

**O‘ZBEKISTON RESPUBLIKASI**  
**OLIY VA O‘RTA MAXSUS TA‘LIM VAZIRLIGI**  
**SAMARQAND IQTISODIYOT VA SERVIS INSTITUTI**  
**“TILLARNI O‘QITISH” KAFEDRASI**

**XORIJIY TIL (INGLIZ TILI) FANIDAN**  
**O‘QUV USLUBIY MAJMUA**  
(servis fakulteti uchun)

<b>Bilim sohasi:</b>	<b>600000-</b>	<b>Xizmatlar sohasi</b>
<b>Ta‘lim sohasi:</b>	<b>610000</b>	<b>Xizmat ko‘rsatish sohasi</b>
<b>Ta‘lim yo‘nalishlari:</b>	<b>5610100</b>	<b>Xizmatlar sohasi (restoran ishi, tovar ekspertizasi xizmatlarini tashkil etish)</b>
	<b>5610200</b>	<b>Mehmonxona xo‘jaligini tashkil etish</b>
	<b>5610300</b>	<b>Turizm (faoliyat yo‘nalishlari bo‘yicha)</b>
	<b>5611400</b>	<b>Aholi va turistlarning ovqatlanishini tashkil etish servisi</b>

**SAMARQAND - 2020**

Fanning o'quv – uslubiy majmuasi O'zbekiston Respublikasi Oliy va o'rta maxsus ta'lim vazirligining 2017 yil 24 avgustdagi “603” sonli buyrig'i bilan tasdiqlangan “Xorijiy til” fan dasturi asosida ishlab chiqilgan.

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O'quv-uslubiy majmua Samarqand iqtisodiyot va servis instituti “Tillarni o'qitish” kafedrası yig'ilishida muhokama etilgan va o'quv jarayoniga tadbiq etish hamda nashr uchun tavsiya etilgan. Bayonnoma №1. 28 avgust 2020 yil

2020 йил “\_\_28\_\_” avgust

“Тилларни ўқитиш” кафедраси мудири:

Р.Д. Самандаров

## O‘QUV-USLUBIY MAJMUANING MUNDARIJASI

№	Majmuaning tarkibiy qismlari	betlar
I	<p><u>O‘quv materiallar:</u></p> <p>1. <u>Mavzular bo‘yicha matn annotatsiyasi va oxirgi yangiliklar</u>(<i>Mavzuga oid adabiyotlar, jurnallar va internet tarmog‘idan olingan tarqatma materiallar, maqolalar</i>).....</p> <p>2. <u>Amaliy mashg‘ulotlar uchun topshiriqlar, keys stadi, vaziyatli masalalar testlar</u>.....</p>	<p>_____</p> <p>_____</p>
II	<u>Mustaqil ta‘lim mashg‘ulotlari</u> .....	<p>_____</p>
III	<u>Glossariy</u> .....	<p>_____</p>
IV	<u>Ilovalar</u> .....	<p>_____</p>

**O‘ZBEKISTON RESPUBLIKASI**  
**OLIY VA O‘RTA MAXSUS TA‘LIM VAZIRLIGI**  
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**“Amaliy ingliz tili”fanidan**

**O‘quv materiallar:**

**Mayzular bo‘yicha matn annotatsiyasi va oxirgi  
yangiliklar**

**(Mavzuga oid adabiyotlar, jurnallar va internet  
tarmog‘idan olingan tarqatma materiallar, maqolalar)**

**Amaliy mashg‘ulotlar uchun topshiriqlar, keys  
stadi, vaziyatli masalalar testlar.**

## Annotatsiya

Ta'lim sohasidagi islohotlarning asosiy yo'nalishlaridan biri bu chet tillarni bilishni milliy baholash tizimini amalga oshirish, uyg'un kamol topgan, o'qimishli, zamonaviy fikrlovchi yosh avlodni shakllantirishga, Respublikaning jahon hamjamiyatiga yanada integratsiyalashuviga yo'naltirilgan tizim yaratilishidir. Zamonaviy pedagogik va axborot-kommunikatsiya texnologiyalaridan foydalangan holda o'qitishning ilg'or uslublarni joriy etish yo'li bilan, o'sib kelayotgan yosh avlodni chet tillarga o'qitish, shu tillarda erkin so'zlasha oladigan mutaxassislarini tayyorlash tizimini tubdan takomillashtirish hamda buning negizida, ularning jahon sivilizatsiyasi yutuqlari hamda dunyo axborot resurslaridan keng ko'lamda foydalanishlari, xalqaro hamkorlik va muloqotni rivojlantirishlari uchun shart-sharoit va imkoniyatlar yaratish belgilab berildi.

Xorijiy til fani bo'yicha yaratilgan ushbu o'quv-uslubiy majmua talabalarda til o'rganish ko'nikmalarini mustahkamlash, ularning so'z boyligini kengaytiradigan va ingliz tilini tabiiy eshitishga yordam beradigan so'z birikmalari hamda ularni mustahkamlash uchun o'quv jarayonining amaliy, ijodiy jihatlarini to'liq aks ettiruvchi topshiriqlar bilan boyitilgan.

O'quv-uslubiy majmua xizmatlar sohasi, mehmonxona xo'jaligini tashkil etish, turizm yo'nalishlari talabalari uchun mo'ljallangan. Mazkur o'quv – uslubiy majmuaning asosiy vazifasi ingliz tili doirasida ta'lim sohasida talabalarning xizmatlar sohasi, mehmonxona xo'jaligini tashkil etish, turizm sohasiga doir so'z va iboralarni puxta egallashi, shuningdek ularning bilim va ko'nikmalarini oshirish uchun yo'naltirilgan.

Shu bilan bir qatorda sohaga oid terminlarning aksariyati ingliz tilidan ya'ni Roman – German tillaridan olingan bo'lib, iqtisod va menejment yo'nalishlarida tahsil olayotgan talabalarning maxsus terminlar bo'yicha tushunchalarini boyitishga ham yordam beradi.

## LESSON-1. CAREERS IN TOURISM

### *Task-1. Read and translate the text.*

Planning for a career in any area of tourism is an excellent investment in your future. As the fastest growing industry in the world, new job opportunities are being created and the diversity of skills needed to fill these positions span a wide range of interests and abilities. Your future is only limited by your ambition and the Hospitality and Tourism Training Programme is an excellent way to get started.

If interested, you can find a career in this dynamic industry, full of opportunities for mobility, creativity, and diversity. Career choices can be found in its many different sectors that include: accommodation; attractions; food & beverage; transportation; adventure tourism; events & conferences; tourism services; and the travel trade.

Hospitality and hotel Industry: These make up a vastly diversified segment of the tourism Industry. Most hotels and resorts offer far more than just accommodation and the positions available in them can range from hotel management and front desk staff to house cleaning, food and beverage, catering and banquet staff, restaurant personnel and even grounds maintenance crews.

Many resorts and hotels are part of a worldwide chain which can often afford an employee the ability to travel the world by transferring from one hotel location to another.

The potential for job opportunities within the hospitality and hotel Industry is not only diversified but the chances for advancement are excellent.

Cruise ships: Another diversified segment of the tourism Industry is the cruise line business. This exciting and often glamorous industry is growing by leaps and bounds and newer and larger vessels are being built each year to meet the increased demands of cruise line travellers. These ships are nothing short of floating hotels and require people to fill positions for all of the same types of jobs that would traditionally be associated with any hotel or resort.

Airline industry: This has the reputation of being the "glamour" segment of the tourism Industry. The jet-set life style of airline pilots and flight attendants

immediately captures the imagination of many young people seeking a career in tourism. But the diverse opportunities throughout the airline industry cover a vast array of jobs that are often overlooked, working for a major airline in its reservation centre or as a ticket agent at the airport for instance. Baggage handlers and airline mechanics or air traffic controllers are other possibilities.

In the private sector many helicopter or fixed wing tour businesses provide excellent opportunities for airline industry jobs.

**Service & Tourism Industry:** Tourism is first and foremost a service industry. Dealing with the public and providing customer service is an integral part of any tourism industry job, no matter what segment it might fall into.

**Restaurant and Food & Beverage:** This segment of the tourism industry is often referred to simply as service and provides many job opportunities for those seeking work in this field.

The list of jobs related to the tourism industry is endless, travel agents, activity provider companies, tour operators, retail store businesses, tourism bureau operations, ferries, rail and bus lines, cruise ships, car hire companies and caravan parks to name only a few.

### **Satisfying Aspects**

- constantly meeting new people
- the challenge and variety of the work
- knowing your work significantly contributes to the country's foreign exchange reserves
- opportunities to travel

### **Demanding aspects**

- dealing with difficult, unpleasant and over demanding people
- working under pressure
- working long and irregular hours during on-season periods

### **Requirements**

- able to work with all kinds of people
- good communication skills
- excellent knowledge of South Africa's places of interest, geography, its unique history, politics and flora and fauna

- organizational skills
- able to control groups of people and deal with unexpected situations

### **School Subjects**

National Senior Certificate meeting degree requirements for a degree course

National Senior Certificate meeting diploma requirements for a diploma course

Each institution will have its own minimum entry requirements.

Compulsory Subjects: English, Mathematics (for BCom degree)

Recommended Subjects: Tourism, Geography

### **Training**

Degree: Tourism Management - Monash, UZ.

Diploma: N.Dip: Tourism Management or Travel & Tourism - NMMU, UNISA, DUT, CPUT, CUT, UJ, TUT, VUT.

Certificate: Tourism - FET colleges such as Boland, Ekurhuleni West, Port Elizabeth, Vuselela, Tshwane S, Northlink, South and Northern Cape, SW Gauteng and Umgungundlovu FET Colleges.

### **Employer**

- game farms
- guest houses
- holiday resorts
- hotel groups
- game lodges
- entertainment places
- SA Tourism Board

### **Exercises**

#### **Exercise 1: Multiple Choice Questions**

Check what you know about areas of work in the **travel and tourism** industry. Read the descriptions below and choose the best definition, A or B.

**1. Wanderlust Travel is a small family business that advises people about holidays and books tickets for them.**

- a.  Wanderlust Travel is a tour operator
- b.  Wanderlust Travel is a travel agency

**2. Visit Britain's mission is to promote Britain as a tourist destination.**

- a.  Visit Britain is a tourist board.
- b.  Visit Britain is a transport company.

**3. Beagle Charter operates flights and ferry services throughout South America.**

- a.  Beagle Charter is a tour operator.
- b.  Beagle Charter is a transport company.

**4. Hadrian's Wall was constructed on the orders the Emperor Hadrian in A.D. 122 as the most northern frontier of the Roman Empire and is visited by thousands of people every year.**

- a.  Hadrian's Wall is a tourist attraction.
- b.  Hadrian's Wall is a tourist information centre.

**5. If you want leaflets or maps of the place you are visiting, go to one of these places.**

- a.  A transport company.
- b.  A tourist information centre.

**6. Giuliana is an art student and speaks three languages. In the summer she accompanies groups of people round Florence and explains the history of the places they visit.**

- a.  In the summer Giuliana works as a tour guide.
- b.  In the summer Giuliana works as a tour operator.

**7. Peter's job in the company was to put together all-inclusive packages for trips to Namibia.**

- a.  Peter worked for a travel agency.
- b.  Peter worked for a tour operator.

**Exercise-2.**

**Chose the correct answer.**

**Read the following text:**

Tour Operators organize hotel bookings, flights, transfer arrangements and sell the tour as a package, either direct to the public or through a travel agency. They employ Representatives or Couriers to look after tourists. The couriers make sure that the travel arrangements run smoothly and deal with problems and emergencies as they happen. An important part of this job is liaison with coach drivers, ferry staff, customs and immigration officers, and with hotel staff at stopovers about accommodation and meals. They organise social activities, suggest excursions and give commentaries when travelling. Their work is usually seasonal. Hours are long and they spend most of the trip in the company of clients.

- 1.
  - a.  Tour operators only sell their packages to travel agencies.
  - b.  Tour operators only sell their packages to the public.
  - c.  Tour operators sell their packages to both travel agencies and the public.
  
- 2.
  - a.  A courier makes all the travel arrangements but doesn't travel with the clients.
  - b.  A courier travels with the clients and solves any problems there may be.
  - c.  Couriers do most of their work by telephone and fax.

3. a.  Couriers never need to speak another language.  
b.  It is probably useful if a courier can speak another language.  
c.  Couriers don't need to speak the language of their clients.
4. a.  Couriers don't usually work all year round.  
b.  Couriers never work all year round.  
c.  Couriers usually work all year round.
5. a.  It's probably hard work being a courier.  
b.  A courier's job is easy.  
c.  Couriers usually have fixed working hours.

### Exercise - 3: Multiple Choice Questions

Choose the expression, A or B, that is closest in meaning to the word as used in the text.

#### 1. BOOKING

- a.  reservation  
b.  accountancy

#### 2. LIAISON

- a.  a romantic relationship  
b.  coordination and cooperation

#### 3. COACH

- a.  a bus designed for long distance travel or sightseeing
- b.  a railway carriage

#### **4. FERRY**

- a.  a ship that transports passengers or vehicles across water
- b.  a place where goods are transported across water

#### **5. STAFF**

- a.  a group of officers in the armed services
- b.  people employed by a company or organisation

#### **6. CUSTOMS**

- a.  the place where goods and baggage are examined on entering a country
- b.  habits and traditions

#### **7. STOPOVER**

- a.  any kind of interruption or break
- b.  a place where somebody makes a break on a journey

### **Exercise 4: Multiple Choice Questions**

What do the words travel, journey, voyage or trip suggest? Choose the correct definition.

#### **1. Travelling by ship, especially to a distant place, or into space:**

- a.  **travel**
- b.  journey

- c.  voyage
- d.  trip

**2. Travelling a long distance and with a certain degree of difficulty, usually by land:**

- a.  travel
- b.  journey
- c.  voyage
- d.  trip

**3. Travelling somewhere for a short period, usually quite easily and for a specific purpose:**

- a.  travel
- b.  journey
- c.  voyage
- d.  trip

**4. The general idea or activity of travelling:**

- a.  travel
- b.  journey
- c.  voyage
- d.  trip

### TESTS

1. For general advice about travel, go to a travel \_\_\_\_\_.

A) center B) agent C) place D) manager

2. One day I would like to do the \_\_\_\_\_ by train and ship across Russia to Japan.

A) trip B) voyage C) journey D) cruise

3. We're going on a \_\_\_\_\_ of Europe, visiting 11 countries in five

weeks.

A) holiday B) tour C) voyage D) flight

4. We went on a three-week \_\_\_\_\_ round the Mediterranean. The ship called at Venice, Athens, Istanbul and Alexandria.

