Do you find these problems serious? Have you faced the same problems?

Discuss them with your partner. These are some helpful phrases that you can

use:

- It seems to be a very serious problem....
- It is likely to be very unpleasant when....

- It is undoubtedly can cause misunderstanding.....
- It is sure to lead to some aggression and confrontation....
- I find this problem minor/pretty....

Challenge 4.

You could have heard these useful phrases in the interview. Complete these phrases using the words: *furious, impatient, economy, time, eyed us all up and down, seats, delay, on our own, allocate, late, leave, hanging around.*

1. We arrived at Heathrow in for our scheduled flight for Dallas.
2. A couple of in suits appeared and It was very unpleasant.
3. The staff apologized for our..... and explained they were overbooked on class.
4. We would be given the on the flight.
5. We were left standing
6. It would be possible to..... five seats.
7. The plane would in two hours direct to Dallas.
8. We were And were getting but there was very little we could do.
9. We arrived at night.
10. We had to keepwhile waiting for a flight.

Challenge 5.

These words and phrases were used in the case. Find their meaning in the dictionary.

Club class

Polite

Show up

The airline stands to loose money

To overbook

Seat allocations

Check-in

Get preferential treatment

It pays to be aggressive

Assertive

Challenge 6.

Listen again and say how some British carrier copes with overbooking.

Use the words to answer this question.

Challenge 7.

Study the following article for more information about different measures that can be taken to improve the situation. This article describes how Gatwick Airport in the UK has made travelling easier for business passengers. Decide which of the extracts A-G match the numbered gaps in the text. There is one additional extract which does not belong in any of the gaps.

A Looking at what London Gatwick Airport has done, the solution now, in hindsight, seems obvious.

B But Fast-Track has other benefits for the business traveller.

C The best ideas in business are quite often the most obvious.

D Even at the busiest times of the day, it now takes business passengers only a minute or two to pass through the barriers to go airside.

E Many airlines offer attractive incentives such as free limousine and helicopter transfers, advance seat reservations and priority baggage handling.

F For the busy executive, it is not so much that time means money, rather that he or she usually cuts it fine when getting to the airport.

G This system, called Fast Track, enables First and Business Class passengers from all airlines using North and South Terminals to use a special dedicated route through passport control and security checks.

1 = C

For example, business travellers passing through Europe's airports have constantly bemoaned the fact that however much their ticket cost, or however much they were pampered in-flight the real hold-ups always came when passing through passport control and security, or waiting in duty free.

2

That last-minute report to finish, or taking just one more phone call, has spelt disaster for many business travellers suddenly finding themselves at passport control behind a plane-load of holidaymakers who are quite happy to take their time – after all they are going on holiday.

3

However, it is a simple fact that no other airport appeared to have tackled the problem successfully until London Gatwick became the first airport in the UK or Europe to implement a "red carpet" priority system especially for First and Business Class travellers.

4

A pass is given to eligible passengers at check-in.

5

The special entry gates to the departure lounges, however, only operate up until 2 p.m. The airport's research has shown that the bulk of business travel flights were before this time, with only a handful afterwards when the regular control points had no queues. However, it is a position that is regularly reviewed by the airport.

6

For instance, those who have hurried to the airport without the time to pick up any foreign currency can collect pre-ordered currency from a special Fast Track desk at the airport's bureaux de change. Or if they travel to the airport via the Gatwick Express, they can use the credit-card phone on the train to order the currency on the way from Victoria. Forgotten to buy a present for that important contact you are going to meet on arrival? Instead of queuing up with the leisure travellers at the duty free counters, Fast Track pass-holders can take advantages of their own check-out.

Not surprisingly, Fast Track has been a smash hit with London Gatwick passengers (numbers using it have increased from 40,000 a month when it first started, to 65,000 a month at present). Perhaps the fact that other European airports are looking at emulating the Fast Track idea shows how big a step forward it is in taking the hassle out of business travel.

Challenge 6.

Now read a dialogue between Dominic and Terry Lee, Britannia's "Advance Planning Manager, talking about how he plans and executes the company's summer flight programme. Decide if these statements are true or false. Correct the false statements.

- a. Britannia and Thomson decide how many planes will be in use.
- b. They have to fill 26,000 slots in a twenty-four-week program.
- c. They don't expect to change their flight plans.
- d. The computer system can help the user to predict potential flight disasters.
- e. The computer system is fast but has not yet led to direct savings in expenditure.

Dominic: How do you plan the summer programme for the world's largest charter airline?

Terry: We get going on the programme eighteen months in advance. The initial parameters are first set in discussions between us, the airline, and Thomson, who are both our owners and principal customer. These parameters lay down the amount of flying time Thomson requires, the size of our fleet for the season and its level of use. Once we have them we can get on with organising the details.

Dominic: So you begin with a blank piece of paper? **Terry:** No, not at all. Ideally we would repeat last season's programmes, making a few changes where we had come across problems. But of course it's not that easy. There are many issues that influence our decisions.

Dominic: What do you mean?

Terry: Well, for a start I have to talk to my counterpart at Thomson several times a day to check on their commercial needs - such as changes in demand from different airports, the timing of the summer brochure launches. I also have to take into account our profitability targets, maintenance requirements, and the efficient use of the aircraft and their crews. Then there are the constraints imposed from outside. We have to negotiate slots at each airport across the world - some 24,000 slots in a twenty-six week summer programme - and we have to contend with airport operating hours and noise restrictions.

Dominic: So how do you do all this?

Terry: Well, we record all this information on what we call our core computer system.

Dominic: So when you've done all that, you're ready for the brochure launch?

Terry: Far from it. First we run a feasibility study - to make sure that the aircraft is not being used twice and that it's flying to an airport where we have slots. At the same time management is running a profitability study. We'll have several alternative plans which have all been looked at in this way before the run-up to the brochure launch.

Dominic: So how do you choose which plan to use? **Terry:** Of course a decision has to be made, but even after we've made up our minds we have to be prepared to make changes right up to the last minute, because in order to put this plan into practice we have to have lengthy negotiations with airports and other airlines via the international SITA aviation network. We have a certain number of historic slots at airports. If we need more then we ask for whatever we require.

Dominic: So that's it then?

Terry: No - by no means. We go to the International Slots Allocation conference where there is a week of frenetic horse-trading. Naturally we take our core system work-station with us so we can work out any changes. And we take a systems person with us, just in case the computer crashes. So after that we have our schedules for the summer and the tour operator's brochures can go to print.

Dominic: It all seems very complicated.

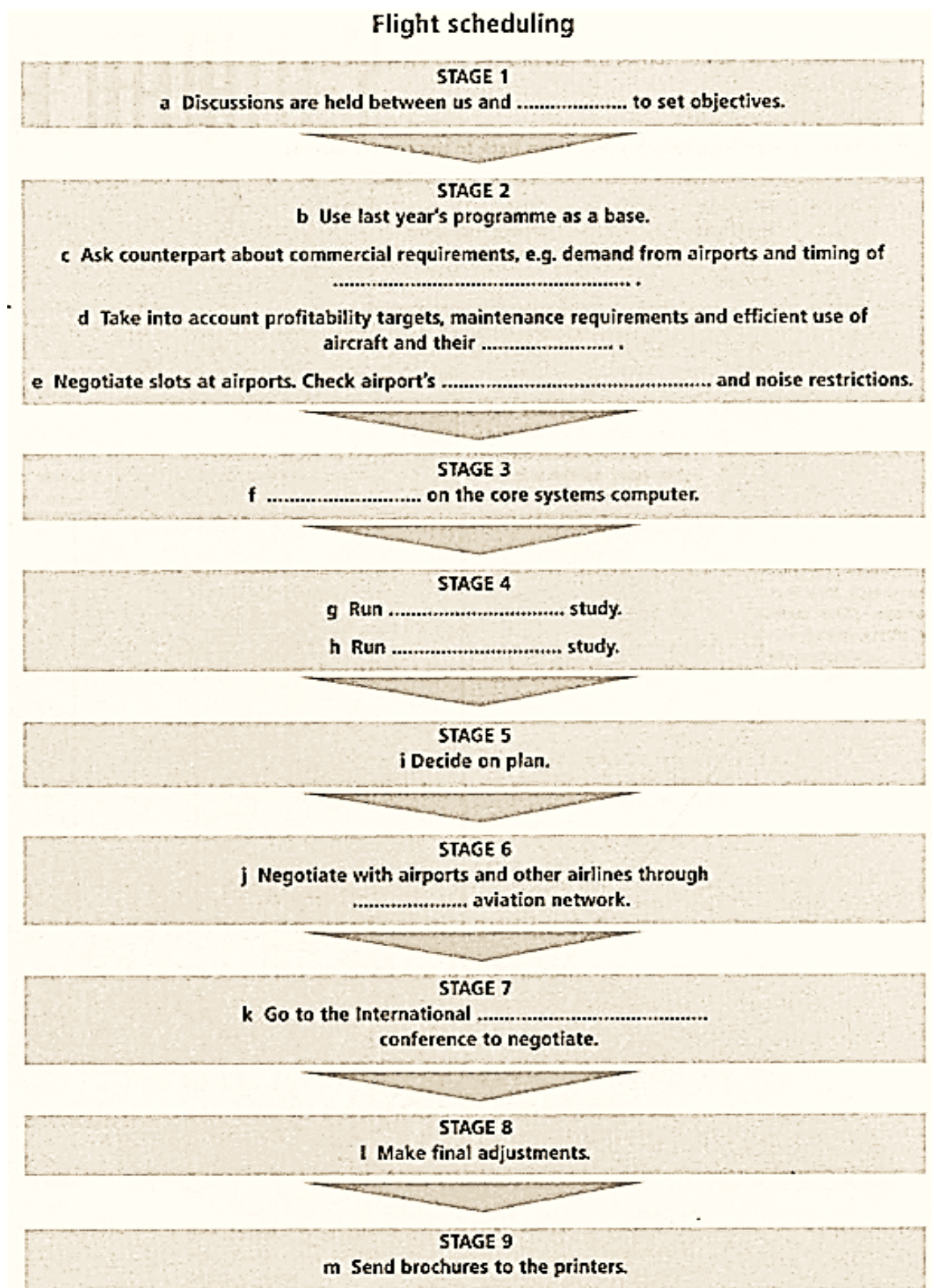
Terry: Yes, but the computer has simplified and speeded up the process greatly. It's not only more

efficient in our direct costs, but also in overall costs to the airline. And it allows us to see what the key factors are that affect the plan.

Act the dialogue out.

Challenge 7.

In the interview you heard about the stages in planning a flight program. Listen again and complete the flow chart opposite.



Challenge 8.

Discuss with your part what things may be really helpful. Give reasons. You can make use of the following phrases:

- I consider this measure to really helpful.
- I can say for sure that this measure really works.
- I doubt if it can bring any solution to the problem.
- I believe it is useless.
- In my opinion, we can profit from this.
- As I see, it this measure is advantageous.
- As far as I know, it can bring no relief.
- It will be in vain.
 - The reason for this is.....
 - My grounds are....
 - I have the following reasons for thinking so.
 - The fist argument in favour of my position is...
 - To prove my opinion I would like to say.....

Part 2.

Challenge 1.

Now as a group make up a list of necessary amendments that you are going to send to the board of directors. Give your arguments.

Challenge 2.

You are going to meet with Melanie Flowers. Taking into account the measures that you have discussed, plan your future actions.

Challenge 3.

In the Listening section you've heard how an airline treated a customer who had a complaint. Think about situations when you have complained and answer these questions.

- a. How did the person you spoke to react to your comments?
- b. What action was taken to solve your problem?
- c. How satisfied were you with the result?

Challenge 4.

Read the article below and decide if these statements are true or false. Correct any false statements.

When it pays to complain

A dissatisfied customer who complains is just as likely to remain loyal as a completely satisfied customer. This surprising state of affairs has been observed by British Airways, which has turned the handling of complaints into something of a science.