A) trip B) holiday C) flight D) cruise

5. He once went by ship to Australia. The \_\_\_\_\_ took 4 weeks.

A) travel B) tour C) voyage D) flight

6. I'm going on a business \_\_\_\_\_ to Paris next weekend.

A) trip B) travel C) journey D) cruise

7. Air France \_\_\_\_\_ 507 from Paris to New York will be taking off in ten minutes.

A) cruise B) tour C) voyage D) flight

8. The \_\_\_\_\_ from Heathrow Airport to the centre of London takes about 45 minutes by underground.

A) flight B) trip C) journey D) cruise

9. On our first day in New York we went on a three-hour \_\_\_\_\_ of the city by bus, which showed us the main sights.

A) cruise B) tour C) voyage D) flight

10. During our stay in Paris we went on a day \_\_\_\_\_ to Disneyland.

A) trip B) travel C) journey D) cruise

## Lesson 2. Developing Customer Relationships

### **TASK-1. READ AND TRANSLATE THE TEXT**

**T**hank Heavens for Complainers” was the provocative title of an article about customer complaining behavior. The article featured a successful manager exclaiming, “Thank goodness I’ve got a dissatisfied customer on the phone! I worry about are the ones I never hear from.”<sup>13</sup> Customers who do complain give the firm a chance to correct problems (including some the firm may not even know it has), restore relationships with the complainer, and improve future satisfaction for all customers. Research has shown that the service recovery paradox is far from universal. For example, a study of repeated service failures in a retail banking context showed that the service recovery paradox held for the first service failure that was recovered to customers’ full satisfaction.<sup>21</sup> However, if a second service failure occurred, the paradox disappeared.

This indicates that customers may forgive a firm once but become disillusioned if failures recur. The study also showed that customers' expectations were raised after they experienced a very good recovery (i.e., they began to expect the same standard of recovery for dealing with future failures).

The severity and "recoverability" of the service failure may also determine whether the customer comes out of the service recovery process delighted. No one can replace spoiled wedding photos or a ruined holiday, or eliminate the consequences of a debilitating injury caused by service equipment. In such situations, it's hard to imagine anyone being truly delighted even when a most professional service recovery is conducted.

Contrast these examples with a lost hotel reservation, for which the recovery is an upgrade to a better room or even a suite. When poor service is recovered by the delivery of a superior product, the customer is usually delighted and may even hope for another lost reservation in the future.

How can managers overcome unhappy customers' reluctance to complain about service failures? The best way is to address the reasons for their reluctance directly.

It gives an overview of potential measures that can be taken to overcome the reasons we identified earlier in this chapter. Many companies have improved their complaint-collection procedures by adding special toll-free phone lines, links on their websites and social media pages, and clearly displayed customer comment cards in their branches. In their customer communications, some companies feature service improvements that were the direct result of customer feedback under the motto "You told us, and we responded."

## EXERCISES

### **TASK-1. Insert the correct word(s) into the sentences.**

1. Staff to customer: Welcome to our restaurant. The ..... will take your .....shortly.

2. Customer to staff: Should we ..... the waiter?

Staff: No, that is not necessary. We don't give .....in Timor.

3. At lunchtime the restaurant serves a .....meal, so it is very quick. But in the evening it is..... .

4. Waiter: I hope you enjoyed your main course sir. Would you like to see the .....menu?

5. Receptionist to customer: Will you be .....this evening sir? We have a lovely restaurant and a European chef.

Customer: No thank you. We are .....tonight at a restaurant near the beach.

6. Waiter: Welcome to our restaurant. Would you like to see the .....before you order?

7. Customer: I think it is time to go, could we please have the ..... .

8. Waiter: Would you like something to drink sir?

Yes, could I please see the .....

9. Receptionist: If you would like to order something from your room, please call .....

### **TASK-2. Speaking practice**

Work with a colleague. One of you is the customer and the other works in Chin Mai restaurant.

1. Telephone the restaurant and ask when they open (10am-midnight daily, closed Monday).
2. Call the restaurant and book a table for four people for Monday evening.
3. Call the restaurant again, and change the booking from 4 to 6 people, for Tuesday instead of Monday.
4. Telephone a restaurant and cancel a booking you made last week.

### **TASK-3. Circle the correct word.**

1 I particularly like Mexican and Indian **kitchen** / **cuisine**.

2 **Frozen** / **Freezing** fish is just as tasty as fresh fish.

3 My mum's the best **cooker** / **cook** in the world!

4 Once the **kettle** / **tea pot** has boiled, pour the boiling water over the jelly cubes. They'll melt within seconds!

5 Excuse me. Could we have the **catalogue** / **menu** , please? We like to see what you have to dessert.

6 Boil the eggs for three minutes in a saucepan on the **grill** / **hob** / **oven**.

7 Any meat that's kept in the **fridge** / **freezer** should be defrosted thoroughly before cooking.

8 Grandma's having her new **chef** / **cooker** delivered next week. It's gas, so it will make cooking much easier for her.

### *TESTS*

**Choose the correct answer.**

**1 We.....a swimming pool put in this week.**

- A get
- B are having
- C have
- D have got

**2 Why don't you get a doctor.....your arm?**

- A to look
- B looked
- C look
- D be looking

**3 My teeth were a little yellow so I .....by the dentist.**

- A had cleaned them
- B have them cleaned
- C was cleaned them
- D had them cleaned

**4 Stuart's thinking of having.....**

- A shaved his head
- B his head shaving
- C his head shaved
- D shaved to his head at

**5 My sister.....weekend.**

- A made
- B got
- C did
- D took

**6 Mum and Dad didn't fancy cooking, so we got a pizza.....**

- A be delivered
- B to be delivered
- C delivered
- D deliver

**7 You should.....a professional to check your house for earthquake damage.**

- A have
- B make
- C take
- D get

**8 Kelly wanted to have a live band.....at her wedding.**

- A to be played
- B play
- C played
- D been playing

**9 Can we .....this summer?**

- A get installed air-conditioning
- B get air-conditioning to install
- C have installed air-conditioning
- D have air-conditioning installed

**10 We.....while we were on holiday.**

- A were burgled our house
- B had our house burgled
- C had burgled our house
- D got burgled our house

## **LESSON 3. Hotel Facilities.**

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*Guide to Hotel Facilities and Services*

We provide the following services to assist you during your stay. Feel free to inquire about them at any time.

Front Desk (First floor of main building / Open 24 hours / Extension 3)

- Money changing
- Copying and faxing (charged)  
Sorry, but we do not offer a print-out service.
- Lost & found
- Messaging service

- Rental equipment  
Please refer to the “Rental Items List.”
- Meeting rooms and banquet arrangements (charged)
- Medical facility guidance

**Concierge** (First floor of main building / 7:00 a.m.~10:00 p.m. / Extension 12)  
Please contact the Front Desk at other times.

- Chauffeur-driven car and taxi arrangements
- Information about the Hotel neighborhood and tourist spots
- Trunk room

**Housekeeping** (8:30 a.m.~6:30 p.m. / Extension 11) Please contact the Front Desk at other times.

- Room cleaning, additional or change of towels, blankets and linen  
Room cleaning is generally from 9:00 a.m.~4:00 p.m.  
The room will not be cleaned if the “Do not Disturb” sign is hung out, however for sanitation purposes, the trash only must be emptied once every three days.  
Please understand that, under special circumstances, such as a typhoon, only basic cleaning will be provided.
- Laundry service (charged)  
Laundry left with us by 10:00 a.m. will be returned by 7:00 p.m. the same day.  
For guests in a hurry, we offer express cleaning for an extra fee.

**Restaurants and Room Service**  
Please refer to separate guide.

**Shopping Plaza** (First floor of main building / 7:00 a.m.~10:00 p.m.)

This is one of the largest convenience stores in Okinawa.  
We have a tremendous selection of goods, from standard souvenirs to original items that can only be found here.  
We can also ship your purchases.

**Convenience Store** (First floor of main building / 7:00 a.m.~12:00 midnight)

We carry everything from the obvious snacks and drinks, to diapers and daily necessities. We also sell ice here.

**Luggage Shipping** (Shipping counter in the Shopping Plaza on the first floor of the main building / 7:00 a.m.~10:00 a.m.)

We ship by Nippon Express, Japan Post (Yu-Pack) and Yamato Transport.

## Hotel Facilities Information

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**Parking Lot**

Automobiles and motorcycles can be parked for a fee of 1,300 yen per night (tax included) / 12,000 yen for guests staying 10 or more nights.  
We can have your automobile parked at a parking lot you designate free of charge. However, please inform the Front Desk ahead of time when you would like it brought to the Hotel.  
The Hotel is not responsible for any accident or theft that occurs in the Parking Lot.

**Rental Car Desk** (In front of the Shopping Plaza on the first floor of the main building / 8:00 a.m.~11:00 a.m. / 5:00 p.m.~7:00 p.m.)

Rental cars can be delivered and returned to the Hotel for a bargain price.  
Save lots of time since there is no need to go out of your way to a rental car company.  
Offered in connection with Orix Rent A-Car, Naha Nishimachi Branch (Ph: 098-866-0543 / Hours: 8:00 a.m.~ 8:00 p.m.)

**Car Sharing**

We have two car sharing stations in the Hotel Parking Lot. Apply on-line to use at any time you like.  
Offered in connection with Orix Car Share (Preregistration required)

## Internet

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We offer a free Internet Corner on the first floor of the main building.  
We also offer free 200Mbps Wi-Fi in the guest rooms.

### Connection Instructions

1. Select the "WIFI" connection in the wireless connections of your computer.
2. Input the password "19930202" and click the "Connect" button.
3. When you start your browser, you will be connected to the Internet.

### Notes

\*Can only be used with the following operating systems:

Windows Vista / 7 / 8 / 10  
Mac OS 7.5 and newer  
Android (including Nexus 7 / Kindle)

Wi-Fi environment: IEEE802.11a / b / g / n (Authentication: WPA / WPA2)

We do not provide support for guests' wireless connection hardware, devices or settings.

We do not 100% guarantee Wi-Fi Internet service.

Please refrain from heavy data usage (such as on-line gaming, movies or downloads).

Guests may experience slow speeds or disconnection depending on connection environment and congestion.

Guests are responsible for handling security of the connected devices.

We do not handle any problems having to do with network connections.

We do not bear any responsibility for viruses, loss of information, or any other damage due to operations performed by Guests.

For security purposes, we are unable to answer any inquiries regarding system information (such as IP addresses).

E-mail transmission may be restricted depending on your provider. Please check with your provider before using.

## Activity

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Amusement Garden (Second floor of main building / Extension 16)

Frolic in our Hotel's glorious natural hot spring and pools.

Admission: Adults (13 and older) 1,500 yen / Children (ages 7—12) 750 yen \*Tax included

Miegusuku Hot Spring - Shimanchu no Yu (Hours: 6:00 a.m.~12:00 midnight)

This is one of the few natural hot springs in Okinawa. The spring water naturally boils up from 800 meters below the surface at 40.9 ° C, and contains sodium iodide and chloride. The water is 8 million-year-old fossil water that has been heated geothermally, so the spring water is completely different than the numerous volcanic hot springs on the mainland. Since it is fossil water, it contains salt, therefore after taking a bath, the salt that remains on your skin prevents evaporation of your sweat. It is well-known to be a “warming hot spring” that is easy on women. Immerse yourself in a relaxing time for your body and mind in this natural hot spring born from the blessing of the Okinawan sea.

'We recommend entering by 11:30 p.m.

Indoor Kua Pool (Hours: 10:00 a.m.~10:00 p.m.)

This is a very rare pool in Japan. Since this pool uses the natural hot spring water as is, you can enjoy the benefits of thalassotherapy while swimming.

Outdoor Pool (Open in summer / Hours: 10:00 a.m.~9:00 p.m.)

This pool has an impressive butterfly-wing design. Note that the pool can become very crowded from the late afternoon when it is out of the direct sun.

Miegusuku Hot Spring - Uminchu no Yu (On the second floor of the new building / Hours: 6:00—12:00 midnight / Extension 26)

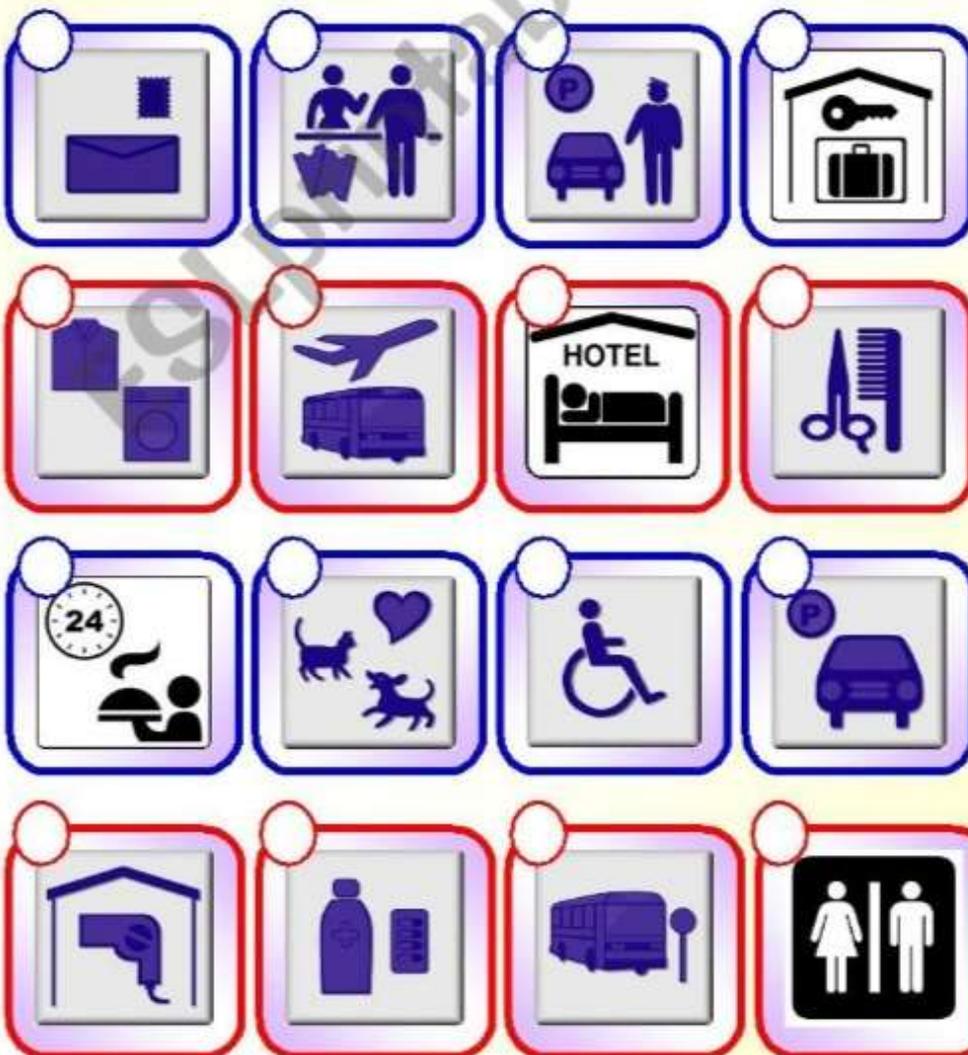
Admission: Adults (13 and older) 2,500 yen / Children (ages 7—12) 1,250 yen \*Tax included

This soothing atmosphere that captures the Okinawan elements is reminiscent of the beaches of ancient times. The natural spring water that allows you to immerse yourself in deep relaxation is 8 million-year-old fossil water that is heated geothermally and gushes forth from 800 meters below the surface.

# HOTEL FACILITIES

Match the words to the pictures.

- |                   |                         |                   |                    |
|-------------------|-------------------------|-------------------|--------------------|
| 1 hotel           | 2 24 hours room service | 3 luggage storage | 4 restroom         |
| 5 concierge (job) | 6 handicap facilities   | 7 pharmacy        | 8 laundry service  |
| 9 hair dryer room | 10 hair salon           | 11 post box       | 12 pets allowed    |
| 13 car park       | 14 valet parking        | 15 mini bus       | 16 hotel transfers |



# At the hotel



## VOCABULARY Match the words and their definitions

1 book	A the breakfast is in the price
2 vacancy	B a room with a double bed
3 check-in	C breakfast and a main meal included
4 check out	D return the key and settle the bill
5 adjoining rooms	E arrange to stay in a hotel
6 breakfast is included	F the window overlooks a nice place
7 half board	G a room with two separate beds
8 full board	H the price of the room for one night
9 single room	I a room with one bed
10 double room	J go to the front desk and register
11 twin room	K a phone call from the front desk
12 suite	L amount paid ahead
13 room with a view	M an available room in a hotel
14 charge £45 per night	N a set of rooms
15 wake up call	O all meals are included
16 deposit	P two rooms connected with a door

## HOTEL STAFF

What are their responsibilities?  
Speak to your partner.



bellboy

chambermaid



receptionist

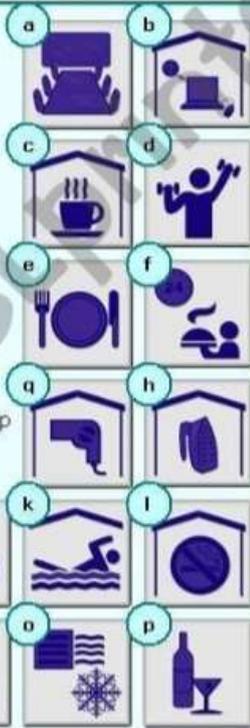


doorman

## FACILITIES

Match the facilities to  
The pictures

- Room service
- Mini bar
- Restaurant
- Indoor pool
- Laundry service
- Gym
- Room internet
- Meeting room
- Room coffee/tea
- Room iron
- Room hairdryer
- Smoking room
- Air conditioning
- Gift and book shop
- Parking
- Airport shuttle



## IALOGUE

Fill in the missing words,  
then act out similar dialogues.

*breakfast vacancy double book  
overlooking (2x) prefer great with*

- Can I \_\_\_\_\_ a room till Tuesday, please?
- \_\_\_\_\_ or single?
- Double \_\_\_\_\_ a shower.
- We have one \_\_\_\_\_ on the second floor \_\_\_\_\_ the street.
- I'm rather a bad sleeper, I'd \_\_\_\_\_ a quieter room.
- Then I can give you one \_\_\_\_\_ the garden.
- That sounds \_\_\_\_\_. How much is it?
- £32, \_\_\_\_\_ included.

## 'SKELETON DIALOGUE'

- Room for one. From ... to ...
- Bath or shower?
- Shower. Sea view?
- Yes. Top floor.
- OK. What facilities?
- Mini bar, restaurant, indoor pool.
- Air conditioning?
- Of course. And also ...
- OK. Deposit?
- Yes. Confirm via email.



# HOTEL facilities and services



Find the words in the word search and write them next to the correct picture.



W	H	E	E	L	C	H	A	I	R	S	D	D	F	G
G	L	O	V	E	A	Q	A	C	O	R	S	E	H	
E	L	E	C	T	R	O	N	I	C	-	S	A	F	E
C	R	O	O	M	-	S	E	R	V	I	C	E	L	A
A	P	M	T	Y	P	H	I	N	T	E	R	N	E	T
N	O	B	H	E	A	L	T	H	-	C	L	U	B	T
U	I	R	A	S	R	C	I	N	T	E	R	N	E	T
A	R	E	A	N	G	I	F	T	-	S	H	O	P	S
S	W	I	M	M	I	N	G	-	P	O	O	L	I	S
E	R	E	A	R	W	T	T	L	A	U	N	D	R	Y
C	O	N	F	E	R	E	N	C	E	-	R	O	O	M
B	E	A	U	T	Y	-	S	A	L	O	N	J	T	I
H	A	I	R	-	D	R	E	S	S	E	R	O	E	R
C	U	R	R	E	N	C	Y	-	E	X	P	O	H	S

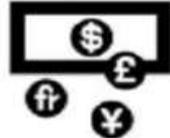

















## Test

- When you rang, I ..... my bike.  
 { = was cleaning  
 ~ cleaned  
 ~ used to clean  
 ~ clean }
- At my last basketball club, we ..... every Saturday for three hours.  
 { = used to train  
 ~ were training  
 ~ training

~ train }

3. I really ..... the meal we had at your house last Tuesday.  
{ = liked  
~ was liking  
~ like  
~ am liking }
4. We ..... to the beach every day when we were on holiday.  
{ = went  
~ were going  
~ go  
~ used to going }
5. I broke my leg when Tony and I ..... For the school sports day.  
{ = were practising  
~ used to practise  
~ practiced  
~ are practising }
6. Leon never ..... About it, but he was once a world champion skier.  
{ = talks  
~ is talking  
~ was talking  
~ talk }
7. I ..... like golf, but now I really like it.  
{ = didn't use to  
~ don't used to  
~ didn't used to  
~ don't use to }
8. Denise ..... at the stadium until she finds a better job.  
{ = is working  
~ works  
~ used to work  
~ was working }
9. I'd only ..... The washing up for a few minutes when Clare came home,  
so she offered to finish it.  
{ =been doing  
~ do  
~ done  
~ had done }

10. Had you already ..... James his birthday present when we gave him ours ?  
{ = given  
~ gave  
~ been giving  
~ is giving }
11. Gail hadn't ..... me that she would help me, so I wasn't angry when she didn't .  
{ = told  
~ been telling  
~ has told  
~ telling }
12. Mum had ..... her cup of tea for several minutes before she realized it had salt in it.  
{ = been drinking  
~ is drinking  
~ drunk  
~ had drunk }
13. We'd ..... ready all day when they called to say the party had been cancelled.  
{ = been getting  
~ got  
~ have got  
~ is getting }
14. It was a fantastic experience because I'd never ..... in plane before.  
{ = flown  
~ is flying  
~ been flying  
~ had flown }
15. I ..... around the world one day.  
{ = am going to travel  
~ am travelling  
~ travel  
~ travelled }

## LESSON 4.TOURISM OF AMERICA

### *Task-1. Read and translate the text.*

**Tourism in the United States** is a large industry that serves millions of international and domestic tourists yearly. Foreigners visit the U.S. to see natural wonders, cities, historic landmarks, and entertainment venues. Americans seek similar attractions, as well as recreation and vacation areas.

Tourism in the United States grew rapidly in the form of urban tourism during the late nineteenth and early twentieth centuries. By the 1850s, tourism in the United States was well established both as a cultural activity and as an industry. New York City, Los Angeles, Chicago, Boston, Philadelphia, Washington, D.C., and San Francisco, all major U.S. cities, attracted numerous tourists since the 1890s. By 1915, city touring had marked significant shifts in the way Americans perceived, organized, and moved.

Democratization of travel occurred during the early twentieth century when the automobile revolutionized travel. Similarly air travel revolutionized travel during 1945–1969, contributing greatly to tourism in the United States. Purchases of travel and tourism-related goods and services by international visitors traveling in the United States totaled \$10.9 billion during February 2013.<sup>[1]</sup>

The travel and tourism industries in the United States were among the first economic sectors negatively affected by the September 11, 2001 attacks.

In the U.S., tourism is among the three largest employers in 29 states, employing 7.3 million in 2004, to take care of 1.19 billion trips tourists took in the U.S. in 2005.<sup>[citation needed]</sup> As of 2007, there are 2,462 registered National Historic Landmarks (NHL) recognized by the United States government. As of 2018, New York City is the most visited destination in the United States, followed by Los Angeles, Orlando, Las Vegas, and Chicago.

Tourists spend more money in the United States than any other country, while attracting the third-highest number of tourists after France and Spain.<sup>[2][3]</sup> The discrepancy may be explained by longer stays in the US.<sup>[3]</sup>

Tourism is first and foremost a powerful factor in the transformation of its territories. Throughout the American continent, it is the reason behind historical and contemporary creations of tailor-made facilities, a fact which accounts for the differentiation and diversification of a whole typology of tourist areas. Three dimensions of such processes need particular attention: the conditions surrounding the tourist development of given areas, the long-term processes of developing tourism and the territorial consequences of that development.

Discerning the reasons behind the tourist development of areas is a question of analyzing and deconstructing what certain French geographers have called *le moment de lieu*, the time-place factor (Equipe MIT, 2005). When new places emerge on the tourism planisphere, the explanation habitually brings into play evolutions in cultural representations, inventions and successes in tourist practice and increases in purchasing power. **Hervé Théry** here demonstrates the role played in Brazil by the growth of the middle class under the Lula government in the formation of a powerful tourist trade in which home tourism is preponderant. The consolidation of two major destinations, the Nordeste and the Sao Paulo region, derives from the proximity of tourist basins with a population of increasing means and from the construction of a social “desire” for vacationing. More rarely invoked, climate change is also driving the emergence of new destinations where new accessibility is opening up pioneer tourist fronts. **Alain Grenier** describes how global warming and the melting of Arctic ice in Canada have led to the development of polar cruises where rich tourists reactivate dreams of unreachable frontiers. This new adventure tourism throws up a paradox: on the one hand, new world shipping routes upend world geopolitics, on the other, the economic opening of Inuit territory increases the need for the patrimonial protection of the Inuit population and for their participation. Concerning the role of representations in tourist development, **Serge Jaumain** provides a study of the presentation of the history of Quebec in tourist guides produced since the 1960s. The tourist guide reveals the shifting representations of a territory and mirrors its social, cultural and political transformations. Anglophone and francophone guides of Quebec bear witness to the progressive revalorization of indigenous populations and to the increasing degree of politicization in the presentation of the nation’s history.

Long term tourist development may be studied from the point of view of geopolitics and economics because the principal tourist destinations change both as a result of competition in a highly globalized tourist market and of area models enacted. The famous model describing a life cycle of successive growth and slump of tourist destinations invented by geographer Richard W. Butler, the *Tourism Area Life Cycle* (TALC), owes much of its scientific reputation to the way in which it provided an understanding of many American areas, either national parks, urban areas or seaside resorts (Butler R., 2006a, 2006b). **Michel Desse, Justine Rodné, Monique Gherardi** and **Simon Charrier** demonstrate how the tourist development of the Caribbean islands, based especially on cruises (Dehoorne O., 2007; Dehoorne O and N. Petit-Charles, 2011), can be accounted for by both the global economic context and the way in which local public and private actors participated in the development. Two opposed development models are involved: a closed, exclusive model, genealogically that of the resort community, and an inclusive model integrated into the life areas of local inhabitants.

Finally, a classic theme of tourism studies, particularly with regard to Latin America, is the effect of tourist development on areas and the societies within them (Wilson T., 2008). In this perspective, **Laura Henry** uses a detailed analysis of the

tourist development of cocoa producing areas in the Dominican Republic and Costa Rica to point out how tourism has resulted in the valorization of that particular agricultural field. At a considerable remove from stock images of Dominican seaside resorts and Costa Rican nature tourism, this development of rural tourism has provided a showcase for the quality of local cocoa while at the same time contributing to the empowerment of women. More widely, where the social sciences regularly demonstrate the subversive action of tourism on societies, they also highlight its transformative power, bringing territorial dynamics under scrutiny via the prism of sustainability.

American areas figure regularly in scientific and technical literature on account of their experimentations in local sustainable tourist development, as evinced in the good practices guide recently published by the World Tourist Organization and the Organization of American States (UNTWO and OAS, 2018). Of course, questions of the best balance between tourist development and the protection of natural areas came to the fore early on the US. The conception and creation of the first national parks as early as the 1870s in the US, followed by Canada, went hand in hand with their opening to tourism. (Butler R. and S. Boyd, 2000; Depraz S. and S. Héritier, 2012). In the 1930s, the rapid growth in the number of city-dwelling visitors and campers in search of some reconnection to nature caused a considerable impact on wild, protected ecosystems. **Terence Young** looks the pioneering role played by Emilio P. Meinecke in setting up the first measures for the management of such ecological impacts and in drawing up a management model for visitor flows in wilderness settings (park zoning, spatial control of visitors, specific rules for laying out campsites) which was copiously exported beyond the US. A *Campground Policy*, published in 1932, is still a reference for laying out national park campsites accessible to motor vehicles according to a design Meinecke drew up in order to curtail ecological damage by campers while consolidating their experience of the wild. Since that time, many protected areas in the US have become top tourist attractions in which the balance between the protection of natural spaces and their continued or increasing frequentation is a constant and primary preoccupation. The choice of the most suitable management methods is often a matter for local governance. As **Vincent Andreu-Boussut**, **Caroline Rufin-Soler** and **Céline Chadenas** show, the enactment of such local governance in the case of the Guadeloupe National Park, comes up against dissension on the part of local socio-economic actors as to how open to tourists and how intensive use of the park should be, despite a relatively shared consciousness of heritage value. Whereas protected areas on land can now put tested tourist management tools to work, marine areas constitute a new field in which sustainable tourism and tourist use management (zoning, good practice charters) are newcomers on the scene.

## **Exercise 1: True/False Statements**

**For each of the statements below, choose True or False.**

Read the following text:

Tourist Boards promote tourism in their area through marketing and publicity. They monitor the standards of accommodation and tourist attractions, keep statistical information and assess future trends. Tourist Information Centre Assistants give visitors up-to-date information about places of interest in the area. They advise on places to stay and eat, forthcoming events and local transport details. The work involves dealing with personal callers, telephone enquiries and letters. Some jobs may be seasonal. Transport Companies provide the means of transport for passengers, i.e. aircraft, coaches, ships, car hire and trains. They need a wide range of staff, e.g. drivers, stewards and stewardesses, guides, behind-the-scenes service staff, etc.

1. The mission of Tourist Boards is to make bookings for visitors.
  - TRUE
  - FALSE
  
2. Part of the job of Tourist Boards is to keep a check on standards.
  - TRUE
  - FALSE
  
3. The mission of Tourist Information Centres is to make bookings for visitors.
  - TRUE
  - FALSE
  
4. Part of the job of Tourist Information Centres is to monitor standards.
  - TRUE
  - FALSE
  
5. Tourist Information Centres often need extra staff during high season.

- TRUE
- FALSE

6. Transport companies employ many different kinds of people.

- TRUE
- FALSE

[?](#)

## Exercise 2: Multiple Choice Questions

Choose the expression, A or B, that is closest in meaning to the word as used in the text.