Charles Weiser, BA's head of customer relations, calculates that about 13 per cent of customers who are completely satisfied with BA's service may not fly with the airline again. "Perhaps they changed jobs, found a frequent flyer programme which better suited their needs, or maybe they felt it was time for a change of airline," he says, writing in the July issue of *Consumer Policy Review*, the journal published by the UK's Consumers' Association.

Half of all customers who experience problems but do not complain, do not intend to use the airline again. This contrasts with the customers who are dissatisfied but do complain – just 13 per cent of this group will defect, the identical rate of defection as the "satisfied" group, says Weiser.

Clearly, it pays to encourage customers to complain, and to encourage complaints departments to turn themselves from "blame" to "customer retention" departments, he says. Weiser's guide to satisfying complaints includes the following points:

- Apologise and "own" the problem. Customers do not care whose fault it was – they want someone to say sorry and champion their cause.
- Do it quickly – customer satisfaction with the handling of a complaint dips after five days.
- Assure customers the problem is being fixed. Complaints departments need to know their company inside out and work with front-line departments.
- Do it by phone. Many departments are frightened of the emotion customers often show when things go wrong, but customers appreciate a personal apology and reassurance the problem will be solved.

(from THE FINANCIAL TIMES)

- a. A dissatisfied customer who makes a complaint will usually fly again with British Airways.
- b. About one sixth of BA's satisfied customers defect to other airlines.
- c. Both satisfied and dissatisfied customers will fly with BA again in about

the same proportions.

d. BA gives money to customers if they complain.

e. Customers are anxious to find out who was responsible for things going wrong.

f. It is not a good idea to admit to being in the wrong



Challenge 5.

Study the article again. It discloses some secrets of dealing with displeased customers. What tips do you find useful? What else can you add?

Home Challenge

Prepare a talk with Melanie Flowers. Here there are some steps for you to follow.

Student A (you are a member of the staff)	Student B (you are Melanie Flowers)
<ol style="list-style-type: none"> 1. Greet each other 2. React to the complaint, say whether it is reasonable or groundless. 3. Explain the reasons for such a problem. 4. Apologies and offer some way out. 5. Convince your partner it is a good idea to use The Britain's Airlines now. 	<ol style="list-style-type: none"> 1. Greet each other 2. Explain the essence of your complaint. 3. React. Try to induce the member of the staff that this situation was really unpleasant for you and lead to some negative consequences. 4. Accept or reject apologies. 5. Say that you are going to fly to France on two week-holiday. 6. Accept or reject an offer.

Remember:

1. to be polite,

2. to be accurate in your choice of words,
3. not to use colloquial phrases,
4. to avoid speaking quickly, watch your intonation,
5. to observe your gestures and facial expressions, try to look even-tempered, persistent and confident.

After participating in the group discussion complete the chart below and check your progress.

How successfully	1	2	3	4	5
1. Have you organized your ideas in the form of a dialogue?					
2. Have you managed to make the most of the information (practical and theoretical) from the case?					
3. Have you used the vocabulary of the case?					
4. Have you used diverse grammar structures?					
5. Have you taken into account and reflected cultural differences?					
6. Have you managed to convince your partner (changing your partner's opinion, reaching your goals)?					
7. Have you coped with the task of being an active listener and an interlocutor?					
8. Have you used various clichés communicating with your partner?					
9. Have you managed to perform your role convincingly (using an intonation, gestures, varying the tone of your voice)?					
10. Total score:					

25-20 scores – excellent (5)

19-15 scores – good (4)

14-10 scores – satisfactory (3)

Less than 10 scores – bad (2)

After Discussion Challenge 1.

If you have failed to use some vocabulary or think that you were not quite successful in the discussion, do the following task:

Look at this diagram of a plane, which shows the advantages and the disadvantages of sitting in various places. These words have been deleted from the text. Put them back.

After Discussion Challenge 2.

Prepare a dialogue with a client who is unsatisfied with the seats he bought and wants to get others.

WHICH SEAT ON THE PLANE?

window
 aisle
 three
 last
 smoking
 bulkhead
 empty
 middle
 close
 emergency exits
 last

a **seat** Very desirable to sit next to one. More space overall and taller people can stretch their legs out sideways. The best chance of sitting next to an **seat** is to ask for an aisle seat in the middle section, as this is usually the last to fill.

b **seat** On a night flight a **seat** means a chance to rest your head on the side panel and get some sleep.

c **seats** of long flights these can be inconvenient if you have to climb apologetically over others to get out to the toilet.

d **rows** A family with two children may prefer to sit in these seats on long-haul flights, as they give a good view of the movie screen and both parents can keep "guard" on either side.

e **These** seats usually have the most leg room. However, for safety reasons they are allocated at check-in to ensure that only able-bodied adults sit there. Nevertheless, some airlines may reserve you these seats on that condition. The negative factors are that these seats don't recline fully, and can be chilly as they are next to the doors.

f **seat** On a day flight an **seat** has a little more space to stretch your legs without bothering others. If you want to sleep on a night flight avoid the **seats**, as incoincidentally brush past you and you will have to move to let your neighbour out.

g **seat** group As a couple you could ask for two aisle seats. If the flight is not full the middle seat may be unoccupied or you could swap with the piggy-in-the-middle.

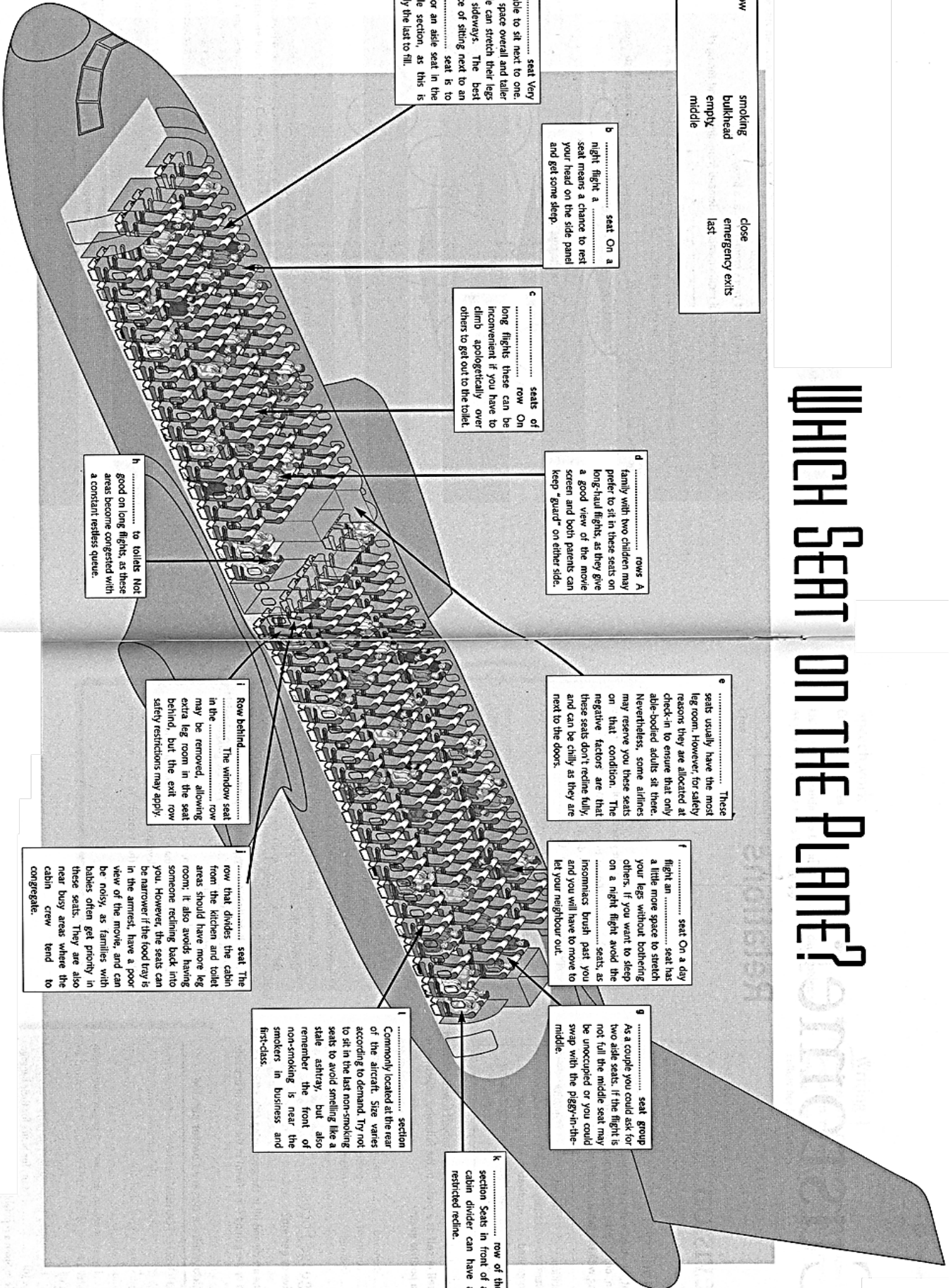
k **row** of the section Seats in front of a cabin divider can have a restricted recline.

j **section** Commonly located at the rear of the aircraft. Size varies according to demand. Try not to sit in the last non-smoking seats to avoid smelling like a stale ashtray, but also remember the front of non-smoking is near the smokers in business and first-class.

h **to** toilets Not good on long flights, as these areas become congested with a constant restless queue.

i **Row** behind..... **The** window seat in the **row** may be removed, allowing extra leg room in the seat behind, but the exit row safety restrictions may apply.

j **seat** The row that divides the cabin from the kitchen and toilet areas should have more leg room: it also avoids having someone reclining back into you. However, the seats can be narrower if the food tray is in the armrest, have a poor view of the movie, and can be noisy, as families with babies often get priority in these seats. They are also near busy areas where the cabin crew tend to congregate.



UNIT 5

ATTRACTIONS AND ACTIVITIES

Background:

The Getaway is one of the most well-known international companies which operates with a head office in Ireland. Their corporate responsibility is a key component of their business plan, and they continue to set the highest standards of responsibility in tourism. They are always searching for new venues and are open to novelties.

Problem:

Being a constantly developing company, they want to penetrate into other markets, attract diverse customers and get more profit

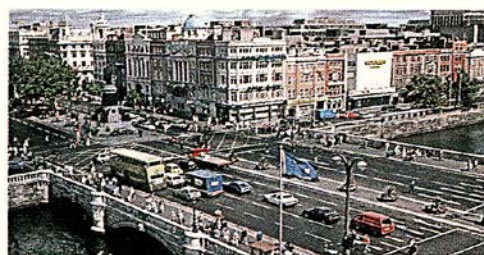
Exposition:

Now they are planning to get a foothold into a Russian market. Therefore, they have organized a consulting group which will be busy with promoting their destinations in Ireland for Russian customers.

Challenge 1.

The board of directors have already prepared some information about Ireland for you. Work in teams study the fact file and give a small talk on tourism development in this country. Group 1 is responsible for the history. Group 2 - recent development. Group 3 – the present situation.

Ireland fact file



History	Recent developments	The present situation
beginnings of tourism unknown 1845: horse-drawn coach service operating round Ireland (4,000 miles/day) C19: all visitors ← Britain 1895: 1st package tour ← America 1920: 1st official tourism office 1941-45: food scarcity in the UK → US soldiers visit Ireland to eat better post 1945: plentiful food supply in Ireland → British visitors	real expansion over last 30 yrs govt. help promotion of special interest hols, e.g. golfing, hiking, fishing special purpose English language holidays	become 3rd largest export earner employs 91,000 appeals to younger generation & independent travellers appeals to Irish Americans in search of roots special attraction: the cultural holiday (Dublin, Blarney, Kilkenny) visitors: 55% ← Britain 28.8% ← Europe av. stay: holiday 11.1 days VFR 10.4 days

Challenge 2.