1. TO MONITOR

- a.  to check somebody or something at regular intervals
- b.  to teach somebody

[?](#)

2. TO ASSESS

- a.  to present a demand for payment
- b.  to judge or evaluate somebody or something

[?](#)

3. TRENDS

- a.  tendencies
- b.  statistics

[?](#)

4. UP-TO-DATE

- a.  current
- b.  contemporary

[?](#)

## 5. FORTHCOMING

- a.  available
- b.  which is going to happen very soon

[?](#)

## 6. EVENT

- a.  an organised social occasion like a concert or sports competition
- b.  an incident or affair

[?](#)

## 7. AIRCRAFT

- a.  a helicopter
- b.  any vehicle capable of flight

[?](#)

## 8. CAR HIRE

- a.  buying a car
- b.  car rental

[?](#)

## 9. STEWARD

- a.  somebody who attends to the passengers on an aeroplane or ship
- b.  somebody who looks after the property of another person

[?](#)

## 10. BEHIND-THE-SCENES STAFF

- a.  employees who are not in direct contact with the public
- b.  people who work privately or secretly

[?](#)

### Exercise 3: Exposed Cloze

Use the correct word or expression from the list below to fill in the gaps in the sentences.

- art
- freelance
- gardens
- paintings
- safety
- sightseeing
- souvenir
- theme

Tourist guides often work , that is to say they work independently and offer their services to more than one employer, or else they are employed full-time by tour operators or other organisations to take groups to various destinations or on  tours. Most guides offer specialist knowledge of a particular subject e.g. local history or architecture. Many tourist attractions such as museums,  galleries,  parks like Disneyland, folk parks and visitor centres employ guides. On this side of the industry many other opportunities exist:

Receptionist - dealing with admissions, enquiries from the public and the  shop.

Warden - in direct contact with the public, looking after audio-visual presentations and responsible for the  of the exhibitions.

Craftsperson - responsible for restoration and ongoing repairs.

Grounds Staff - looking after the grounds and .

Curators - specialists in a given field, for example textiles, buildings, furniture,  and so on.

### Exercise 4: True/False Statements

**What personal qualities do you think are needed for a career in travel and tourism?**

1. Have a friendly and helpful manner

- TRUE
- FALSE

[?](#)

2. Enjoy dealing with people

- TRUE
- FALSE

[?](#)

3. Have a sense of initiative

- TRUE
- FALSE

[?](#)

4. Be well organised and well informed

- TRUE
- FALSE

[?](#)

5. Be patient and understanding

- TRUE
- FALSE

[?](#)

6. Be able to cope under pressure

- TRUE
- FALSE

[?](#)

7. Have a sense of responsibility

- TRUE
- FALSE

[?](#)

8. Have good communication skills, with a clear speaking voice

- TRUE
- FALSE

[?](#)

9. Have a good telephone manner

- TRUE
- FALSE

[?](#)

10. Have a knowledge of one or more foreign languages for many of the jobs.

- TRUE
- FALSE

[?](#)

### **Exercise 5: Cloze**

**Fill in the gaps in the letter of application using only vocabulary from the previous exercise.**

Read the following text:

Our client is a Tour Operator seeking a Reservations Consultant with a minimum of 12 months travel reservations experience. This well-established travel organization specializes in holidays in Eastern Europe. Due to expansion they are now looking for friendly and professional reservations consultants with basic experience to join their professional and dynamic reservations team. The ideal Reservations Consultant will sell to the public, the travel industry and to corporate clients. If you are looking for a career move within travel and are seeking an exciting new challenge then this is the opportunity you have been waiting for. Please note only candidates with travel industry background and experience will be considered.

Dear Sir or Madam,

I am writing with reference to your online advertisement for Travel Consultants. As you can see from my CV, I have a Diploma in Travel and Tourism. Before taking the course, I spent two years as a Customer Services Assistant for TeleComPlus. In this post I gained a good telephone ? and excellent communication ?. I have a clear speaking ? and am able to ? under pressure.

For the last year I have been working for Wanderlust Travel, a small family travel agency, where customers consider me to be friendly and ?. I enjoy ? with people and am both patient and ?. I am well organised and always try to keep myself well ? about the latest trends in the travel industry.

I am now looking to move to a larger organization where I will be able to put my sense of responsibility and ? to greater use. I am bilingual in Hungarian and English, and also have a good ? of Romanian.

I should be grateful if you could send me further details of the post.

I look forward to hearing from you,

Yours faithfully,

Istvan Fischer.

## TESTS

**1. Tony's business is doing well and they want to get a landlord to design a modern, detached house for them, and a(an) \_\_\_\_\_ to build it.**

A) agent B) surveyor C) architect D) builder

**2. It can be quite busy here during the tourist.....**

A season C phase

B period D stage

**3. The brochure says that the hotel has a great..... of the sea.**

A appearance C sight

B look D view

**4. When you ..... your destination, your tour guide will meet you at the airport.**

- A arrive C reach  
B get D achieve

**5. Make sure you ..... a hotel before you come to our island, especially in the summer.**

- A book C put  
B keep D take

**6. I'm going on a business \_\_\_\_\_ to Paris next weekend.**

- A) trip B) travel C) journey D) cruise

**7. Air France \_\_\_\_\_ 507 from Paris to New York will be taking off in ten minutes.**

- A) cruise B) tour C) voyage D) flight

**8. The \_\_\_\_\_ from Heathrow Airport to the centre of London takes about 45 minutes by underground.**

- A) flight B) trip C) journey D) cruise

**9. On our first day in New York we went on a three-hour \_\_\_\_\_ of the city by bus, which showed us the main sights.**

- A) cruise B) tour C) voyage D) flight

**10. During our stay in Paris we went on a day \_\_\_\_\_ to Disneyland.**

- A) trip B) travel C) journey D) cruise

## **LESSON 5. PRINCIPLES OF EFFECTIVE SERVICE RECOVERY SYSTEMS**

### ***Task-1. Read and translate the text.***

**M**anagers need to recognize that current customers are a valuable asset base and develop effective procedures for service recovery following unsatisfactory experiences. We discuss three guiding principles to get it right: (1) make it easy for customers to give feedback, (2) enable effective service recovery, and (3) establish appropriate compensation levels. A fourth principle—learning from customer feedback and driving service improvements—will be discussed in Chapter 14 in the context of customer feedback systems.

### **Make It Easy for Customers to Give Feedback**

How can managers overcome unhappy customers' reluctance to complain about service failures? The best way is to address the reasons for their reluctance directly.

It gives an overview of potential measures that can be taken to overcome the reasons we identified earlier in this chapter. Many companies have improved their complaint-collection procedures by adding special toll-free phone lines for a tongue-in-cheek example of what not to do!), links on their websites and social media pages, and clearly displayed customer comment cards in their branches. In their customer communications, some companies feature service improvements that were the direct result of customer feedback under the motto "You told us, and we responded."

**Service Recovery Should Be Proactive.** Service recovery is ideally initiated on the spot, preferably before customers have a chance to complain. Service personnel should be sensitive to signs of dissatisfaction so that they can ask whether customers might be experiencing a problem. For example, the waiter may ask a guest who has only eaten half of his dinner, "Is everything all right, sir?" The guest may say, "Yes, thank you, I am not very hungry," or "The steak is well done but I had asked for medium-rare." The second response gives the waiter a chance to recover the service rather than have an unhappy diner leave the restaurant and potentially not return.

**Recovery Procedures Need to Be Planned.** Contingency plans have to be developed for service failures, especially for those that occur regularly and cannot be designed out of the system.<sup>25</sup> For example, revenue management practices in the travel and hospitality industries often result in overbooking. Travelers are denied boarding, and hotel guests are "walked" even though they had confirmed seats or reservations. To simplify the task of front-line staff, firms should identify the most common service problems (such as overbooking) and then develop solution sets for employees to follow. In contact centers, the customer service representatives prepare scripts to guide them in a service recovery situation.

**Recovery Skills Must Be Taught.** As a customer, you may quickly feel insecure at the point of service failure because things are not turning out as you had expected. So you look to an employee for assistance. But are the employees willing and able to help you?

Effective training on how to handle recovery solution sets for routine service failures (as in our hotel example in Service Insights 13.1) as well as non-routine ones builds confidence and competence among front-line staff, enabling them to turn distress into delight.

## EXERCISES

### **TASK-1. Application Exercise.**

**Read and answer the questions.**

1. How do customers typically respond to service failures?
2. Why don't many more unhappy customers complain?
4. What is the service recovery paradox?
5. Think about the last time you experienced a less-than satisfactory service experience. Did you complain?  
Why? If you did not complain, explain why not.
6. When was the last time you were truly satisfied with an organization's response to your complaint?  
Describe in detail what happened and what made you satisfied.

## TASK-2.

### 1. Choose the correct word or phrase.

- 1 Tim looks really pale and **thin / slim**. I'm worried he might be ill.
- 2 Choose the correct word or phrase.
  - 1 The prime minister **was / has** criticized for his recent actions.
  - 2 When I walked past the Wilsons' house, their new sofa **was / has** being delivered.
  - 3 Our teacher **was / has** told us to take our favorite book to school tomorrow.
  - 4 I think my mobile **was / has** been stolen!
  - 5 Jonathan **was / has** chosen to play the lead role in the school play.
  - 6 I'm sleeping downstairs because my bedroom is being **painted / has** been painting .
  - 7 This picture **was / has** probably taken during the winter.
  - 8 Your essays must **be / have** handed in on Friday morning.
  - 9 Someone **was / has** left their wallet on the floor.
  - 10 Did you hear about the bank **being/having** robbed?

### 2. Complete using the correct passive form of the verbs in brackets.

- 1 The Earth..... (hold) by the gravity of the Sun and orbits around it.
- 2 The first feature-length comedy film..... (create) by Charlie Chaplin.

- 3 The award for best video.....(present) later this evening.
- 4 By the time you read this, .....(arrest) for murder.
- 5 I don't know whether our tests.....(mark) yet or not.
- 6 Radio waves.....(discover) by Marconi.
- 7 You wouldn't think it to look at him now, but Jack.....(bully) when he was at school.
- 8 Your application.....we've made a decision. ....(consider) and we will let you know as soon as
- 9 The roof of the car can.....(lower) by pressing this button here.
- 10 Our tent.....(blow) over in the night by the wind.
- 11 Chess.....(play) for around two thousand years now.
- 12 Two men.....the burglary. ....(q u e s t i o n ) at this moment by police in connection with.

### 3. Write sentences in the passive.

- 1 Our car / service / a mechanic / at the moment.
- 2 A man / shoot / an air gun / outside the petrol station last night.
- 3 Gunpowder / invent / the Chinese.
- 4 At the surgery yesterday, I / examine / Dr Peterson / and I / give / a prescription.
- 5 I went to see it because I / tell / it was a good film / all my friends.
- 6 This photograph / take / my grandfather.
- 7 It looked like the window / break / a hammer / sometime before.
- 8 Our dog / give / an injection / a special syringe / the vet.
- 9 The winning goal in last night's match / score / Donatello / a brilliant free kick.
- 10 Your cherub / send / last Friday and / should / deliver / to you tomorrow.

### 4. Rewrite using the phrase given.

- 1 They have been building the new road for a long time now. (under construction)
- 2 They had been training the horse for the race for over a year, (in training)
- 3 They have been discussing the issue in Parliament, (under discussion)
- 4 They had been observing the criminal for the past two weeks, (under observation)

- 5 They have been using this plane for over 25 years now. (in use)  
 6 They have been developing the Cyborg D423 robot for over ten years, (in development)

**5. Rewrite in the passive starting with the words given.**

- 1 People say that Bali is a beautiful island.  
 It.....
- 2 People generally think that life won't be found on Mars.  
 It.....
- 3 It is generally said that Christmas is too commercialised.  
 Christmas.....
- 4 People often argue that prison doesn't work.  
 I t .....
- 5 People have suggested that the school should start to produce a magazine.  
 I t .....
- 6 People say that crocodile tastes like squid.  
 Crocodile.....
- 7 It is said that the Vikings discovered America before Columbus.  
 The Vikings.....
- 8 People think that heart disease is caused by eating the wrong things.  
 Heart disease

**TESTS**

**Choose the correct answer.**

- 1 We.....a swimming pool put in this week.  
 A get  
 B are having  
 C have  
 D have got
- 2 Why don't you get a doctor.....your arm?  
 A to look  
 B looked  
 C look  
 D be looking
- 3 My teeth were a little yellow so I .....by the dentist.

- A had cleaned them
- B have them cleaned
- C was cleaned them
- D had them cleaned

**4 Stuart's thinking of having.....**

- A shaved his head
- B his head shaving
- C his head shaved
- D shaved to his head at

**5 My sister.....weekend.**

- A made
- B got
- C did
- D took

**6 Mum and Dad didn't fancy cooking, so we got a pizza.....**

- A be delivered
- B to be delivered
- C delivered
- D deliver

**7 You should.....a professional to check your house for earthquake damage.**

- A have
- B make
- C take
- D get

**8 Kelly wanted to have a live band.....at her wedding.**

- A to be played
- B play
- C played
- D been playing

**9 Can we .....this summer?**

- A get installed air-conditioning
- B get air-conditioning to install
- C have installed air-conditioning
- D have air-conditioning installed

**10 We.....while we were on holiday.**

- A were burgled our house
- B had our house burgled

C had burgled our house  
D got burgled our house

## **LESSON 6      Tourism in Spain**

### ***Task-1. Read and translate the text.***

Tourism in Spain is the third major contributor to national economic life after the industrial and the business/banking sectors, contributing about 10–11% of Spain's GDP. Ever since the 1960s and 1970s, the country has been a popular destination for summer holidays, especially with large numbers of tourists from the United Kingdom, Ireland, France, Germany, Italy, the Benelux, and the United States, among others. Accordingly, Spain's foreign tourist industry has grown into the second-biggest in the world. San Lorenzo de El Escorial, construction started in 1559 – located 45 km (28 m) northwest of Madrid.

In 2019, Spain was the second most visited country in the world, recording 83.7 million tourists which marked the seventh consecutive year of record-beating numbers.

The World Tourism Organization has its headquarters in Madrid. With amazing beaches and super fun nightlife, Spain is considered to be one of the most exotic countries in Europe. It is not just known for its beaches, but also its snowy mountains and deserts. The country is historically rich with the third rank in the number of UNESCO World Heritage Sites in the world. It is also famous for the numerous festivals taking place. Spain is also architecturally marvellous with Islamic, Catholic and Renaissance architectural designs.

### **Barcelona Tourism**

Hans Christian Anderson described Barcelona as the "Paris of Spain" because of its resemblance with the French atmosphere. The city has a beautiful charm and a rich cultural significance. It is the capital city of autonomous community of Catalonia in Spain and the second largest city in Spain.

With a population of over two million people, Barcelona is the second largest city in Spain. Located on the Mediterranean coast of Spain, Barcelona has a rich history and a wide range of attractions for the tourists from across the globe. The city is filled with galleries, museums, medieval monuments and many other special attractions. It is also a major commercial and industrial centre. It is situated along

the Mediterranean coast and the towering mountains provide the perfect backdrop for the city. The city is the capital of Barcelona province, as well as, of the autonomous region Catalunya. It is a gateway to few of the best tourists spots in the entire world like Costa Brava, Tarragona and Costa Dorada. Barcelona is also the chocolate producing centre for Spain. This city has everything that a European city is famous for- markets, restaurants, museums, churches and shops.