Now read the dialogue between the interviewer and Bill Morrison, the Senior Publicity Officer for the Irish Tourist Board, talking about how they market Ireland to the British and German markets. As you read, complete the grid. The first has been done for you.

Bill Morrison: The British, you see, regard Ireland almost as their backyard, but on the other hand as a foreign country. For them we are neither an international nor a domestic destination. Geographically, we are very close so it's only a short hop to get here. And, as a result, the British often come for weekend breaks or even for the day. We also share a common language, and culture and history. People know the system, they feel confident, so if they come for longer periods of time, they are more likely to choose self-catering holidays or take a self-drive trip. For the most part they are independent travellers. Many come so they can enjoy or follow their favourite hobby. Angling and golfing holidays are very popular, with the number of

golfing holidays growing. You know we have some of the finest greens in Europe and they are relatively cheap compared to other places. Cycling is also growing in popularity. It's now considered a very healthy occupation, and of course it's become very upmarket. Then again, Ireland is becoming a popular destination for the office outing. Previously companies would take a day trip to the seaside, now they take a weekend break, more and more often to Ireland.

Interviewer: And the Germans?

Bill Morrison: They have a very different impression of Ireland. It's a misty, romantic isle on the edge of the world. They come to find a way of life that they believe no longer exists in Germany: the quiet, peaceful village life of 100 years ago or more.

So they come mainly to the West Coast, to the unspoilt landscape. They want to see the way of life, to meet the people. They'll come on coach tours, but unlike the British, who'll take a tour only to appreciate the scenery, they'll come on a study tour, an archaeological tour, an Irish music tour, so that they can learn about the life, the history, while they see the countryside. Even though there are many direct flights from Germany, they tend to come for an average of ten days - transport costs being the major reason. Like the British, they come for outdoor pursuits: walking, cycling and cruising. Cruising on inland waterways is very popular. And above all, they enjoy discovering the small villages, the village life around the pub with Irish music.

Interviewer: And are they independent travellers or do they come with a group?

Bill Morrison: The German travel trade is far more structured than the British. You'll find that even those who come singly, as a family group, have prepaid and prearranged almost everything at home in the travel agents' before they left. Many are on - let's call it tailored holiday package.

Interviewer: And so how do you market Ireland?

Bill Morrison: Both in Britain and Germany we target the top end of the market. The majority of Germans who come are English speakers. This tends to mean that they belong to the professional classes: A, B and C1 categories. So all our media publicity is aimed at them. We advertise in those journals and specialist magazines that they are likely to read. We promote Irish holidays at those travel fairs where we feel there is an interest, where we want to develop that interest. So we'll have a stand at the Munich CBR, that's the caravan and boat consumer market, the Hamburg holiday fair, Cologne's coach operators' fair and Dusseldorf's boat show for instance, but we won't be represented at the Equestrian fair in Hamburg in April, though we will be at the Badminton Horse Trials as there is a British market for horse-riding holidays in Ireland. And of course in England and Scotland we have a stand and promote golfing holidays at the major golfing tournaments. We also go to the angling and game fairs as well as attending the major trade fairs such as the World Travel Market fair in London in November. This year there'll be seven travel programme series on British television, and we'll be featured in every one. But we are promoting Ireland to the top sector of the holiday market - to the As and Bs - so again we advertise in the specialist journals, the glossy upmarket magazines, the quality papers. But not all our publicity is paid publicity, for instance the television

programmes. We also receive publicity when journalists include Irish holidays in their travel sections. So every year we help journalists to travel around Ireland. This year we'll assist 300 British journalists and about 80 to 90 German journalists.

Interviewer: So what aspects of Ireland do you stress in your advertising?

Bill Morrison: Both in Germany and England we emphasize those aspects that appeal to the public. To the Germans we market our romantic castles, the misty green landscape, the fairy-tale image. To both we stress the personal side of Ireland, village life, the slow relaxed pace of life, the human interest. We also promote the fashionability of Ireland: the fact that Ireland is a favourite hideaway retreat for film stars; that Ireland is a healthy place to come to - fresh air, the simple life, healthy activities. The British are also interested in the Irish film industry. They're also attracted to the golf, to the food - good, fresh ingredients simply cooked, to the good living...

	<i>British</i>	<i>Germans</i>
a How do visitors regard Ireland?	as both a domestic and an international destination	as an international destination
b What type of holidays do they come for?		
c Are the majority independent travellers or package holidaymakers?		
d What type of client does the Tourist Board target?		
e How and where do they publicise and market Ireland?		
f What aspects of Irish life do they stress in the marketing?		

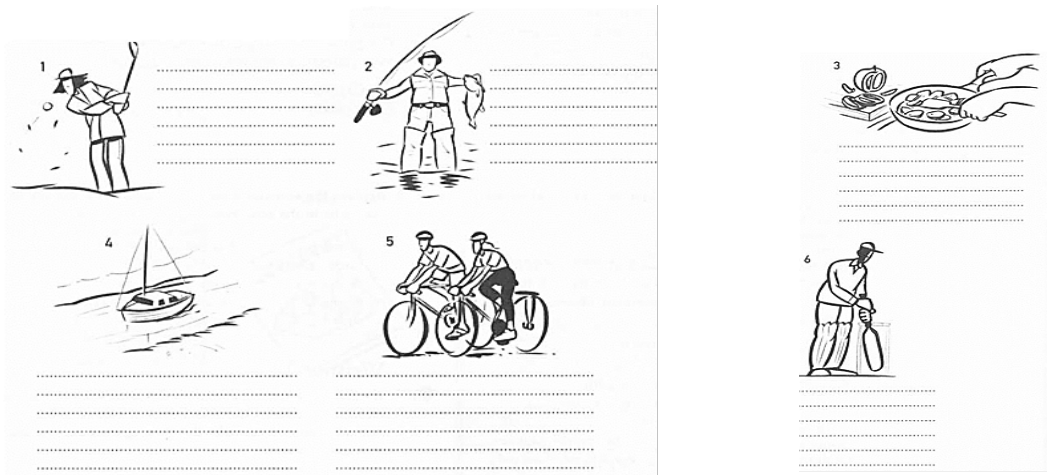
Act out the dialogue.

Challenge 3.

In his speech, Mr. Morrison mentions different reasons for people to travel. Listen to the first part of his speech for the second time. Complete the mind maps for two countries.

Challenge 4.

He also mentions different sports and activities that people can enjoy doing in their trips. Name the activities in the pictures.



Challenge 5.

Which of the activities are the words in the box connected with? Write the words under the correct pictures.

match	bat	tow rope	tee	swing	stew
ride	reel	pedal	panniers	lock	dessert
line	jetty	wicket	iron	ingredients	pads
handlebars	green	hors d'oeuvre	fairway	entrée	bait
crossbar	coarse	club			

Challenge 6.

Using the notes above, write a short report describing the ways Ireland is being promoted and marketed both in Britain and in Germany. Think about strong and weak points of their promotion campaign.

Challenge 7.

Think whether it is possible to use the same methods when promoting it in your country. What should be taken into account when promoting this destination to Russian tourists? Work in teams and make up a list of possible mistakes.

Challenge 8.

Some members of the staff believe that one of the ways to increase their sales is to improve their research methods. How many market research techniques can you think of (e.g. running focus groups, conducting surveys)? In pairs, make a list.

Challenge 9.

Look at part of an email on the opposite page that Carlos has sent to Natasha, outlining the research plan that he recommends. Compare it with the ideas you had.

Whose plan do you think would be more successful for Union Direct, yours or Carlos's? Explain why.

Dear Natasha,

It was good to see you last week, and thank you for sending me a more detailed brief for the research that you would like us to carry out for you. I have now developed a research plan, which I hope will give you the information that you need. I've summarised the plan below and I've attached a copy of the full plan.

Research objective

To identify why customers are leaving Union Direct and their attitudes to the Union Direct brand.

Primary research

We would like to focus most of our time on field research, both qualitative and quantitative. We recommend beginning with a series of focus groups. We would like to interview customers – both private individuals and business banking customers – that have recently decided to leave Union Direct, in order to try and identify their reasons. We would also like to speak to existing customers to find out about their attitudes to Union Direct, to your competitors, and to the financial services industry in general. The focus groups will also investigate issues of corporate reputation, attitudes to the Union Direct brand compared to other brands, and brand loyalty.

We will then follow this with an online survey aimed primarily at existing customers. We will use this survey to find out more about purchasing patterns and expectations.

Secondary research

We do not anticipate that extensive desk research will be required. However, we will make an analysis of your internal sales and credit card purchasing data in order to identify patterns of behaviour.

Challenge 10.

Why do you think Carlos is using more primary research than secondary research techniques? Are there any disadvantages to this approach? In pairs, discuss your ideas.

Part 2.

Nowadays an online survey is considered to be very effective.

Challenge 1.

In pairs, discuss the following questions.

1. Have you ever completed an online survey? If so, who was it for? What kinds of questions were you asked?
2. Have you ever written questions for an online survey, in English or in your own language? If so, how difficult/easy did you find it? If not, what difficulties do you think you might have?

Challenge 2.

The following text is from a website which offers market researchers advice on how to write good online surveys. Read the text quickly and complete the headings (1-5) with the phrases in the box.

Choose the right type of question Get a good response rate Short is best
Remember: good questions give good data Think about the order of your survey

1 _____

Consider offering an incentive for taking part: a small discount from their next purchase, entry to a competition, things like that.

2 _____

You want to keep the dropout rate as low as possible, so ten questions or fewer is best. Remember, people have a low attention span, especially when they're reading online.

3 _____

You need accurate data that you can actually use. So follow this advice:

- a) Don't weight the questions in favour of a certain answer.
- b) Avoid leading questions.
- c) Be specific and avoid ambiguity.
- d) Don't ask two questions in one sentence.
- e) Avoid difficult words (including jargon) and complicated grammatical structures.
- f) In multiple choice questions, make sure the answers are mutually exclusive.

4 _____

Open questions allow the respondent to answer a question with no limitations on what they can say, for example, "What do you like most about your current bank?" A closed question has a limited number of responses to choose from: for example, "How would you rate our customer service?" *Very Good, Good*, etc. In theory, open questions provide you with more qualitative data, but they can be difficult to analyse. Closed questions make it very easy to analyse the data, but you could be missing some valuable feedback.

5 _____

Try a funnel approach: use general questions at the start of the questionnaire as a warm-up; then move on to more specific questions.

Challenge 3.

Read the advice more carefully. Is there anything you disagree with? Would you add anything to this advice? In pairs, discuss your ideas.

Challenge 4.

Match the bold terms in the text to the following definitions.

- | | |
|----------|--|
| 1 _____ | questions that encourage someone to answer in a certain way |
| 2 _____ | not able to be true or correct at the same time |
| 3 _____ | to give something more importance than something else |
| 4 _____ | something that will encourage people to do something |
| 5 _____ | person who completes a survey |
| 6 _____ | to examine closely |
| 7 _____ | when something has more than one possible meaning |
| 8 _____ | words used by one group of people, that other people might not understand |
| 9 _____ | opinions about something |
| 10 _____ | the percentage of people who stop the survey before they have completed it |

Challenge 5.

Carlos is writing some questions for the Union Direct online survey. Look at his first drafts for six of the questions. What mistakes is Carlos making? Match the questions (1-6) to the advice (a-f) from paragraph 3 of the text in Exercise 7b. There may be more than one possible answer.

- 1) How often do you change your bank account?
a. Occasionally b. Often c. Regularly d. Sometimes
- 2) Which of the following is more important to you when choosing a credit card?
a. The annual percentage rate b. The cash advance rate
- 3) How would you describe the quality of service you receive from Union Direct?
a. Excellent b. Very good c. Good d. Poor
- 4) Don't you agree that a bank should reflect your views on important issues?
a. Yes b. No c. I don't have an opinion.
- 5) Which option describes you?
a. I'm a student. b. I work.
- 6) Have you changed bank accounts recently, and why?
a. Yes b. No

Challenge 6.

Rewrite Carlos's questions to improve them.

Home Challenge.

The board of directors have sent you a video about different popular sights. Go to www.youtube.com/watch?v=bwLcG6zG3Kc; www.youtbe.com/watch?v=bQwdahZwc0M; www.youtube.com/watch?v=HGhJhKn0frc and watch the videos.

You were asked to choose the sights that may be interesting for Russian tourists aged 16-20. Carry out an online research among them. Identify if they what

to visit them and what are their expectations from visiting these places. Prepare a report.

On the basis of your research results choose one sight and prepare an advertisement for it.

After making an advert fill the chart below.

How successfully	1	2	3	4	5
1. Have you organized your ideas in the form of an advert?					
2. Have you managed to make the most of the information (practical and theoretical) from the case?					
3. Have you used the vocabulary of the case?					
4. Have you used diverse grammar structures?					
5. Have you taken into account and reflected cultural differences?					
Total score:					

25-20 scores – excellent (5)

19-15 scores – good (4)

14-10 scores – satisfactory (3)

Less than 10 scores – bad (2)

After Case Challenge 1.

TUCKED away to the west of mainland Europe, Dublin is probably one of the world's (a) secrets. Being less easily accessible than other capital cities in Europe has proved to be a (b) advantage, as it has allowed Dublin to keep its (c) village atmosphere. Dublin is a city of contrasts and contradictions.

Medieval and Georgian architecture provide a (d) backdrop to the (e) and lively streets filled with entertainers of all kinds. The aroma of (f) coffee mixes with the distinct smell of hops from the nearby Guinness brewery, drawing the visitors indoors. Street-side cafés and pubs are always buzzing with (g) conversations and visitors may soon find themselves involved in topics as diverse as sport, politics and literature, or the old favourite – the weather.

In 1988 Dublin celebrated its 1,000th birthday and was designated European City of Culture in 1991. Many visitor attractions throughout the city show its fascinating history. There are a variety of museums, art galleries and visitor attractions for every taste and age-group. Take a walk along one of the many Heritage trails or follow the City's Rock 'n' Stroll trail which tells a myriad of (h) facts about the many famous musicians who have come from this (i) city.

If the hustle and bustle of the city prove too much you can always take a trip along Dublin's (j) coastline or explore the nearby Dublin mountains. Pay a visit to Malahide Castle and you may be lucky enough to see briefly Puck, the (k) ghost.

The choice of entertainment does not lessen as darkness falls and the visitor is faced with the dilemma of choosing whether to visit one of the many theatres, go to a concert at the National Concert Hall, walk through the lively pedestrianised area of Temple Bar or take time over a (l) meal in an (m) restaurant.

From dawn to dusk, you will soon discover that DUBLIN IS DIFFERENT.

If you think that you have not coped with preparing an advert properly, do the tasks below. Read this advertisement for Dublin, the capital of Ireland, and fill in the gaps.

1. Replace the verbs in bold type in the advertisement with the verbs in the box. You may need a dictionary.

attend	have emanated	pay tribute to
catch a glimpse of	engrossed	proven
descends	linger	relates
diminish	mingles	retain
stroll	to suit	

2. The following extract appeared in a brochure advertising Irish golfing hotels. The adjectives have been deleted. Add adjectives in to make the hotel appear as luxurious as possible.

HOTEL Dunloe Castle is ideal for your golfing holiday. Situated in parkland, the hotel provides nature-lovers with a break. Stroll through gardens which reflect Ireland's magic and marvel at a botanical collection which has won awards. Enjoy the facilities, including indoor tennis, a swimming pool, riding and fishing. The hotel itself is luxuriously furnished. Sip a drink in our bar or sample the restaurant's cuisine.

After Case Challenge 2. Prepare an advert for people from Ireland about one of the sights in your city.

UNIT 6

WORKING IN TOURISM

Greenlight is a long-established tour agency, which operates in the majority of countries. It offers different kinds of tours.

Problem: the board of directors want to expand and to open a new office in Moscow.

Exposition: The owners have to find experienced employees for their new office.

Challenge 1. What is tourism? What kinds of jobs in tourism do you know?

Discuss with your partner.

Challenge 2. Listen to people talking about their jobs. Match them to their jobs.



- a Product manager
- b Conference coordinator
- c Trainee hotel manager
- d Travel consultant

- e Cabin attendant
- f Business travel consultant

Challenge 3. Read an article about Nathan Wilson who works in a hotel. Complete his profile.

A Day in the Life ... Nathan Wilson of the Bouvier Hotel

Nathan works for the Bouvier Hotel chain in Vancouver. As a '_____', he manages twelve front office staff and also deals with guests all day. 'If a guest has a problem or an unusual request, it's my job to help them,' says Nathan. 'I'm the official "face" of the hotel for guests and it's up to me to make sure that they walk out of the door feeling happy.' People management skills are important in his job. He is responsible for the reception, concierge and bell service staff and organizes their shifts and work schedules. He also recruits new employees and organizes staff training.

Nathan loves his job because 'You never stop learning.' As well as front desk work, he often works on pricing and promotions with the marketing department and negotiates with corporate clients for conferences and banquet services. This month, he is helping to develop a new online promotion. 'If you work in hotels, there's always something new to learn. I started out with a qualification in hospitality. After I finished my diploma, I started at the bottom as a prep cook. Later, I became a sous chef and after that, an executive chef. But then I realized I love dealing with guests and I got interested in front office work.'

Although he doesn't work in the kitchen these days, Nathan still has a passion for cooking and for travel. His dream is to become General Manager of one of Bouvier Hotels, and work abroad.

Name: Nathan Wilson

Age: 34

Marital status: married, two children

Main responsibilities:

- managing ¹ _____
- organizing ² _____
- dealing with ³ _____

- negotiating with ⁴ _____
- recruitment and training new employees

Qualifications: a diploma in ⁵ _____

Previous jobs: ⁶ _____, ⁷ _____, ⁸ _____

Hobbies and interests: ⁹ _____

Future career plans: ¹⁰ _____

Challenge 4. To be a success in tourism you need various skills and qualities.



Listen to three tourism professionals talking about their jobs. Write down their personal qualities and skills.

customer-focused and efficient energetic, enthusiastic and entertaining
organized and communicative

- 1 Sumalee, travel agent:
- 2 Sandra, flight attendant:
- 3 Dev, tour guide:

Challenge 5. Complete job descriptions.

Challenge 7. Complete the job descriptions.

1 A **travel agent** needs to have excellent ¹ _____ skills. He or she also needs good ² _____ skills to sell holiday and travel products to customers. And, of course, good ³ _____ skills are essential to find information and make bookings online.

communicator first aid team

2 A **flight attendant** needs to be a good ⁴ _____ who can interact with people from other cultures and be a good ⁵ _____ worker. Basic ⁶ _____ and medical skills are important.

fun organizational passion

3 A **tour guide** needs to have a(n) ⁷ _____ for people. You need to be energetic because your job is about helping people to have ⁸ _____. Good ⁹ _____ skills and languages are also important.

Challenge 6. The board of directors are looking for:

travel agent

- Duties: meet and cumunicate with customers; advise customers; deal with their problems.
- Requirements: minimum 2 years' experience in public service; the ability to be enthusiastic, optimistic, customer-focused; good communication skills.
- Terms of contract: non fixed working hours, five days a week, four weeks holiday, salary 30 000 rub + bonuses.

marketing manager

- Duties: development, advertising, promotion of destinations; search for new marketing opportunities; carryng out marketing reserach.
- Requirements: minimum 5 years' experience; diploma or degree in economics; strong organisational skills; ability to intaract with large groups of people; analitical skills.
- Terms of contract: working hours- from 9 to 6, working extra hours, four weeks' holiday, salary 50 000 rub. + bonuses.

guide

- Duties: communication with customers, delivering excursions outdoors and indoors, in the country and abroad.
- Requirements: ability to intaract with people of all ages; two years' experience in public service; strong communication skills, enthusiasm; ability to be energetic, entertaining.
- Terms of contract: non fixed working hours, great travelling opportunities, days off after each trip, three weeks' holiday, salary 30000-40000 rub.

Challenge 7. Listen to a job interview with one candidate and write down the information.



Julie Quinn
Age: 25
Nationality: Australian
Current position: Youth Activities Coordinator

Personal qualities: ¹ _____
Education and training: ² _____
Experience and skills: ³ _____




Challenge 8. Listen to a part of an interview with Angelica Davies and write down the questions, the candidate is asked.



Challenge 9. Hold on an interview with the candidates.


2 Bruno Rossi
 Age: 32
 Nationality: Italian
 Current position: ⁵ _____
 Personal qualities: ⁶ _____
 Education and training: ⁷ _____
 Experience and skills: ⁸ _____

I have sixteen years' experience as an entertainer. I left school at 15 and started work in a gift shop in Rimini. I learnt English talking to tourists in the shop. At weekends I play in a band. I became a singer, musician and DJ on cruise ships seven years ago. I often help the Cruise Director organize the entertainment and I host lots of activities. I'm extrovert and friendly and I enjoy entertaining people. I speak English, Italian and some Spanish, and I'm learning French at the moment.



1 Angelica Davies
 Age: 28
 Nationality: British
 Current position: ¹ _____
 Personal qualities: ² _____
 Education and training: ³ _____
 Experience and skills: ⁴ _____

I started working on the front desk at a hotel when I was 18, and I learnt a lot about customer service skills there. I became a receptionist on a cruise ship five years ago. After two years, I moved into the Entertainment Department and I am now Shore Excursion Manager. I give presentations to passengers to promote and sell excursions before we arrive in each port. I also supervise the shore excursion staff. I think I have the right qualities for this job – I'm very outgoing, hard-working and flexible.



Challenge 10. Work in a group and discuss the best candidate for the positions.

After case challenge 1. If you failed to hold on an interview, complete the conversation below.

Peter is being interviewed on the radio about his career.

Interviewer: Peter **(a)** in various sectors of the trade now for many years. As I understand it, Peter, you **(b)**..... in Bahrain, Kuwait and other countries in the Middle East and now you **(c)**..... in England?

Peter: Yes, that's right.

Interviewer: Can you tell us how it all started?

Peter: Er... when I **(d)**..... school I joined the army and got my first posting to Bahrain.

Interviewer: So how was that connected with tourism?

Peter: While I **(e)**..... in Bahrain I was asked to set up a youth television service. So I left the army and continued to live in the Middle East. I **(f)**..... on very well in the media business but **(g)**..... to take up a post at the Hilton Hotel in Kuwait.

Interviewer: So you had two changes of career. Why move again?

Peter: Well, it was something I **(h)**..... to do.

Interviewer: But then you returned to England and Woburn. Why was that?

Peter: I felt that the time was ripe to return home. There **(i)**..... a time when you feel a little homesick.

After case challenge 2. Invent your own candidate and have an interview.

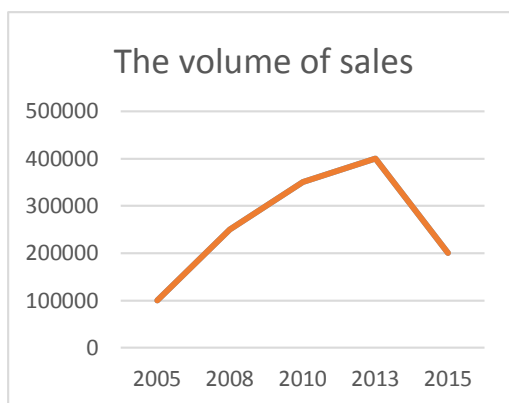
UNIT 7

ORGANIZING A TRIP

WELCOME TO THE NIZHNIY NOVGOROD REGION

Background: The Sunlight company has been in the market for about 10 years. It is a leading international, multisector company, which offers different tours. It is listed as one of the best tour agency of the Russian Federation. It operates all over Russia and has the staff about 100000 people. This company offers people with some special services like on-line booking, giving information about places to visit, to stay or to eat. They provide their tourists with comfortable, modern transport, convenient, up-to date accommodation, delicious food and of course much entertainment.