### **Madrid Tourism**

The capital city of Spain, Madrid is most popular for its cultural and artistic heritage. It also has the liveliest nightlife in the world. It is a cosmopolitan city which is the main centre of business as well as the seat of the government. It is also the political centre of Spain.

Located in the centre of the Iberian Peninsula, Madrid is the largest city in Spain. With a population of over 3.3 million, the city is best known for its cosmopolitan nature. The city provides too a wide range of things to do, places to eat and it has all the facilities that a tourist needs. The city provides many conference resorts, leisure facilities and some of the best restaurants in Spain. It is also a great place for shopping, theatre, opera, museums, parks and more. The international airport of Madrid has three terminals and is the busiest airport in Spain. It is an amazing place for the children as well as there are numerous theme parks, excursions and zoos to keep them occupied. It is also a place to spend some romantic evenings in the stunning gardens and parks that provides tranquillity.

### **Canary Islands Tourism**

Housing some of the best beaches in the world, the Canaries provide a beautiful spot for a long romantic vacation. From the brilliant countryside views to the crystal clear waters, Canary islands have in store a lot of things for their tourists. It is also one of the most festive countries in the world. The Spanish archipelago is located in the Atlantic Ocean, near the western coast of Africa.

Located on the Western Coast of Africa, Canary Islands are the Atlantic territory of Spain. The Spanish archipelago consists of Gran Canaria, Fuerteventura, Lanzarote, Tenerife, La Gomera, La Palma and El Hierro. The archipelago is home to gorgeous beaches, colonial towns and beautiful islands. The largest island in the Canaries is Tenerife, which is popular for the UNESCO listed San Cristobal de la Laguna. Gran Canaria and Las Palmas also have a lot of tourist attractions like the museums, Baroque churches along with numerous traditional festivals. In order to explore the unexplored, people should visit Fuerteventura or

Lanzarote. The amalgamation of gourmet dishes, shopping districts and a stunning nightlife, attract the tourists even more than before.

## Exercises

### Exercise 1: Multiple Choice Questions

Check what you know about areas of work in the **travel and tourism** industry. Read the descriptions below and choose the best definition, A or B.

**8. Wanderlust Travel is a small family business that advises people about holidays and books tickets for them.**

- a.  Wanderlust Travel is a tour operator
- b.  Wanderlust Travel is a travel agency

**9. Visit Britain's mission is to promote Britain as a tourist destination.**

- a.  Visit Britain is a tourist board.
- b.  Visit Britain is a transport company.

**10. Beagle Charter operates flights and ferry services throughout South America.**

- a.  Beagle Charter is a tour operator.
- b.  Beagle Charter is a transport company.

**11. Hadrian's Wall was constructed on the orders the Emperor Hadrian in A.D. 122 as the most northern frontier of the Roman Empire and is visited by thousands of people every year.**

- a.  Hadrian's Wall is a tourist attraction.
- b.  Hadrian's Wall is a tourist information centre.

**12.If you want leaflets or maps of the place you are visiting, go to one of these places.**

- a.  A transport company.
- b.  A tourist information centre.

**13.Giuliana is an art student and speaks three languages. In the summer she accompanies groups of people round Florence and explains the history of the places they visit.**

- a.  In the summer Giuliana works as a tour guide.
- b.  In the summer Giuliana works as a tour operator.

**14.Peter's job in the company was to put together all-inclusive packages for trips to Namibia.**

- a.  Peter worked for a travel agency.
- b.  Peter worked for a tour operator.

## **Exercise-2.**

**Chose the correct answer.**

**Read the following text:**

Tour Operators organize hotel bookings, flights, transfer arrangements and sell the tour as a package, either direct to the public or through a travel agency. They employ Representatives or Couriers to look after tourists. The couriers make sure that the travel arrangements run smoothly and deal with problems and emergencies as they happen. An important part of this job is liaison with coach drivers, ferry staff, customs and immigration officers, and with hotel staff at stopovers about accommodation and meals. They organise social activities, suggest excursions and give commentaries when travelling. Their work is usually seasonal. Hours are long and they spend most of the trip in the company of clients.

6. a.  Tour operators only sell their packages to travel agencies.  
b.  Tour operators only sell their packages to the public.  
c.  Tour operators sell their packages to both travel agencies and the public.
7. a.  A courier makes all the travel arrangements but doesn't travel with the clients.  
b.  A courier travels with the clients and solves any problems there may be.  
c.  Couriers do most of their work by telephone and fax.
8. a.  Couriers never need to speak another language.  
b.  It is probably useful if a courier can speak another language.  
c.  Couriers don't need to speak the language of their clients.
9. a.  Couriers don't usually work all year round.  
b.  Couriers never work all year round.  
c.  Couriers usually work all year round.
10. a.  It's probably hard work being a courier.  
b.  A courier's job is easy.  
c.  Couriers usually have fixed working hours.

### Exercise - 3: Multiple Choice Questions

Choose the expression, A or B, that is closest in meaning to the word as used in the text.

#### 8. BOOKING

- a.  reservation
- b.  accountancy

## **9. LIAISON**

- a.  a romantic relationship
- b.  coordination and cooperation

## **10.COACH**

- a.  a bus designed for long distance travel or sightseeing
- b.  a railway carriage

## **11.FERRY**

- a.  a ship that transports passengers or vehicles across water
- b.  a place where goods are transported across water

## **12.STAFF**

- a.  a group of officers in the armed services
- b.  people employed by a company or organisation

## **13.CUSTOMS**

- a.  the place where goods and baggage are examined on entering a country
- b.  habits and traditions

## **14.STOPOVER**

- a.  any kind of interruption or break
- b.  a place where somebody makes a break on a journey

#### **Exercise 4: Multiple Choice Questions**

What do the words travel, journey, voyage or trip suggest? Choose the correct definition.

**5. Travelling by ship, especially to a distant place, or into space:**

- a.  travel
- b.  journey
- c.  voyage
- d.  trip

**6. Travelling a long distance and with a certain degree of difficulty, usually by land:**

- a.  travel
- b.  journey
- c.  voyage
- d.  trip

**7. Travelling somewhere for a short period, usually quite easily and for a specific purpose:**

- a.  travel
- b.  journey
- c.  voyage
- d.  trip

**8. The general idea or activity of travelling:**

- a.  travel
- b.  journey
- c.  voyage
- d.  trip

### Test

1. When you rang, I ..... my bike.  
{ = was cleaning  
~ cleaned  
~ used to clean  
~ clean }
2. At my last basketball club, we ..... every Saturday for three hours.  
{ = used to train  
~ were training  
~ training  
~ train }
3. I really ..... the meal we had at your house last Tuesday.  
{ = liked  
~ was liking  
~ like  
~ am liking }
4. We ..... to the beach every day when we were on holiday.  
{ = went  
~ were going  
~ go  
~ used to going }
5. I broke my leg when Tony and I ..... For the school sports day.  
{ = were practising  
~ used to practise  
~ practiced  
~ are practising }
6. Leon never ..... About it, but he was once a world champion skier.  
{ = talks  
~ is talking

~ was talking  
~ talk }

7. I ..... like golf, but now I really like it.

{ = didn't use to  
~ don't used to  
~ didn't used to  
~ don't use to }

8. Denise ..... at the stadium until she finds a better job.

{ = is working  
~ works  
~ used to work  
~ was working }

9. I'd only ..... The washing up for a few minutes when Clare came home, so she offered to finish it.

{ =been doing  
~ do  
~ done  
~ had done }

10. Had you already ..... James his birthday present when we gave him ours ?

{ = given  
~ gave  
~ been giving  
~ is giving }

11. Gail hadn't ..... me that she would help me, so I wasn't angry when she didn't .

{ = told  
~ been telling  
~ has told  
~ telling }

12. Mum had ..... her cup of tea for several minutes before she realized it had salt in it.

{ = been drinking  
~ is drinking  
~ drunk  
~ had drunk }

13. We'd ..... ready all day when they called to say the party had been cancelled.

- { = been getting
- ~ got
- ~ have got
- ~ is getting}

14. It was a fantastic experience because I'd never ..... in plane before.

- { = flown
- ~ is flying
- ~ been flying
- ~ had flown}

15. I ..... around the world one day.

- { = am going to travel
- ~ am travelling
- ~ travel
- ~ travelled}

## LESSON 7. CUSTOMER COMPLAINING BEHAVIOR

### TASK-1. Read and translate.

The first law of service quality and productivity might be: Do it right the first time. However, we can't ignore the fact that failures continue to occur, sometimes for reasons outside the organization's control (such as the ice storm that caused the JetBlue incident in our opening vignette). Many "moments of truth" in service encounters are vulnerable to breakdowns. Such distinctive service characteristics as real-time performance, customer involvement, and people as part of the product greatly increase the probability of service failures. A firm's ability to handle complaints and resolve problems frequently determines whether it builds customer loyalty or watches its customers take their business elsewhere. An overview of this chapter is provided in Figure 13.3.

#### Customer Response Options to Service Failure

It is likely that you're not always satisfied with some of the services you receive. How do you respond to your dissatisfaction with these services? Do you complain informally to an employee, ask to speak to the manager, or file a formal complaint? Or do you just mutter darkly to yourself, grumble to your friends and family, and choose an alternative supplier the next time you need a similar type of service?

If you choose not to complain to the firm about poor service, you are not alone. Research around the globe has shown that most people decide not to complain, especially if they think it will do no good. Figure 13.4 suggests at least three major courses of action a customer may take in response to a service failure:

- 1) Take some form of public action (e.g., complaining to the firm or to a third party, such as a customer advocacy group, a consumer affairs or regulatory agency, or even civil or criminal court).
- 2) Take some form of private action (e.g., abandoning the supplier).
- 3) Take no action (Figure 13.5).

It's important to remember that a customer can take any one action or a combination of actions. Managers need to be aware that the impact of a defection can go far beyond the loss of that customer's future revenue stream. Angry customers often tell many other people about their problems.<sup>2</sup> The internet allows unhappy customers to reach thousands of people by posting complaints on bulletin boards and blogs and even setting up their own websites to talk about their bad experiences with specific organizations.

### Understanding Customer Complaining Behavior

To be able to deal effectively with dissatisfied and complaining customers, managers need to understand key aspects of complaining behavior, starting with the questions posed below.

**Why Do Customers Complain?** In general, studies of consumer complaining behavior have identified four main purposes for complaining:

- 1) *To obtain restitution or compensation.* Consumers often complain to recover some economic loss by seeking a refund or compensation and/or to have the service performed again.<sup>3</sup>
- 2) *To vent their anger.* Some customers complain to rebuild self-esteem and/or to release their anger and frustration. When service processes are bureaucratic and unreasonable or when employees are rude, deliberately intimidating, or apparently uncaring, the customers' self-esteem, self-worth, and sense of fairness can be negatively affected. As a result, they may become angry and emotional.
- 3) *To help to improve the service.* When customers are highly involved with a service (e.g., at a college, an alumni association, or their main banking connection), they give feedback to try and contribute toward service improvements.
- 4) *For altruistic reasons.* Finally, some customers are motivated by altruistic reasons. They want to spare other customers from experiencing the same shortcomings, and they may feel bad if they fail to draw attention to a problem that will raise difficulties for others if it remains uncorrected.

**What Proportion of Unhappy Customers Complain?** Research shows that on average, only 5%–10% of customers who have been unhappy with a service actually complain.<sup>4</sup> Sometimes the percentage is far lower. A review of the records of a public bus company showed that there were about three formal complaints for every million passenger trips. Assuming two trips a day, a person would need 1,370 years (roughly 27 lifetimes) to make a million trips. In other words, the rate of complaints was incredibly low, especially since public bus companies are rarely known for service excellence. However, there's evidence that consumers across the world are becoming better informed, more self-confident, and more assertive about seeking satisfactory outcomes for their complaints.

## EXERCISES

### TASK-1. Application Exercise.

Read and answer the questions.

1. How do customers typically respond to service failures?
2. Why don't many more unhappy customers complain?
4. What is the service recovery paradox?
5. Think about the last time you experienced a less-than satisfactory service experience. Did you complain? Why? If you did not complain, explain why not.
6. When was the last time you were truly satisfied with an organization's response to your complaint? Describe in detail what happened and what made you satisfied.

### TASK-2.

#### 1. Choose the correct word or phrase.

- 1 Tim looks really pale and **thin / slim**. I'm worried he might be ill.
- 2 Choose the correct word or phrase.
  - 1 The prime minister **was / has** criticized for his recent actions.
  - 2 When I walked past the Wilsons' house, their new sofa **was / has** being delivered.
  - 3 Our teacher **was / has** told us to take our favorite book to school tomorrow.
  - 4 I think my mobile **was / has** been stolen!
  - 5 Jonathan **was / has** chosen to play the lead role in the school play.
  - 6 I'm sleeping downstairs because my bedroom is being **painted / has** been painting .
  - 7 This picture **was / has** probably taken during the winter.
  - 8 Your essays must **be / have** handed in on Friday morning.
  - 9 Someone **was / has** left their wallet on the floor.
  - 10 Did you hear about the bank **being/having** robbed?

#### 2. Complete using the correct passive form of the verbs in brackets.

- 1 The Earth..... (hold) by the gravity of the Sun and orbits around it.
- 2 The first feature-length comedy film..... (create) by Charlie Chaplin.
- 3 The award for best video.....(present) later this evening.
- 4 By the time you read this, .....(arrest) for murder.
- 5 I don't know whether our tests.....(mark) yet or not.
- 6 Radio waves.....(discover) by Marconi.
- 7 You wouldn't think it to look at him now, but Jack.....(bully) when he was at school.
- 8 Your application.....we've made a decision. ....(consider) and we will let you know as soon as
- 9 The roof of the car can.....(lower) by pressing this button here.
- 10 Our tent.....(blow) over in the night by the wind.
- 11 Chess.....(play) for around two thousand years now.
- 12 Two men.....the burglary. ....(q u e s t i o n ) at this moment by police in connection with.

### 3. Write sentences in the passive.

- 1 Our car / service / a mechanic / at the moment.
- 2 A man / shoot / an air gun / outside the petrol station last night.
- 3 Gunpowder / invent / the Chinese.
- 4 At the surgery yesterday, I / examine / Dr Peterson / and I / give / a prescription.
- 5 I went to see it because I / tell / it was a good film / all my friends.
- 6 This photograph / take / my grandfather.
- 7 It looked like the window / break / a hammer / sometime before.
- 8 Our dog / give / an injection / a special syringe / the vet.
- 9 The winning goal in last night's match / score / Donatello / a brilliant free kick.
- 10 Your cherub / send / last Friday and / should / deliver / to you tomorrow.