Problem: Nowadays the company faced a significant decrease in the number of their tour sales.



Exposition: The board of directors wants to create a consulting group which is going to study the problem and to identify possible reasons that might have led to it. You were asked to learn about the number of tourists that come to Nizhniy Novgorod annually (<http://www.atorus.ru/news/press-centre/new/29997.html>) and think about possible reasons. Prepare a report.

Challenge 1.

Some of the directors consider that N. Novgorod has a great potential for attracting more tourists. Watch a video about different places of interest in the Nizhniy Novgorod region. Match the pictures with the necessary description. <https://www.youtube.com/watch?v=f6V6C7dg5xI>

1. It is the national reserve which is situated 70 km to the north-east from N.Novgorod in Zavolzhje. More than 150 kinds of birds and 40 types of mammals live here.

2. It is a village in the Nizhny Novgorod region. It belonged to the Pushkin - one of the oldest and most noble families of Russia. Currently, the historic part of the village is a cultural monument of federal significance. There is a museum housed in the former manor house of Pushkin, a picturesque park and an ancient church.

3. It's situated on the right bank of the Volga 95km away to the north-west from N.Novgorod, 40km away from the railway station Zavolzhije. It's the centre of Chkalovsk region. The town has a good wharf, a port, a waterway station. Population is 15.100.

4. It is a lake, which is connected with the legend of the sunken city of Kitezh. It is located not far from Nizhny Novgorod. The natural monument of federal importance. The lake is planned to be an object of cultural heritage.

5. It is one of the oldest Russian cities in the Middle Volga, arose in the 2nd half of the XII century as a fortress to protect the borders of Russia from Bulgars. It is famous for its wooden crafts.

6. It is a museum established in the existing mine at a depth of 70 m. Visiting the museum is only possible in a group, with a guide. The museum has several expositions, which are in different caves. There is an exposition dedicated to the history of mining: tools, samples carts.

7. It's situated on the river Sanochta, 69km away from N.Novgorod. It was founded in the 17th century and was named after its first settler. Spoons, trays, cups are produced and painted there. These handicrafts were the basis of the town industry.

8. This is a principal resort area in The Nizniy novgorod Region. There are lots of diverse leisure complexes which offer a perfect rest both for adults and children. There are varied entertainments. There you have a wonderful opportunity to walk in the forest, go swimming, enjoy stunning views of the sea.

9. This city is popular among tourists thanks to the production of different iron things, starting from knives, forks and finishing with locks. Their production proved to be of a very high quality. That is why it is even exported abroad in quantity.

10. It is a settlement in Lyskovsky district of the Nizhny Novgorod region. It is located on the left bank of the Volga River. The settlement has developed around the famous Macarius Zheltovodskogo monastery, which was revived in 1620 -x's on the place where in 1435-1439 St. Macarius lived.

11. this is the fourth and the last domain of the Virgin Mary. It is the place where the Diveevo Convent can be found. The relics of the Great Russian saint Seraphim Sarovsky lie here.

Challenge 2.

What were the other sights mentioned on the video? Describe them.

Have you ever visited any of this famous places? What is your impression?

Study some more information about the above mentioned places of interest prepared by the site en.tourismnn.ru Choose one of the sights and prepare a report for your partners about it.

The Diveevsky female monastery

The fourth and the last domain of the Virgin Mary is to be found at the Diveevo Svyto-Troitsky Seraphimo-Diveevsky monastery. The relics of the Great Russian saint Seraphim Sarovsky lie there. He is one of the few saints who attained the very highest level of spiritual perfection by the ascetic acts of living as a hermit spending hours in meditation on a column, taking vows of silence seclusion. The most **stunning** fact is that The Virgin Mary appeared to the venerable Seraphim twelve times. A lot of famous people come to Serafim. Even the tsar Nicolas II visited him.



A rich aristocrat Agatha Semenovna Melgunova (who took the name of Alexandra when she became a nun) founded the Diveevo monastery. She ordered the area surrounding Diveevo to be cleared for the construction of a women's

religious community and began building a stone church in 1767. As Alexandra drew closer to the end of her life, she asked the elders of Sarov not to leave her fellow sisters without spiritual guidance. It was Pakhomy who took it upon himself to look after the community of nuns and after his death the job was taken on by Seraphim.

The legend says that the Virgin Mary appeared to Seraphim and in this way the religious community was blessed by her presence. By order of Seraphim the nuns dug a trench along the path which the Virgin Mary had trodden. Seraphim explained its significance in the following way: 'it was the Queen of Heaven herself who measured out this trench. Whoever crosses this trench while praying and has read the 150 prayers to Virgin Mary that person will get all of Afon, Jerusalem and Kiev'. From that time on, the village of Diveevo has been considered the fourth domain of the Virgin Mary on earth. In 1861 the religious community in Diveevo was named a Third Degree Monastery. Near the convent, an icon-painting workshop and print works were set up: painting and handicrafts workshops also appeared. In 1927 the community was closed down, and the cathedrals were destroyed. Nowadays a great reconstruction takes place. One of most **ancient** monasteries regains its former beauty and lots of pilgrims come here.

Bolshoe Boldino

The regional center Bolshoe Boldino is situated in 220 km to the southeast from Nizhniy Novgorod. The village was based in XIV century. Currently, the historic part of the village is a cultural monument of federal significance. From the moment of its occurrence it belonged to the generation of the Pushkins. Bolshoe Boldino is a remarkable corner of Russia which is connected with a life and creativity of the great Russian poet Alexander Sergeevich Pushkin. Boldino and the lands joining to it, during three centuries belonged to the generation of the Pushkins - to one of the most ancient noble generation of Russia. This ground was given to the far ancestors of the poet as a successful state service. Today the estate of Pushkin is Boldino's center. Here there is the State literary-memorial and natural



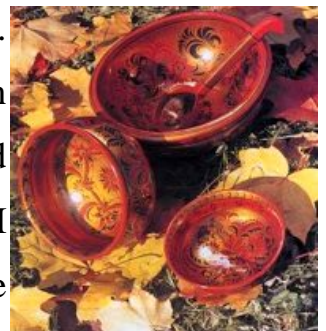
memorial reserve which were created in 1949 to the honour of 150 anniversary from the date of the birth of the poet.

It is one of the most known literary reserves of Russia. The museum, dedicated to the period when Alexander Sergeevich Pushkin lived and worked there, is housed in the former manor house of Pushkin. The manor house is a wooden house with a mezzanine. During its existence, the building was reconstructed several times, but the first floor rooms, where Pushkin lived, remained unchanged. In the exposition rooms you can see documents, copies of Pushkin's stories, some furniture. All these recreate the atmosphere of the manor house of the 1830s. The house is surrounded by a park. The territory of the manor park is 8.5 hectares. The **picturesque** park is the center of the village and is located around a cascade of ponds. At the heart of the Big Boldin, opposite the museum and the manor house, is a large, white stone, **gorgeous** church. It is an architectural dominant of the village. This **ancient** was built in 1791 by the grandfather of Pushkin Lev Alexandrovich.

Annually ten thousand people from all regions of Russia and from abroad visit Pushkin's Boldino. This surprising place submits the unique poetic aura, leaves desire to come back here more and more times to the full to feel charm and delight from participation in the phenomenal phenomenon - the autumn of Boldino. The Village nowadays is a tourist center having a modern hotel complex and a restaurant.

Semenov

It's situated on the river Sanochta, 69km away from N. Novgorod. It's the centre of Semenovskiy region. Its population is 26.600. It was founded in the 17th century and was named after its first settler. It was first mentioned in 1644. It is surrounded by dense forests. This is the reason why lots of people are engaged in wooden crafts here. Spoons, trays, cups and



baskets when been painted were sent to Nizhegorodskaya Fair. These handicrafts were the basis of the town industry; new factories "Khchlomskaya Rospis" (Painting) and "Semenovskaya Rospis", and timber industry factory exist here. People who happen to visit this area have a **once-in-a-life-time** opportunity to

participate in the creation of those masterpieces. In the 19th - at the beginning of the 20th century Semenov was the centre of Old Believers and was the only place in Russia where leather beads for old believers were made. Semenov is one of the historical places in Russia. Its lay-out is both magnificent and unusual for a provincial Russian town. Its author, Y. Ananiyin used architectural principles of French town planning when all the streets meet in one square.

Ichalkovsky pine forest and Peshalan

Ichalkovsky forest covers an area of more than 40 square kilometers. It has special micro-climatic conditions. Cool air is conserved in underground cavities, which leads to equalization of summer and winter temperatures. In summer, the forest is cooler and humid, while winters are warmer than in surrounding areas. This helps to preserve unusual flora and fauna, including a wide variety of representatives. The nature here is very diverse: there are birch groves and linden and pine trees, and impenetrable thicket. It is a remarkable place. The whole is pierced by more than 1000 different karst failures. On the steep walls of some failures, deep caves can be found. It is really breath-taking to try to get down to the bottom of the cave and see some underground lake or a layer of ice there. The average temperature in caves is no more than 3 or 5 °C.



Peshelansky Museum of Mining, Geology and Speleology the museum gives visitors the opportunity to get acquainted with gypsum mines, the basics of mining, to see how the underground mined pure white gypsum. Peshelansky museum established in the existing mine at a depth of 70 m, to the waste site. Visiting the museum is only possible in a group, with a guide. The tourists give Miner jacket, helmet, flashlight, and then they will descend into the mine. We have to go very cautiously: the road is rough, sometimes dark. The path is narrow. In addition, the mine is cold and humid: air temperature is about 5 degrees in summer. The museum has several expositions, which are in different caves. There is an exposition dedicated to the history of mining: tools, samples carts, machines for handling stone, clapboard. The guide

describes in detail how it worked before and how it is now. In one of the caves visitors are greeted by a majestic sculpture hostess gypsum mountains. Next - a unique collection of minerals, various crafts of stone, plaster figurines of animals of different ages. Tourists can hear a curious story of the discoveries that have been extracted from the layers of rock in the plaster-mining operations. Another cave, the walls of which figures of ancient animals are painted, is equipped with Stone Age man. In the museum there is schungite room. It is said that 30 minutes in the room replaces the rest on the sea. It gives health and energy. There is a museum and a wonderful exposition - the dinosaurs of "The Lost World." Most animals are exhibited in full size. Exhibits are based on paleontological research and recreate the authentic look of the dinosaurs and prehistoric reptiles. The backlight is even more mysterious atmosphere supports the wonderful world of the dinosaurs. At the end of travel of the museum visitors will test - visit the "cave of fear." Creepy characters, coupled with a grim cold cave with gray groundwater bodies do their thing. So, it is both healthy and **recreational**.

Gorodets



One of the great attractions of Gorodets is Gorodetsky City of Masters. It is a complex of wooden buildings, dedicated to the history of wooden architecture of the period covering XVI-XIX centuries. In this complex a luxurious tower, **marvelous** wooden houses of wealthy merchants and humble peasant huts are presented. City of masters was built a few years ago. Different rooms of the complex house exhibitions dedicated to various crafts. You may communicate with masters and learn more about their handicraft. There are also workshops devoted to folk arts and crafts (Gorodets painting, golden embroidery, clay toys, wood carving, basket weaving, gingerbread fishing, pottery and other crafts). It is worth visiting the exhibition of the author's works, artefacts from private

collections. There are very interesting and unique items, some of them can be purchased. The City of masters has a tearoom, which is especially nice to look in after a winter walk along the city.

Challenge 3.

Match the highlighted words in the text with the following definitions.

- a) extremely impressive or attractive, sometimes hocking
- b) astonishing or awe-inspiring in quality, so as to take one's breath away
- c) something is so extraordinary that you think it may happen only once in your life
- d) a place which is colorful, visually attractive, especially in a quaint or charming way
- e) causing great wonder, surprise (= amazing , astounding)
- f) belonging to the very distant past and no longer in existence (=antique, hoary, immemorial, old, longstanding, time-honoured)
- g) causing great enthusiasm and eagerness (= thrilling, stirring)
- h) used to describe something which relates to some magnificent or sometimes mysterious atmosphere
- i) something which is extremely attractive, elegant or awesome
- j) relating to or denoting activity done for enjoyment when one is not working

Challenge 4.

Change the underlined words in the sentences below for the words: stunning, breath-taking, once in a life time, picturesque, marvelous, ancient, exciting, atmospheric, gorgeous, recreational.

- 1) I have never tried mountain skiing. However, I want to learn this skill. I believe it will take my breath away.
- 2) When I was by the sea last summer, I spent hours on the beach enjoying charming views of the sea.
- 3) I got much pleasure visiting Italy. There are so many amazing sights.
- 4) I could not but admire visiting this ancient church. It is awe-inspiring.

5) When I wish to recharge my batteries, do something good for my health and have some entertainment I go to a health and entertainment resort.

6) It was so thrilling to try parachuting. I think it was the only opportunity in my life.

7) I did research into children's preferences about the way they like to spend their holidays. The most shocking result I've got was that they don't fancy visiting camps.

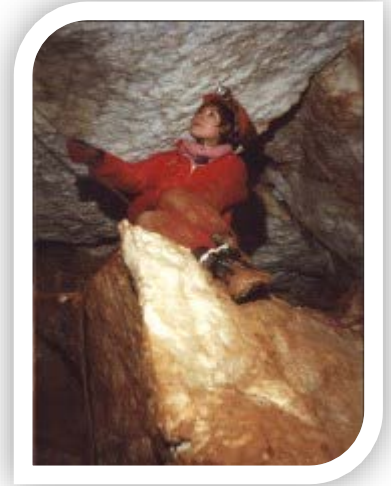
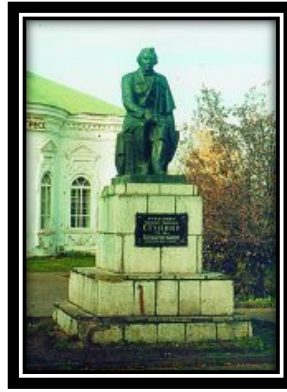
8) The most marvelous examples of old architecture you can observe in Rome.

9) It is nice to spend a day having nothing to do and just walking through parks with a charming, sometimes mysterious atmosphere.

Your board of directors asked you to do research into the most popular tours on offer in the Nizhniy Novgorod region. Go to en.tourismnn.ru to study them. Choose several which seem interesting for you and which are likely to be boring (be ready to give reasons).

Part 2



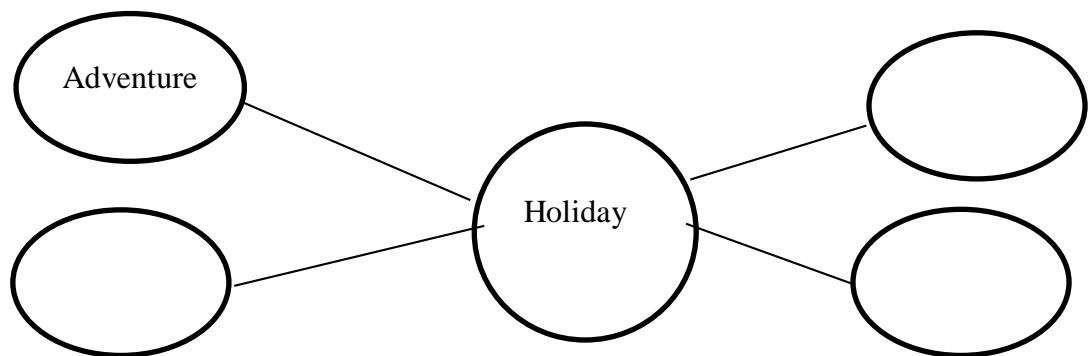


You have studied the information about various types of tours. What types of holidays are mentioned: cultural, religious, adventurous etc.?

Challenge 1.

What other types do you know? Make a mind map and inform your partner.

What other types do you know? Make a mind map and inform your partner.



Challenge 2.

The companies clients have already gone on different kinds of trips and left their comments. Study them and formulate the definition of a type of a trip.

1) Last summer I went horse riding. We stayed in a wooden house, which is situated in the small village 150 km. away from Nizhniy Novgorod. It is a horse farm. We enjoyed riding horses through picturesque valley, eating ordinary but healthy and tasty food, walking in the unspoiled forest. Nevertheless, I can honestly

say that the hospitality of this place astounded me most of all. It was my dream to go on a relaxing homestay holiday with old-fashioned hospitality on a family farm.

Homestay holiday is...

a. When you live in somebody's house in some quiet, picturesque place, have everything done for you and just relax.

b. When you rent a house, cook, do the housework and organize entertainment yourself.

c. When you rent a house and invite someone to cater for you.

2) My parents always preferred to have a six-day self-catering holiday by the sea because they thought it is not so costly. But it was before that when they went on such a holiday last summer. Firstly, my parents faced the problem of finding a suitable flat at a reasonable price. They also got disappointed by the fact that they had to spend much time looking for the market, buying food, which wasn't so cheap and then cooking it. Besides, it was so tiresome to find interesting excursions and to organize time effectively. ***Self-catering holiday means...***

a. When you stay in a rented flat or a house and cook your own meals.

b. When you rent a flat and someone cooks for you.

c. When you organize your trip yourself.

3) Last Saturday I went for a weekend break in Moscow. I decided to spend two days going sightseeing, visiting some historical museums, admiring ancient monuments, gorgeous cathedrals and to be back in time for my work on Monday. Everything was well organized and was up to my expectations. Therefore, I recommend you this tour. ***A weekend break means...***

a. When a person goes somewhere for a short time with a particular purpose.

b. When a person goes out somewhere only for relaxing.

c. When a person goes somewhere for a short time to relax.

4) I spent the previous summer in Thailand. It was a package tour. Everything was included in my tour: various excursions to historical sights, cultural places. I did not have to bother where to stay or eat. So, I could devote all my time

to entertainment. I fully enjoyed the trip. However, there were some boring excursions I did not wish to visit. *A package tour means...*

a. When everything is included (food and beverage, accommodation, entertainment).

b. When a person can choose some services and pay for them.

c. When a person designs a tour themselves.

5) It was a two-day special interest tour to Semenov. I have always been extremely interested in crafts. This tour provided a deep insight into the history of Semenov crafts. That time I made my dream come true I visited the factory, had my hand in creating those magnificent, stunning things. Amazing... *A special interest tour means...*

a. When a person spends a couple of days visiting different sights.

b. When a person just goes somewhere for a short time.

c. When a person goes to some place to see an exact sight or to do some concrete activity.

Challenge 3.

What are the pluses and minuses of each type mentioned in the extracts?

Home Challenge

At home think of some tours that may be of interest to people from your country and for foreigners. Carry out a questionnaire and prepare a report.

Part 3.

Challenge 1.

Present your ideas to the group. And choose the best ideas.

Challenge 2.

Get to the invention of your unique tour.

Think of:

Rout	
Price	
Target audience	

Ways to promote	

Home Challenge.

Prepare a presentation.

After making a presentation evaluate your progress by filling the table below.

How successfully	1	2	3	4	5
1. Have you organized your ideas in the form of a presentation?					
2. Have you managed to make the most of the information (practical and theoretical) from the case?					
3. Have you used the vocabulary of the case?					
4. Have you used diverse grammar structures?					
5. Have you taken into account and reflected cultural differences?					
6. Have you made your audience involved in your presentation (your audience's reaction)?					
7. Have you communicated with the audience (answered their questions)?					
8. Have you managed to use an intonation, gestures, vary the tone of your voice to influence your audience?					
9. Total score:					

25-20 scores – excellent (5)

19-15 scores – good (4)

14-10 scores – satisfactory (3)

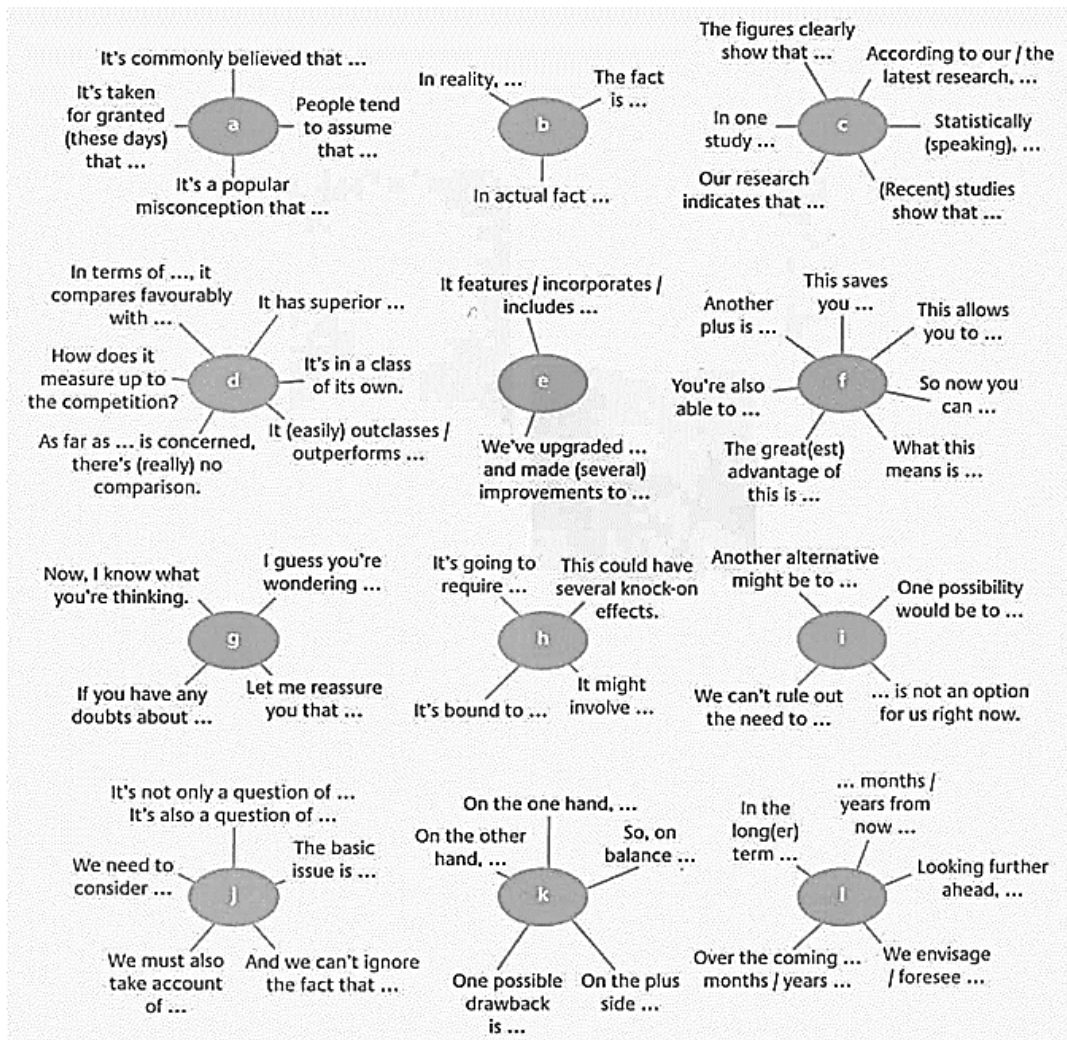
Less than 10 scores – bad (2)

After Case Challenge 1.

If you had some problems with organizing your ideas in the form of a presentation? Do the following task.

Certain expressions are commonly used to talk about different parts of a presentation. Look at the sets of expressions opposite and label the part they refer to below.

benefits	comparison	data	features
implications	issues	options	popular myth
potential objections	projections	pros and cons	truth



After Case Challenge 2.