### 4. Rewrite using the phrase given.

- 1 They have been building the new road for a long time now. (under construction)

- 2 They had been training the horse for the race for over a year, (in training)
- 3 They have been discussing the issue in Parliament, (under discussion)
- 4 They had been observing the criminal for the past two weeks, (under observation )
- 5 They have been using this plane for over 25 years now. (in use)
- 6 They have been developing the Cyborg D423 robot for over ten years, (in development)

**5. Rewrite in the passive starting with the words given.**

- 1 People say that Bali is a beautiful island.  
It.....
- 2 People generally think that life won't be found on Mars.  
It.....
- 3 It is generally said that Christmas is too commercialised.  
Christmas.....
- 4 People often argue that prison doesn't work.  
I t .....
- 5 People have suggested that the school should start to produce a magazine.  
I t .....
- 6 People say that crocodile tastes like squid.  
Crocodile.....
- 7 It is said that the Vikings discovered America before Columbus.  
The Vikings.....
- 8 People think that heart disease is caused by eating the wrong things.  
Heart disease

**TESTS**

**Choose the correct answer.**

- 1 There's a pack of .....vegetables in the freezer, I think.  
A freezing                      C iced  
B frozen                         D icy
  
- 2 There are no vegetarian dishes on the ...  
A leaflet  
B brochure  
C catalogue  
D menu

3 ..... the onions in cooking oil until they're golden brown.

- A Boil                      C Fry  
B Bake                      D Grill

4 Pre-heat the .....to 200°.

- A oven                      C cuisine  
B kitchen                    D cook

5 I'll .....the washing up tonight!

- A make                      C do  
B take                        D have

6 The problem with most fizzy drinks is that they're .....sugar.

- A full up                    C filled with  
B filled up with          D full of

7 Susie and Fran .....in on us last night, so I had to quickly defrost a pizza.

- A turned                    C came  
B dropped                    D went

## **LESSON 8. Winter tourism.**

### ***Task-1. Read and translate the text.***

Winter tourism encompasses many diverse destinations, catering for many different types of winter tourist, from the traditional alpine skier visiting large brand-led resorts, to an adventure tourist looking for a more authentic community led outdoor activity stay. Although the winter tourism sector is dominated by the Snowsports of skiing and snowboarding, there is growing interest in alternative Snowsports, such as snowshoeing and tobogganing.

We know that winter tourism also divided into two parts one of them is “Active” tourism and the second one is “Passive”. **Active Tourism** is a special way to spend your vacations. It is a new travelling philosophy that combines adventure, ecotourism and cultural aspects of a discovery tour. Active tourism is low-impact, ecological, socially compatible and high quality. Active tourism has three major aims. Some of the most interesting activities of a region are only available to the local population. However, the international tourist can have access to them through a "local friend". **Active Tourism** offers this type of activities, such

as dancing, cooking lessons and language learning. It also offers visits to local cultural events as winter sport event, sledding, skiing, snowboarding and ice skating. There are such kind of people who want no active progress, they like to feel themselves as cool. Leisure travel that emphasizes seeing and observing rather than more active pursuits. Whale watching and theater going are examples of passive tourism.

For the time being in Uzbekistan has a great opportunities for winter tourism. Even you choose active or passive one you can find some places in order to your wish. There are given some data about winter tourism destination in our country.

**Uzbekistan** is particularly attractive for devotees of mountain skiing. Some eighty kilometers from **Tashkent** in the western spurs of Tian-Shan, “Sky Mountains”, there is Ugham and Chatkal National Wild Park with the resort area “**Chimghan-Charvak-Beldersay**”.

On the beautiful mountain slopes of **Chimghan** tract, located at the height of 1600 – 2400 meters above sea level, the blanket of snow lies from October till May and the local skiing routes meet the requirements of the International Mountain Skiing standards

Comparatively mild climate, almost windless weather, availability of three hundred sunny days a year, big choice of routes for skiing, slalom and downhill racing create good conditions for winter recreation. Here, on the slopes of Big and Small Chimghan, at the skiing lodge “Twelve Sources”, the Olympic national team of Uzbekistan on skiing is coached; here **Lyna Cheryazova** has developed into an Olympic champion in freestyle.

Hotel “*Chimghan Oromghohi*”, with its bars and restaurants, tourist equipment and outfit rental station, welcomes the guests. Ski lift and chair lift tracks lead to the top of the route. Here on the top there are easy “blue” routes for beginners who are not confident about their skiing or for those who like tobogganing. Patient instructors can teach the newcomers the basics of mountain skiing techniques on the training slopes. Experienced sportsmen prefer downhill racing on the well-equipped more complicated “red” and “black” routes. And the most adventurous ones make unbelievable turns on snowboards.

Last year there had been opened new destination named “Amirsay” it is located also in Tashkent region. All the time of the year you can visit there and relax.

## Exercises

### Exc:1

**Q: What does passive tourism. stand for?**

A: passive tourism. stands for "Leisure travel that emphasizes seeing and observing rather than more active pursuits. Whale watching and theater going are examples of passive tourism."

**Q: How to abbreviate "Leisure travel that emphasizes seeing and observing rather than more active pursuits. Whale watching and theater going are examples of passive tourism."?**

A: "Leisure travel that emphasizes seeing and observing rather than more active pursuits. Whale watching and theater going are examples of passive tourism." can be abbreviated as passive tourism..

**Q: What is the meaning of passive tourism. abbreviation?**

A: The meaning of passive tourism. abbreviation is "Leisure travel that emphasizes seeing and observing rather than more active pursuits. Whale watching and theater going are examples of passive tourism."

**Q: What is passive tourism. abbreviation?**

A: One of the definitions of passive tourism. is "Leisure travel that emphasizes seeing and observing rather than more active pursuits. Whale watching and theater going are examples of passive tourism."

**Q: What does passive tourism. mean?**

A: passive tourism. as abbreviation means "Leisure travel that emphasizes seeing and observing rather than more active pursuits. Whale watching and theater going are examples of passive tourism."

**Q: What is shorthand of Leisure travel that emphasizes seeing and observing rather than more active pursuits. Whale watching and theater going are examples of passive tourism.?**

A: The most common shorthand of "Leisure travel that emphasizes seeing and observing rather than more active pursuits. Whale watching and theater going are examples of passive tourism." is passive tourism..

**Q: What is the abbreviation for Leisure travel that emphasizes seeing and observing rather than more active pursuits. Whale watching and theater going are examples of passive tourism.?**

A: Leisure travel that emphasizes seeing and observing rather than more active pursuits. Whale watching and theater going are examples of passive tourism. can be abbreviated as passive tourism.

### Test

1. What kind of tourism difference is spoken above?  
A) Inbound and outbound  
**B) Passiv and active**  
C) Social or solo
2. Which of the following is a reason for increasing numbers of tourists?  
A) Fewer paid holidays  
**B) Cheaper flights**  
C) People working longer hours
3. Which of the following is a negative impact of tourism?  
A) New jobs are created  
**B) Local goods become too expensive for local people**  
C) New facilities are built
4. Which of the following is a good way of reducing footpath erosion in national parks?  
A) Close the park to all visitors  
B) Stop locals from using the footpath  
**C) Close the footpath temporarily and allow it to recover**
5. Which of the following is a benefit of tourism?  
**A) Changing culture and traditions**  
B) Tourist money used to look after historic buildings  
C) Habitats destroyed
6. What is the name of the new winter destination in Uzbekistan?  
A) Chimgan  
B) Turan  
**C) Amirsay**

The tests done by Yazdanova Shohista some of these tests are taken from the site [www.bb.co.uk](http://www.bb.co.uk)

### Glossary

**Culture:** The sum total of ways of living by a group of human beings that is transmitted from one generation to another.

**value season:** a time of year when prices are lower than peak, also called low or off-season

**Social:** Relating to human society and interaction between its members.

**Visitors:** A broader category than 'tourist', includes tourists and same-dayvisitors.

**peak fare, rate, or season:** highest level of charges assessed during a year

**Nature Tourism (Nature-based tourism):** Ecologically sustainable tourism with a primary focus on experiencing natural areas.

**Active Tourism** offers this type of activities, such as dancing, cooking lessons and language learning

**Passive tourism.** Leisure travel that emphasizes seeing and observing rather than more active pursuits. Whale watching and theater going are examples of passive tourism.

**Hotel-** is a place which welcome the guests as well as tourists.

**Winter tourism** encompasses many diverse destinations, catering for many different types of winter tourist, from the traditional alpine skier visiting large brand-led resorts

### Exercise 1: True/False Statements

For each of the statements below, choose True or False.

Read the following text:

Tourist Boards promote tourism in their area through marketing and publicity. They monitor the standards of accommodation and tourist attractions, keep statistical information and assess future trends. Tourist Information Centre Assistants give visitors up-to-date information about places of interest in the area. They advise on places to stay and eat, forthcoming events and local transport details. The work involves dealing with personal callers, telephone enquiries and letters. Some jobs may be seasonal. Transport Companies provide the means of transport for passengers, i.e. aircraft, coaches, ships, car hire and trains. They need a wide range of staff, e.g. drivers, stewards and stewardesses, guides, behind-the-scenes service staff, etc.

7. The mission of Tourist Boards is to make bookings for visitors.

- TRUE
- FALSE

8. Part of the job of Tourist Boards is to keep a check on standards.

- TRUE
- FALSE

9. The mission of Tourist Information Centres is to make bookings for visitors.

- TRUE
- FALSE

10. Part of the job of Tourist Information Centres is to monitor standards.

- TRUE
- FALSE

11. Tourist Information Centres often need extra staff during high season.

- TRUE
- FALSE

12. Transport companies employ many different kinds of people.

- TRUE
- FALSE

[?](#)

## Exercise 2: Multiple Choice Questions

Choose the expression, A or B, that is closest in meaning to the word as used in the text.

11. TO MONITOR

- a.  to check somebody or something at regular intervals
- b.  to teach somebody

[?](#)

## 12. TO ASSESS

- a.  to present a demand for payment
- b.  to judge or evaluate somebody or something

[?](#)

## 13. TRENDS

- a.  tendencies
- b.  statistics

[?](#)

## 14. UP-TO-DATE

- a.  current
- b.  contemporary

[?](#)

## 15. FORTHCOMING

- a.  available
- b.  which is going to happen very soon

[?](#)

## 16. EVENT

- a.  an organised social occasion like a concert or sports competition
- b.  an incident or affair

[?](#)

## 17. AIRCRAFT

- a.  a helicopter
- b.  any vehicle capable of flight

[?](#)

## 18. CAR HIRE

- a.  buying a car
- b.  car rental

[?](#)

#### 19. STEWARD

- a.  somebody who attends to the passengers on an aeroplane or ship
- b.  somebody who looks after the property of another person

[?](#)

#### 20. BEHIND-THE-SCENES STAFF

- a.  employees who are not in direct contact with the public
- b.  people who work privately or secretly

[?](#)

### Exercise 3: Exposed Cloze

Use the correct word or expression from the list below to fill in the gaps in the sentences.

- art
- freelance
- gardens
- paintings
- safety
- sightseeing
- souvenir
- theme

Tourist guides often work , that is to say they work independently and offer their services to more than one employer, or else they are employed full-time by tour operators or other organisations to take groups to various destinations or on  tours. Most guides offer specialist knowledge of a particular subject e.g. local history or architecture. Many tourist attractions such as museums,  galleries,  parks like Disneyland, folk parks and visitor centres employ guides. On this side of the industry many other opportunities exist:

Receptionist - dealing with admissions, enquiries from the public and the  shop.

Warden - in direct contact with the public, looking after audio-visual presentations and responsible for the  of the exhibitions.

Craftsperson - responsible for restoration and ongoing repairs.

Grounds Staff - looking after the grounds and  ?.

Curators - specialists in a given field, for example textiles, buildings, furniture,  ? and so on.

#### **Exercise 4: True/False Statements**

**What personal qualities do you think are needed for a career in travel and tourism?**

11. Have a friendly and helpful manner

- TRUE
- FALSE

[?](#)

12. Enjoy dealing with people

- TRUE
- FALSE

[?](#)

13. Have a sense of initiative

- TRUE
- FALSE

[?](#)

14. Be well organised and well informed

- TRUE
- FALSE

[?](#)

15. Be patient and understanding

- TRUE
- FALSE

[?](#)

16. Be able to cope under pressure

- TRUE
- FALSE

[?](#)

17. Have a sense of responsibility

- TRUE
- FALSE

[?](#)

18. Have good communication skills, with a clear speaking voice

- TRUE
- FALSE

[?](#)

19. Have a good telephone manner

- TRUE
- FALSE

[?](#)

20. Have a knowledge of one or more foreign languages for many of the jobs.

- TRUE
- FALSE

[?](#)

### **Exercise 5: Cloze**

**Fill in the gaps in the letter of application using only vocabulary from the previous exercise.**

Read the following text:

Our client is a Tour Operator seeking a Reservations Consultant with a minimum of 12 months travel reservations experience. This well-established travel organization specializes in holidays in Eastern Europe. Due to expansion they are now looking for friendly and professional reservations consultants with basic experience to join their professional and dynamic reservations team. The ideal Reservations Consultant will sell to the public, the travel industry and to corporate clients. If you are looking for a career move within travel and are seeking an

exciting new challenge then this is the opportunity you have been waiting for. Please note only candidates with travel industry background and experience will be considered.

Dear Sir or Madam,

I am writing with reference to your online advertisement for Travel Consultants. As you can see from my CV, I have a Diploma in Travel and Tourism. Before taking the course, I spent two years as a Customer Services Assistant for TeleComPlus. In this post I gained a good telephone ? and excellent communication ?. I have a clear speaking ? and am able to ? under pressure.

For the last year I have been working for Wanderlust Travel, a small family travel agency, where customers consider me to be friendly and ?. I enjoy ? with people and am both patient and ?. I am well organised and always try to keep myself well ? about the latest trends in the travel industry.

I am now looking to move to a larger organization where I will be able to put my sense of responsibility and ? to greater use. I am bilingual in Hungarian and English, and also have a good ? of Romanian.

I should be grateful if you could send me further details of the post.

I look forward to hearing from you,

Yours faithfully,

Istvan Fischer.

## TESTS

**1. Tony's business is doing well and they want to get a landlord to design a modern, detached house for them, and a(an) \_\_\_\_ to build it.**

A) agent B) surveyor C) architect D) builder

**2. It can be quite busy here during the tourist.....**

A season C phase

B period D stage

**3. The brochure says that the hotel has a great..... of the sea.**

A appearance C sight

B look D view

**4. When you ..... your destination, your tour guide will meet you at the airport.**

A arrive C reach

B get D achieve

**5. Make sure you ..... a hotel before you come to our island, especially in the summer.**

A book C put  
B keep D take

6. I'm going on a business \_\_\_\_\_ to Paris next weekend.

A) trip B) travel C) journey D) cruise

7. Air France \_\_\_\_\_ 507 from Paris to New York will be taking off in ten minutes.

A) cruise B) tour C) voyage D) flight

8. The \_\_\_\_\_ from Heathrow Airport to the centre of London takes about 45 minutes by underground.

A) flight B) trip C) journey D) cruise

9. On our first day in New York we went on a three-hour \_\_\_\_\_ of the city by bus, which showed us the main sights.

A) cruise B) tour C) voyage D) flight

10. During our stay in Paris we went on a day \_\_\_\_\_ to Disneyland.

A) trip B) travel C) journey D) cruise

## LESSON 9. CUSTOMER RESPONSES TO EFFECTIVE SERVICE RECOVERY

### *Task-1. Read and translate the text.*

“Thank Heavens for Complainers” was the provocative title of an article about customer complaining behavior. The article featured a successful manager exclaiming, “Thank goodness I’ve got a dissatisfied customer on the phone! I worry about are the ones I never hear from.”<sup>13</sup> Customers who do complain give the firm a chance to correct problems (including some the firm may not even know it has), restore relationships with the complainer, and improve future satisfaction for all customers.