Choose one the most interesting tourist destinations for you and prepare a presentation about it.

UNIT 8. WORLD DESTINATIONS

MAKING HISTORY POPULAR

IN THE MORDEN WORLD

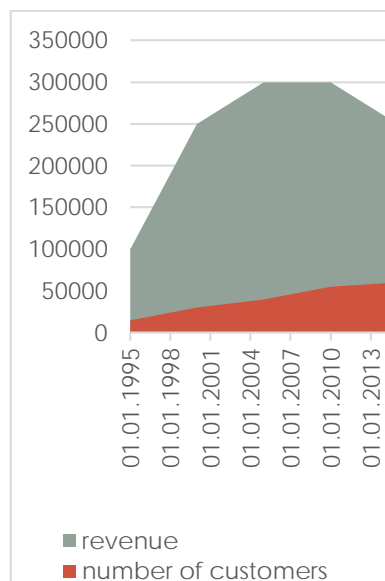
THE COMPANY TRAVELLING WITHOUT BORDERS IS ONE OF THE WORLD LEADING COMPANIES. IT IS AN INTERNATIONAL TOURIST COMPANY IN LONDON. THEIR STAFF IS PROFESSIONAL, CREATIVE. THEY SUPPORT A NUMBER OF SPORTING, CULTURAL AND CHARITABLE ACTIVITIES

AROUND THE WORLD. THEY OFFER DIVERS HOLIDAYS: ADVENTURE, SPECIAL INTEREST, PACKAGE HOLIDAYS ETC.

Problem: The number of clients increases constantly but the board of directors is worried

about the fact that the majority of them prefer cheaper types of holidays nowadays. This leads to the fact that their revenue is not increasing. They think that the sights they offer are too typical.

Exposition: The board of directors wants to create a consulting group which is going to study the problem and will come up with fresh ideas for their company.



FILM 1. Go to

http://www.youtube.com/watch?v=ZC0C99_v4fI

FILM 2. Go to

<http://www.youtube.com/watch?v=G2VES4B6iQg>

FILM 3. Go to

<http://www.theguardian.com/science/video/2009/oct/05/royal-observatory-greenwich>

Challenge 1.

You were asked to study the videos about one of the sights that attracts a lot of tourists annually.

GREENWICH

GMT – Greenwich Mean Time – time used as a standard for calculating time in other countries.

The Zero Meridian (the Prime Meridian) – an imaginary line passing through Greenwich which divides the eastern and western halves of the world.

A. Watch the first film about Greenwich and fill in the dates:

1. The *Cutty Sark* was built in _____. 1616
2. The ship was heavily damaged by the fire in _____. 1806
3. The buildings of the Royal Naval Hospital were designed in _____. 1869
1694
4. The Queen's house was built in _____. 2007
5. The body of Admiral Lord Nelson killed at the battle of _____.
6. Trafalgar was brought to the Painted Hall in _____.

B. Watch the three films about Greenwich. Answer the questions:

Film 1:

1. What buildings did the famous architect Sir Christopher Wren design?
2. What building in the USA resembles the Queen's House?
3. How long did it take to paint the interiors of the Painted Hall?
4. Where was Lord Nelson buried?

Film 2:

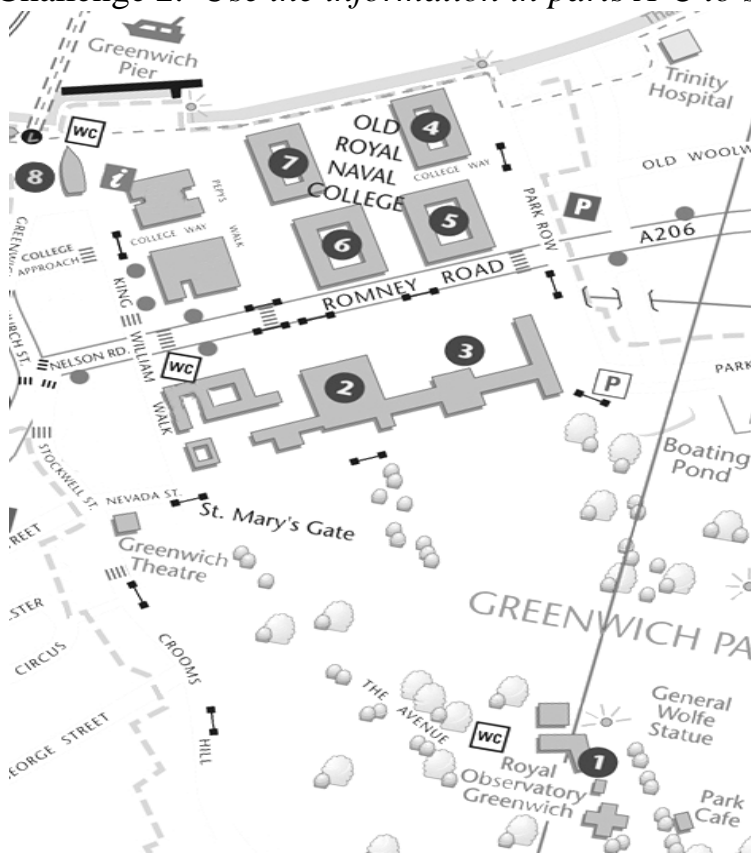
5. What is situated in the buildings of the Royal Naval Hospital nowadays?
6. What is kept at the Royal Observatory?
7. When is the red ball raised and when is it dropped?
8. Why is the red ball raised and dropped?
9. What is the Chapel famous for?

Film 3:

10. What king founded the Royal Observatory and who designed the building?
11. How large is the lens of the telescope?
12. What exhibition is there in one of the galleries of the Observatory?

13. What modern building does the bronze cone cover?

Challenge 2. Use the information in parts A-C to speak about Greenwich.



There are several sights for the tourists to see in Greenwich. You can visit:

1. The Royal Observatory (1675)
2. The National Maritime Museum (1762)
3. The Queen's House (1616)
- 4 - 6. The University of Greenwich (1694)
5. The Chapel
6. The Painted Hall
7. Trinity College of Music
8. The Cutty Sark

Challenge 3. Put the numbers (1-8) next to the sentences according to the map.

It is a famous clipper ship.

It was designed by Sir Christopher Wren.

It was built in 1869.

Greenwich Mean Time is kept there.

It was built as the Royal Naval Hospital.

It is a former royal residence.

Later it was transformed into the Royal Naval College.

There you can see the Prime Meridian and stand in both the eastern and western halves of the world.

It is a very large museum for ships and the sea.

It took 19 years to paint its interiors.

The red ball is raised on its roof at 12.55 and drops at 1 p.m.

Now it is part of the National Maritime Museum.

It is famous for its organ and acoustics.

Inside the building is a 28-inch telescope, one of the largest of its kind in the world.

The famous White House in the USA resembles this building.

It was heavily damaged by the fire in 2007.

There is an exhibition of instruments for measuring time in one of its galleries.

The body of Admiral Nelson was brought there after the battle of Trafalgar.

Next to it is the new Peter Harrison planetarium covered with a bronze cone.

For more information, study the text below.

Challenge 4.

Read these extracts from a guide to places of interest at Greenwich in London.

Choose one of the places (A–I) to complete each gap.

Note that there are more places than gaps.

GREENWICH – THE CENTRE OF TIME AND SPACE

Set in the beautiful surroundings of Greenwich Park, but close to the bustling riverside town of Greenwich with its historic buildings, street markets, specialist shops, plentiful pubs and restaurants, is (a) which was founded in 1934 to promote understanding of the history and future of Britain and the sea. Learn why Britain became a leading maritime power and of the importance of people like Captain James Cook and Lord Nelson.

(b), situated on the river, was begun in 1616 for Anne of Denmark. This is the earliest building in Britain in the classical style. It has been fully restored to its seventeenth-century splendour.

(c)
Here, John Flamsteed, the first Astronomer Royal, began his work in 1675 to calculate time at sea – an essential requirement for exploring and mapping the globe. Visit

Sir Christopher Wren's octagon room and discover the story of time and astronomy. See the largest refracting telescope and a unique collection of historic timepieces.

(d)
The world's only museum of its kind. There are permanent exhibitions of the history of fans and fan-making.

(e) is part of the flood defence scheme for protecting London against rising water levels and tidal surges. It spans 520 metres and consists of ten separate movable steel gates. When raised, the four main gates each stand as high as a five-storey building and as wide as the opening of Tower Bridge.

(f)
An awe-inspiring outing for all the family. This U-475 was in active service with the Russian Baltic fleet until 1994 having spent twenty-seven years prowling the oceans on surveillance duty. Explore the engine rooms and control stations; experience the cramped conditions

A The Thames Barrier

B The Date Line

C The Fan Museum

D The National Maritime Museum

E The Russian Submarine

F The Queen's House

G Thames Bridge

H Old Royal Observatory

I Children's Museum

You are going to prepare a presentation for the board of directors about one of the sights. To perform this task successfully you need to refer to the exercises below.

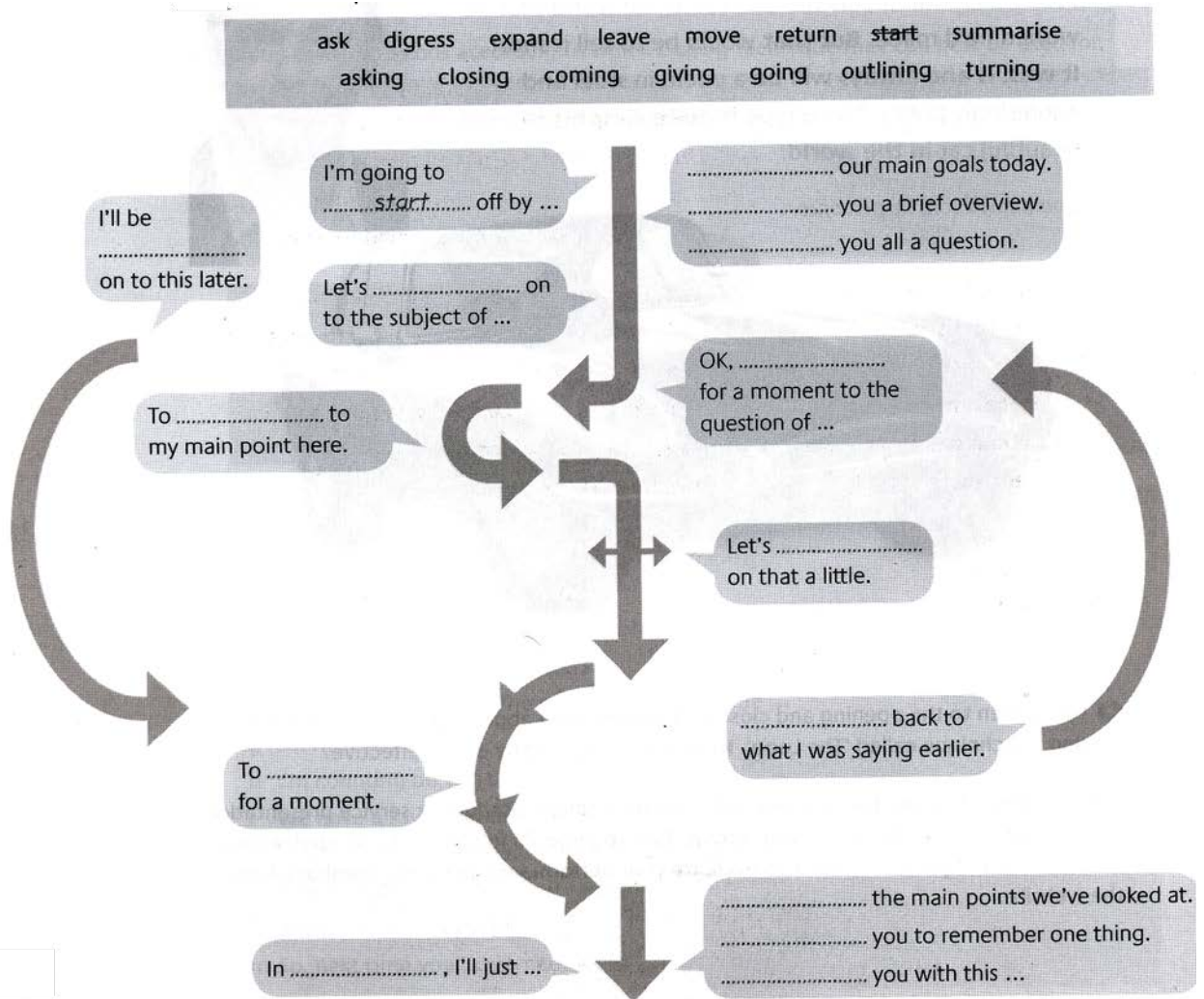
Challenge 5. Listen to extracts from three different presentations and connect the

parts as they are delivered.