Research has shown that the service recovery paradox is far from universal.<sup>20</sup> For example, a study of repeated service failures in a retail banking context showed that the service recovery paradox held for the first service failure that was recovered to customers’ full satisfaction.<sup>21</sup> However, if a second service failure occurred, the paradox disappeared.

This indicates that customers may forgive a firm once but become disillusioned if failures recur. The study also showed that customers’ expectations were raised after they experienced a very good recovery (i.e., they began to expect the same standard of recovery for dealing with future failures).

The severity and “recoverability” of the service failure may also determine whether the customer comes out of the service recovery process delighted. No one can replace spoiled wedding photos or a ruined holiday, or eliminate the consequences of a debilitating injury caused by service equipment. In such situations, it’s hard to imagine anyone being truly delighted even when a most professional service recovery is conducted.

Contrast these examples with a lost hotel reservation, for which the recovery is an upgrade to a better room or even a suite. When poor service is recovered by the delivery of a superior product, the customer is usually delighted and may even hope for another lost reservation in the future.

The best strategy, of course, is to do it right the first time. As Michael Hargrove puts it, “Service recovery is turning a service failure into an opportunity you wish you never had.”<sup>22</sup> Unfortunately, empirical evidence shows that some 40% to 60% of customers reported dissatisfaction with the service recovery processes they experienced.

**M**anagers need to recognize that current customers are a valuable asset base and develop effective procedures for service recovery following unsatisfactory experiences. We discuss three guiding principles to get it right: (1) make it easy for customers to give feedback, (2) enable effective service recovery, and (3) establish appropriate compensation levels. A fourth principle—learning from customer feedback and driving service improvements—will be discussed in Chapter 14 in the context of customer feedback systems.

How can managers overcome unhappy customers’ reluctance to complain about service failures? The best way is to address the reasons for their reluctance directly. It gives an overview of potential measures that can be taken to overcome the reasons we identified earlier in this chapter. Many companies have improved their complaint-collection procedures by adding special toll-free phone lines for a tongue-in-cheek example of what not to do!), links on their websites and social media pages, and clearly displayed customer comment cards in their branches. In their customer communications, some companies feature service improvements that were the direct result of customer feedback under the motto “You told us, and we responded.”

## EXERCISES

### **TASK-1. Read and state your opinion.**

----When customers are dissatisfied, they have several alternatives. They can:

- o Take some form of public action (e.g., complain to the firm or a third party or even take legal action).
- o Take some form of private action (e.g., switch to another provider and/or spread negative word of mouth).
- o Take no action.

---- To effectively recover from a service failure, firms need to understand customer complaining behavior and motivations as well as what customers expect in response.

o Customers typically complain for any combination of the following four reasons: (1) to obtain restitution or compensation, (2) to vent their anger, (3) to help to improve the service, and (4) to spare other customers from experiencing the same problems (i.e., they complain for altruistic reasons).

o In practice, most dissatisfied customers do not complain as (1) they may not know where to complain, (2) they think it requires too much effort and is unpleasant, and (3) they perceive the payoffs of their effort as uncertain.

o The people who are most likely to complain tend to be better educated, have higher incomes, are more socially involved, and have more knowledge about the product.

### **TASK-2. Read and translate.**

#### **Tracking Down Guests Who Cheat**

As part of its guarantee-tracking system, Hampton Inn has developed ways to identify guests who appeared to be cheating. Guests showing high invocation trends receive personalized attention and follow-up from the company's Guest Assistance Team. Wherever possible, senior managers telephone these guests to ask about their recent stays. The conversation might go as follows: "Hello, Mr. Jones. I'm the director of guest assistance at Hampton Inn, and I see that you've had some difficulty with the last four properties you've visited. Since we take our guarantee very seriously, I thought I'd give you a call and find out

what the problems were."

The typical response is dead silence! Sometimes the silence is followed with questions about how headquarters could possibly know about their problems. These calls have their humorous moments as well. One individual, who had invoked the guarantee 17 times in what appeared to be a trip that took him across the United States and back, was asked, "Where do you like to stay when you travel?" "Hampton Inn," came the enthusiastic response. "But," said the executive making the call, "our records show that the last seventeen times you have stayed at a Hampton Inn, you have invoked the 100% Satisfaction Guarantee." "That's why I like them!" proclaimed the guest (who turned out to be a long-distance truck driver on a per diem for his accommodation expenses).

## TESTS

When you travel by air you have to get to the airport early in order to \_\_1\_\_ about an hour before your flight. If you have a lot of luggage, you can put it in a \_\_2\_\_ and push it to the \_\_3\_\_ where someone will \_\_4\_\_ your ticket and weigh your luggage. If you have \_\_5\_\_, it can be expensive.

1. A) check B) check in  
C) board D) security check
2. A) on board B) immigration officer  
C) trolley D) runway
3. A) check-in desk B) check in  
C) check D) security check
4. A) check in B) check  
C) pass D) depart
5. A) security guard B) hand luggage  
C) departure lounge D) excess baggage



Historically, health- related, danger, continental, development, religious, possible, dissociate, respect, use, illustration, overnight.

### **Task 5**

#### **Insert prepositions**

2. Travelling ... health – related reasons was one of the main motivations... travelers whose journeys were with dangers.
3. ... Ancient Greece, the sanctuaries and healing temples ... Asclepius the demi- god... (medicine and healing) drew thousands.... People who stayed overnight.... Purpose- built dormitories.
4. Those health tourists were also motivated.... Religious beliefs though, and it is not possible... fully dissociate the health dimension ... the religious ones: ... many respects, this early health tourism was a form .... Pilgrimage.
5. .... England, it has contributed ... the development.... Places such as Buxton.

## **EXERCISES**

### **TASK-1**

#### **READ THE PASSAGES ABOUT HEALTH (MEDICAL) TOURISM AND EXPRESS YOUR OPINION**

Medical/Health Tourism involves travelling to another country, or to another region in your own country, in order to find treatment (e.g. medical, dental, cosmetic, aesthetic, wellness treatments) with a similar or better standard than your local services. The reasons for making the decision to take this kind of trip include the following: cost of treatment, quicker access to treatment or simply better quality services.

The increase in Medical/Health Tourism is due to several reasons: expensive healthcare costs in industrialised countries, technological progress, improvements in healthcare standards, plus the fact that it is much easier to travel to anywhere in the world nowadays.

Medical/Health Tourism safety is linked to the following: your chosen destination, its healthcare system, the professionals who will be treating you and your insurance policies.

Obviously, a destination with social conflicts or troubles would not be an ideal destination for safety. It is always advisable to find out about a country's current situation before considering it as your chosen destination. Hygienic and sanitary aspects should also be taken into account. Hospitals may be modern and their medical staff well qualified, however, there are certain places in the world that have high endemic disease rates. Therefore, you should always be aware of exactly where you are travelling to. Moreover, you should always consult your doctor before

going abroad, especially when you are travelling to another continent, in case you need to take any preventative measures.

Check the credentials and experience of both the hospital/clinic and specialist. If you are going to have an operation, keep in mind that there may be complications. It is not only the doctor that counts but also the people who work around the doctor (anaesthesia team, ICU, etc.), plus, the importance of teamwork amongst the different units within the hospital is fundamental.

Do remember the importance of obtaining an insurance policy that includes any unlikely medical complications too.

What does “Hospital Accreditation” mean? What are its benefits?

“Hospital accreditation” is the process through which an entity — totally separate from the medical provider or organisation and usually non-governmental— checks that the organisation or provider reaches a series of standards. Generally, this accreditation is voluntarily and shows that the organisation is committed to constant improvement, to offer a safe environment and to reduce risks both for patients and workers.

Accreditation has become very important worldwide as a tool of quality control. The most well-known accreditation systems are JCI, Trent, ISO, DNV, although there are others. ISO is the most popular in Spain and Europe.

I have decided to go abroad for a treatment. Should I tell my doctor about it?

We encourage our patients to talk with their doctor. Many doctors already know about Medical Tourism, some have not and then there are others who do not trust it. Therefore, it is necessary to inform them about our proposal (if you do not have enough information, we are here to help you).

Why are some treatments cheaper in some countries?

Because the economic status in that country is also lower.

Why is it positive to use the services of a Medical Tourism Facilitator?

A Medical Tourism Facilitator (MTF) provides you with the necessary information you need to make the best decision when choosing where to find your treatment. Moreover, an MTF books your consultation, helps you find accommodation depending on your needs, informs you about how everything works and helps you with the procedure.

How do I know my personal details are confidential and safe when I introduce them onto the Canary Medical Key website?

See “Privacy Policy” at the bottom of the page.

How can I find out about Canary Medical Key’s “Privacy Policy”?

See “Privacy Policy” at the bottom of the page.

Key is not a medical provider. Therefore, we cannot provide you with medical advice.

As a patient, can I decide where and when to have my treatment?

Of course, it is completely up to you. Canary Medical Key just informs you about the available services, treatments, procedures, check-ups, etc., enabling you to make the best decision.

Where are Canary Medical Key services available?

Canary Medical Key is a company specialised in the Canary Islands as a medical destination. While our services are currently available just in the Canary Islands, our network includes other international MTFs, just in case you would like a specific destination other than the Canary Islands.

Will the language be a problem?

Canary Medical Key will appoint a professional who speaks your language to work as an interpreter during the consultations – if necessary – and, when needed, to help you during your stay

## **TASK-2**

### **ANSWER THE QUESTIONS**

1. Is Medical/Health Tourism safe?
2. What does “Hospital Accreditation” mean? What are its benefits?
3. I have decided to go abroad for a treatment. Should I tell my doctor about it?
4. Why are some treatments cheaper in some countries?
5. Where are Canary Medical Key services available?
6. Will the language be a problem?

## **LESSON-11. Tour Operators.**

### ***Task-1. Read and translate the text.***

Tour operator is an organization, firm, or company who buys individual travel components, separately from their suppliers and combines them into a package tour, which is sold with their own price tag to the public directly or through middlemen, is called a **Tour Operator**.

More precise tour operators are primarily responsible for delivering and performing the services specified in a given package tour. They can provide these services themselves as some have their own cars and coaches, hotels, and other travel-related services or can obtain these from the other suppliers. That is why they are called **manufacturers of tourism products**.

Tour operators are sometimes called wholesalers but this is partially true because a wholesaler buys goods and services in bulk at his own account to prepare a tour package and then retails it through the travel agencies or directly to clients. However, a tour operator who has his own one or more tourists products components, (SOTC, TCI, Thomas Cook, Indo Asia KUONI formulates a new tourist product for example ‘**inclusive tours**.’

Tour operators generally offer a variety of package tours to cater to the needs of different kinds of travelers.

### **Definitions of Tour Operator**

Poyther (1993) defines, “tour operator is one who has the responsibility of putting the tour ingredients together, marketing it, making reservations and handling actual operation.”

Holloway (1992) stated that tour operations undertake a distinct function in the [tourism](#) industry, they purchase separate elements of tourism products/services and combine them into a package tour which they sell directly or indirectly to the tourists.

Today, tour operators have become highly competitive. They endeavor to achieve a high volume of turnover, and maximum International and domestic market share by effectively operating. Moreover, the success of many developed and developing nations as tourists destinations depend heavily on a tour operator’s ability to attract tourists, development and promotion of [tourism](#) plant, diversification of tourism product and their social responsibilities to develop a remote and backward area.

## Types of Tour Operators

Tour operators are basically categorized into **four types**. These are categories on the basis of their nature of the business and its operations.

### Inbound Tour Operators

These are also known as **incoming tour operators**. Technically, the operators who receive guests, clients/tourists, and handle arrangements in the host country are **called inbound tour operators**. For example, a group of American Tourists is coming through TCI Ltd. to India and the company makes arrangements and handles the group in India then TCI is called an inbound tour operator.

Incidentally, the inbound traffic to the country for the last two decades has been decreasing. Essentially the tour operators need to adopt innovative marketing strategies and should introduce a special interest tour to cater the special needs of Japanese, Americans, French and British people.

### Outbound Tour Operators

Tour operator who promote tours for foreign destinations, maybe business tour or leisure tour is called **outbound tour operators**. For example a group of American tourists going to a trip of India and Thomas Cook handle arrangement in America like as ticket reservation, hotel booking etc. then Thomas Cook is called Outbound Tour operators in the context of America.

### Domestic Tour Operators

Domestic tour operators are those who assemble, combine tourist components into inclusive tours and sell it to the domestic travelers. In general, these tour operators provide travel services within the tourist's native country.

The domestic tour operators operate within the boundary of the home country and offer package tour to the travelers viz. Domestic inclusive tours or independent tours.

## EXERCISES

**TASK-1. Read the text and make up questions.**

Tourism organisations fall into three categories. Firstly they can be non-governmental organisations or a charity like the World Tourism Organisation, a United Nations' organisation which promotes 'the development of responsible, sustainable and universally accessible tourism' (UNWTO). Secondly, they can be government organisations like Britain's national tourism agency, Visit Britain, which markets British tourism at home and abroad. Thirdly, they can be private sector organisations like Thomas Cook, which promote and sell holidays for profit.

We can separate this last group into three more categories. Independent companies have one or more branches, which can often be close to each other. They sell their holidays to people locally and market them by word of mouth. Miniple companies have several branches in different areas, which sometimes use different trade names and they have a head office, which can manage the organisation's marketing strategy centrally. Multiple agencies have branches in all major towns and cities and they can be part of very large tourism sector companies. They market holidays on the basis of competitive prices or special offer packages. In addition to this, travel agents can be members of trade associations, organisations representing travel companies who can help with marketing and protect customers' rights. Of course nowadays many people prefer online do-it-yourself tourism to any of these organisations.

## TASK-2

Write the equivalent word in your language.

- 1 charity: \_\_\_\_\_
- 2 sustainable: \_\_\_\_\_
- 3 to promote: \_\_\_\_\_
- 4 profit: \_\_\_\_\_
- 5 branch: \_\_\_\_\_
- 6 to market: \_\_\_\_\_
- 7 word of mouth: \_\_\_\_\_
- 8 trade name: \_\_\_\_\_
- 9 head office: \_\_\_\_\_
- 10 competitive: \_\_\_\_\_

## TASK-3.

Complete this text about the National Trust with the words and expressions in exercise 3. Be careful to use the appropriate grammatical form.

The National Trust is a (1) *charity* and a non-(2) \_\_\_\_\_ organisation, which (3) \_\_\_\_\_ British tourism to artistic, historical and natural sites in a (4) \_\_\_\_\_ way. It has two (5) \_\_\_\_\_, one in London and another in Swindon, as well as hundreds of (6) \_\_\_\_\_ all over the UK. Places with the (7) \_\_\_\_\_, 'National Trust' (8) \_\_\_\_\_ themselves through the image of conservation and heritage. However, many of the thousands of visitors to National Trust sites hear about them by (9) \_\_\_\_\_ from friends, colleagues or relatives. They provide great days out for the whole family as you can enter many sites for free and you can also hire venues for special events at extremely (10) \_\_\_\_\_ prices.