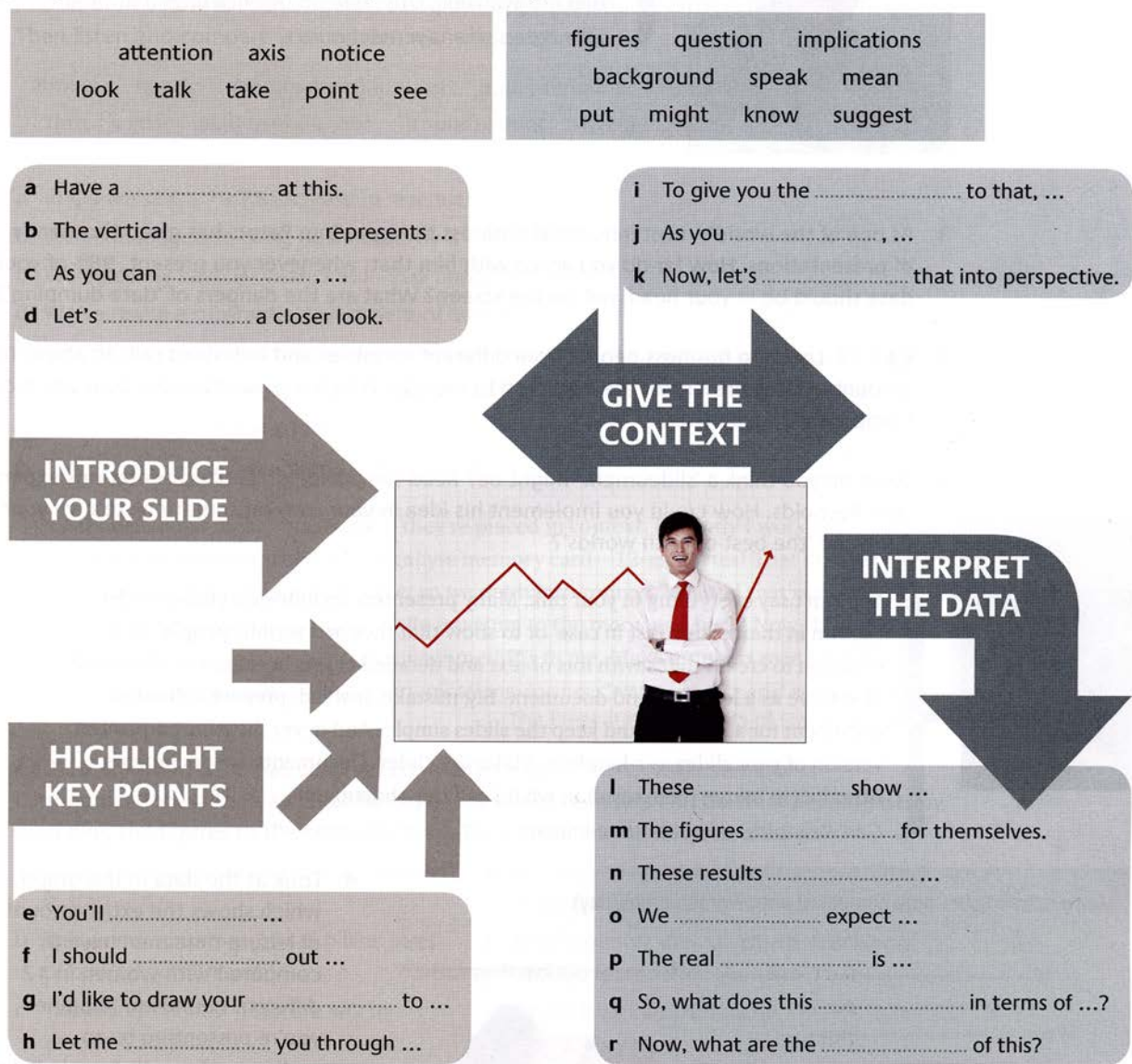
Extract	Attention-getter	Stage 1	Stage 2	Stage 3
1	audience task	popular myth	opportunity	actual fact
2	proverb	threat	customer benefits	action
3	surprising statistic	product features	data	comparison

Challenge 6. If a presentation is a kind of journey, then the ability to signpost that journey is clearly critical. Complete the 'signpost language' below.



Challenge 7. Listen to the extract from a presentation and complete the expressions

below. ▶



Challenge 8.

The board of directors believe that the tour to the birthplace of William Shakespeare may be of interest to their clients and will bring them extra profit. You were asked to promote this tourist destination prepare a presentation. Discuss your ideas in groups.

a) study the map below;

b) remember to use presentation vocabulary from challenges 5, 6, 7;

1 Shakespeare's birthplace

- typical middle-class furniture of the time
- Shakespeare born in upstairs room
- has a window with signatures of other famous playwrights

2 Hall's Croft

- medieval house
- home of Shakespeare's daughter, Susanna, who married Dr Hall, an eminent local doctor
- house contains 16th- and 17th-century medical equipment

3 New Place

- bought by Shakespeare in 1597
- his permanent residence from 1611 till he died in 1616

4 Nash's House

- home of Elizabeth Hall (Shakespeare's granddaughter) and Thomas Nash
- a museum of the Stratford story from prehistoric times

5 Royal Shakespeare Theatre

- built in 1962
- produces Shakespearean plays
- adjoining theatre picture gallery and museum with paintings and costumes of famous artists and actors

6 Harvard House

- home of John Harvard, who later emigrated to USA and founded Harvard University

7 The Shakespeare Centre

- founded in 1964
- commemorates 400th anniversary of Shakespeare's birth
- a study centre

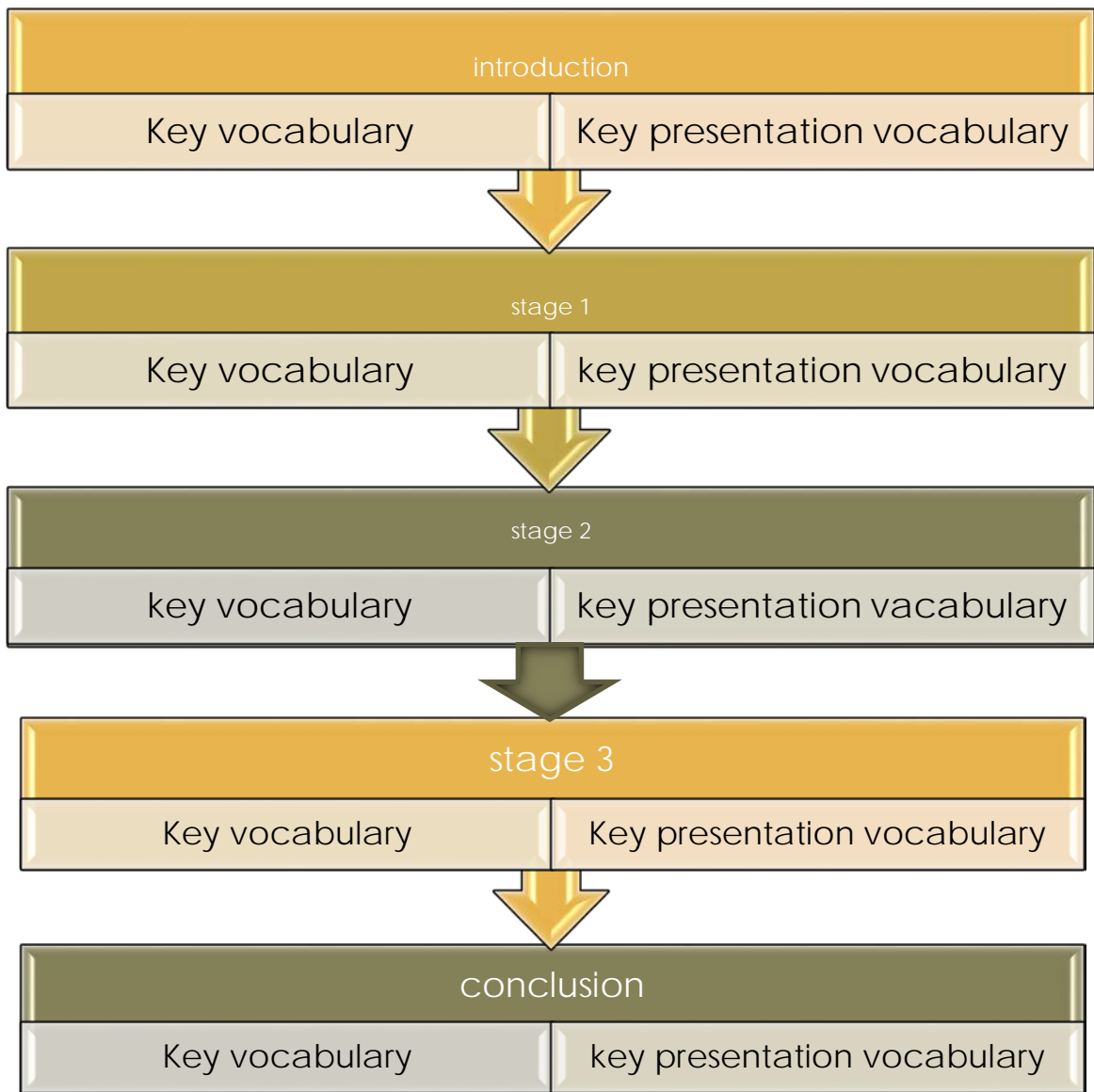
8 Holy Trinity Church

- Shakespeare's baptism and burial records
- fine examples of 15th-century wood-carvings

c) you may use the following plan:

- i. introduction (give the name, the topic and the outline of your presentation);
- ii. stage one (speak about the history of this place);
- iii. stage two (mention what makes this place unique, its sights, their location, history);
- iv. stage three (say what kind of people will like this place, why this destination is popular among tourists and what can you offer to make it more profitable for the company)

You can use the table below to organize your ideas.



After case challenge 1. If you failed to connect the parts of your presentation properly refer to the task below.

Connect the following parts.

cause → effect effect → cause action → purpose
 point → contrast point → addition point → specification

- | | |
|--|--|
| <p>a Turnover for Q3 is well up,
 b Avoiding risk is a mistake,
 c We need to constantly reassess
 d A rise in the price of oil
 e Demand is down 3% in Japan,
 f There's no market for low quality,</p> | <p>and what's more, there never will be.
 has resulted in reduced profitability.
 whereas in the rest of Asia it's tripled.
 thanks mostly to increased sales in Russia.
 especially in the long term. <i>point → specification</i>
 so that we don't lose our competitive lead.</p> |
| <p>g The recent flood of cheap imports
 h We need to move fast
 i Our share price has soared
 j Now is the time to focus –
 k Our website's receiving more hits,
 l It's an enormous market;</p> | <p>as a result of the merger announcement.
 and yet these have not converted into sales.
 in particular on what it is we do best.
 in order to take advantage of this opportunity.
 plus, it's a growing one.
 may lead to a price war.</p> |

After case challenge 2. Prepare a presentation about some tourist destinations in your country.