## TESTS

1. For general advice about travel, go to a travel \_\_\_\_\_.  
A) center B) agent C) place D) manager
2. One day I would like to do the \_\_\_\_\_ by train and ship across Russia to Japan.  
A) trip B) voyage C) journey D) cruise
3. We're going on a \_\_\_\_\_ of Europe, visiting 11 countries in five weeks.  
A) holiday B) tour C) voyage D) flight
4. We went on a three-week \_\_\_\_\_ round the Mediterranean. The ship called at Venice, Athens, Istanbul and Alexandria.  
A) trip B) holiday C) flight D) cruise
5. He once went by ship to Australia. The \_\_\_\_\_ took 4 weeks.  
A) travel B) tour C) voyage D) flight
6. I'm going on a business \_\_\_\_\_ to Paris next weekend.  
A) trip B) travel C) journey D) cruise
7. Air France \_\_\_\_\_ 507 from Paris to New York will be taking off in ten minutes.  
A) cruise B) tour C) voyage D) flight
8. The \_\_\_\_\_ from Heathrow Airport to the centre of London takes about 45 minutes by underground.  
A) flight B) trip C) journey D) cruise
9. On our first day in New York we went on a three-hour \_\_\_\_\_ of the city by bus, which showed us the main sights.  
A) cruise B) tour C) voyage D) flight
10. During our stay in Paris we went on a day \_\_\_\_\_ to Disneyland.  
A) trip B) travel C) journey D) cruise

## LESSON 12. Movies and Books

### TASK-1. READ AND TRANSLATE, FOCUS ON THE COLLOCATIONS

My brother is a huge fan of movies. When he sees a **movie trailer** (*a short video offering a preview of the movie*), he counts down the days until **the movie comes out**. He always goes to the **movie theater** on **opening night** – that's the first day a movie, show, concert, or performance is open to the public. He also loves to analyze the **film critics' reviews** (*the*

*evaluations of the people whose job is to analyze movies*) and tries to guess which movies will be **nominated for an award**.

One of his favorite **movie stars** (*famous actors/actresses*) will be **starring in an upcoming film** about the Vietnam War. It's **based on a true story**, and they're **shooting the film on-site** in Vietnam – that means they will be recording/filming the movie in the same location as the story occurs.

This particular actor had been talking about retiring, but when he was offered the **leading role** (*the opportunity to play the most important part in a movie*) in a film that's sure to be a **box-office hit** (*a movie that is very successful*) he couldn't turn it down.

I, on the other hand, prefer books. I'm currently **engrossed in a book** by Stieg Larsson (*the book is taking all my attention*) – it's the final part of a trilogy, and I can't wait to see how things turn out for the **main character** (*the most important person in the book*). I already have a huge collection of books, and I also **borrow books from the library**.

One book I took out last week deals with modern feminism and motherhood. It's a bit of a **controversial topic**, but it's an **interesting and enjoyable read**. I'm not sure I'll have time to finish it before I have to **return the book to the library**. Maybe I'll **renew it** for another week – that means to get an extension of the length of time I can keep the book.

**Note:** We talk about the **beginning and end** of a book, story, or film (not the “start and finish”). The first and last parts of a story can also be called the **opening and closing scenes** (in a movie) or the **opening and closing chapters** (in a book).

## EXERCISE

*Circle the best word to complete each sentence:*

1. A movie from an amateur filmmaker was **based / nominated / presented** for three awards at an international film festival.
2. Did you see the **trailer / trilogy / theater** for the new Star Wars movie? It looks like it'll be awesome!
3. The opening **chapter / genre / scene** of the movie is very violent.
4. I didn't like the **close / end / finish** of the movie; it just didn't seem believable.
5. I enjoyed the book because I could really identify with the main **character / role / star**.
6. It was a very moving film - and it was based on a **factual / real / true** story.
7. It's an enjoyable **page / read / scene**, written in a humorous and relatable style.

8. Oh no! I lost a book that I **borrowed / loaned / returned** from the library.
9. The documentary deals with a number of **controversial / debatable / polemic** topics.
10. The first movie was excellent, but the sequel got mediocre **analyses / critics / reviews**.
11. The movie *Titanic* **hits / shoots / stars** Leonardo DiCaprio and Kate Winslet.
12. We couldn't get a ticket for **initial / opening / beginning** night - they were all sold out.

### TESTS

#### Choose the correct answer.

- 1 It's not always easy to ..... the difference between fact and opinion.  
A make                      C say  
B do                          D tell
- 2 The debate will ..... place tonight.  
A be                          C take  
B have                       D make
- 3 In my..... . freedom of the press must be maintained.  
A mind                       C sight  
B view                       D thought
- 4 Media mogul Ronald Morduck has ..... control of another tabloid.  
A made                      C given  
B found                      D taken
- 5 They..... a description of the robber on CrimeTime and it sounded like you!  
A made                      C said  
B told                        D gave
- 6 J. K. Rowling has..... an enormous influence on children's literature.  
A had                        C done  
B given                      D set
- 7 I could spend hours..... the Internet!  
A surfing                    C sailing

B diving            D swimming

8 They said..... the news that the price of petrol is going up again.

A from            C on  
B in                D at

9 The issue..... question is more complex than you think.

A from            C on  
B in                D at

10 Watch..... for words like 'so-called' in articles as they express the writer's bias.

A about            C over  
B around           D out

## LESSON 13. DEALING WITH GUESTS

### ***Task-1. Read and translate the text.***

Being in the hotel industry, you must know that receiving the best services is the first and foremost thing your guest expects.

While it's always good to deal with the happy and satisfied guests, a tremendously challenging task begins when you come across an angry hotel guest.

For this, the most frequently asked question for a hotelier is – How to handle the hotel guest complaints? How to deal with those unhappy guests and ensure that your reputation is upheld?

You see, a sole instance of poor service might lead your guests to switch to your competitors. Treating every customer with the utmost respect and listening to their complaint helps in serving them a better guest experience.

Practicing such not only leaves the guests happy and fascinated but also doubles the chances of them visiting you again.

As a hotelier, you are in the business of managing all sorts of guests. You may find some of the guests being calm in their manner to express their displeasure whereas others may just start yelling at you while addressing the complaint. However, in the worst case, they may add a complaint on social media platforms, thus creating a poor hotel's reputation. So handling such customers can be a complex job.

Now you might be thinking,

### **What are the most common guest complaints in hotels?**

Before we tell you how to deal with the angry guests at your property, you need to know and analyze the various types of guest complaints in hotels.

#### **1. Poor Customer Service**

One of the most commonly heard complaints is – Poor or Unsatisfying Customer Service. Be it a front-desk manager, pool staff, housekeeping, restaurant staff or your gym trainers; it's crucial that your entire hotel team is well-trained and polite. They must be able to understand and listen to what the customer feels.

Additionally, room-service is such a facility that people don't come across daily and so when they do, it's obvious for them to expect nothing but excellence!

***A customer is 4 times more likely to defect to a competitor if the problem is service-related than price or product-related.***

Sometimes, there might be nothing but a simple water supply issue in their bathroom. In such a situation, the very first thing to do is to apologize to the guest and get it fixed on an urgent basis.

When any such service complaints happen to arise, whether they are genuine or not, take them sincerely. All you need to do is examine the complaints with proper attention and understanding.

Ensure your guests it won't occur again and do everything you can to take care of the problem. Doing this might keep the angry hotel guest away from leaving a bad online review.

***Tip #1: Even if your staff isn't rude, do apologize and try to rectify the situation in a good manner.***

## 2. Dirty Rooms

May it be a low-end hotel or a 5-star luxury property, there's always a possibility of rooms being dirty or unclean due to the late checkout of previous guests or early check-ins or can be any other such reasons too.

Chances are that the bathroom is not clean, or the washbasin may be dirty, hairs in the tub or on the bed. At times even the housekeeping fails to collect the things left in the closet by previous guests. These can be some of the things that might bother your hotel guests.

Here you'd think that – What to do to avoid this?

It's simple. The front-desk manager must request the immediate room guests to wait for a while till the room gets clean. Also, train your housekeeping staff to present the best when it comes to hygiene.

*Tip #2: Keeping your guests informed about the current activities, especially when it is linked to them; will surely leave a good impact on their minds.*

## 3. Low Food Quality

With the millennials ruling over the present generation, it has become mandatory to focus on the best-served taste and have them experience the local taste they might have heard before and now, way more excited to grasp.

We all know that food plays a vital role in our day-to-day life.

**Imagine one fine Sunday when you expect everything to be on the good side, what if your mother or your wife fails to serve the taste you wished for? There are chances of food being overly salted or no salt at all or it can be anything else. You'll go mad at them, right? There you go!**

When you can yell at your mother or wife for spoiling your Sunday mood, think of the guests who came on vacation or for a Business meeting?

Address your chef if there are any complaints for the food. In the case of food served cold, confront your staff about the delay in serving the food to the guests.

*Tip #3: In this case, ask your head chef to take the replacement order on priority, not keeping your guests waiting for the food.*

#### 4. Foul Smell

Surely, your guests didn't walk-in for your foul smelling hotel rooms. You can avoid such small complaints by performing cleaning tasks twice a day and maybe more whenever required. Ask your housekeeping to follow-up with the guests once they get the room cleaned.

Moreover, your staff can always ask them to share how they feel about the rendered services and if there's anything you can help them with.

Train your hotel housekeeping staff and the cleaning department in such a manner where these types of situations don't even take place. Here, hygiene must top the priority list when it comes to dealing with humans.

*Tip #4: To avoid such complaints you must often check on the small things. For example, whether the room-fresheners are filled, dustbins are cleaned and many such little things.*

#### 5. Unfriendly Staff

Though how well operated your hotel is, there's this common thing the guest experiences with your staff. More often it happens that the guests think your hotel staff is carrying an unfriendly attitude or finds him/her rude while communicating.

It may be true, but even when it isn't the case, ask your staff to be very polite and calm while dealing with rude hotel guests.

**It is your foremost duty to respect your guests; which eventually gives a good value to your brand.**

The best thing you can do when such issues arise is to listen kindly to customers' complaints and examine the same. Just in case if the guest gets angrier and starts yelling about sharing such experience on social media, offer them some discount or free access to any of the amenities. Make sure you do your best not to let your guests put a negative review on social media.

*Tip #5: In the case of the worst scenario, listen to customers' complaints with utmost patience and ask for an apology on behalf of your hotel staff.*

## 6. Malfunctioned or Damaged Electronics

Well, who doesn't make use of gadgets or electronics when on a vacation? We often have this belief that people don't make use of gadgets during their holidays but it doesn't stand true in most cases. Your guests may use the television during their leisure time in the room.

So when any of the guests raise a complaint about the damage or the malfunctioning of gadgets, it is the whole and sole responsibility of the hotel management to get the electronics repaired or replaced in time.

Get the malfunctioned electronics replaced with the working ones and serve the guests with the best.

*Tip #6: The management should monitor all the hotel belongings and make sure it is easily accessible to the guests.*

## EXERCISES

### 1.1 Vocabulary: arriving and departing

Insert the correct word from the box into the gaps.

customs officer departure lounge carry-on bag  
check in immigration officer baggage  
collection baggage allowance queue  
travel documents immigration visa

1. When you arrive in a country from overseas the ..... checks your passport. In some countries you must have a ..... before you can enter. Then you proceed to the ..... area to pick-up your bags and then to the ..... who may, (but not always) check your baggage.

2. When you leave a country you must first ..... with the airline to get your boarding pass. If there are a lot of people you must ..... Then you go through ....., where they check your travel documents and then to the ..... to wait for your flight.

3. On most international flights you have a ..... of 20 kilograms per person. Many airlines allow you to take one bag on to the aircraft usually a maximum weight of 7 kg. This is called a .....

Study the paragraph above and answer the following questions.

1. What word means 'abroad'? \_\_\_\_\_
2. What are 'travel documents'? \_\_\_\_\_
3. What word means 'go in'? \_\_\_\_\_
4. What are 'international flights'? \_\_\_\_\_
5. Can you name some 'airlines'? \_\_\_\_\_
6. What word means 'no more than'? \_\_\_\_\_
7. What is another word for 'plane'? \_\_\_\_\_
8. What is another word for 'depart'? \_\_\_\_\_
9. What words mean 'for each'? \_\_\_\_\_

## ***SPEAKING***

## ***HOUSEWORK***

### ***Vocabulary***

Time constraint: time limitation or restriction

Health condition:

Consume (v): to use something, especially fuel, energy or time

Exhausted (a): very tired

20.2. Do you like doing housework?

Personally, I don't think anybody likes to do housework but, of course, there will be exceptions. Since I only manage to do my chores twice a week only not to turn my apartment into a garbage dump, I cannot say I like doing it. However, for some people, cleaning houses or doing dishes have them occupied and free their mind from other bothersome issues, at least temporarily.

### ***Vocabulary***

Manage to do something: to succeed in doing something, especially something that needs a lot of effort or skill

Occupy (v): to fill or use a space, an area or an amount of time

Bothersome (a): causing trouble or difficulty

20.3. Do you think children should do housework?

Well, obviously, children should be encouraged to share housework with other family members to cultivate their sense of responsibility and appreciation. Of course, it doesn't have to be anything too extreme. Some little helpful deeds such as keeping their toys from scattering all over the place or folding their own clothes are meaningful enough.

### ***Vocabulary***

Cultivate (v): to develop an attitude, a way of talking or behaving, etc.

Sense of responsibility | Sense of appreciation

Extreme (a): serious or severe

Scatter (v): to throw or drop things in different directions so that they cover an area of ground

20.4. How much time do people in your country spend doing housework?

It's hard to say the average amount of time since each family has their own arrangement. However, I believe it wouldn't exceed two hours per day because of people's busy schedule, especially in the hustle and bustle of today's lifestyle. Necessary chores that cannot be delayed such as cooking, dish washing or house cleaning are usually done daily, meanwhile less emergent housework can be put off until weekend like groceries shopping or gardening.

### *Vocabulary*

Arrangement (n): a plan or preparation that you make so that something can happen

Exceed (v): to be greater than a particular number or amount

Hustle and bustle: a large amount of activity and work, usually in a noisy surrounding

Put off (phrasal verb): to change something to a later time or date; delay

### *TESTS*

#### **Choose the correct answer.**

1 I don't like.....on clothes in shops because I don't want people to see me in something that doesn't suit me.

A putting

B trying

C wearing

D handing

2 I'm not sure a green skirt.....combination with a blue top is such a good idea.

A on

B at

C in

D for

3 Everyone complimented Kitty.....her new outfit.

A on

B to

C in

D from

4 I think some modern designs are more like.....of art.

A makes

B works

C objects

D jobs

5 I wish people didn't.....a tendency to follow fashion without thinking about what suits them personally.

A do

B make

C get

D have

6 I don't think T-shirts and jeans will ever go .....of style, do you?

A away

B out

- C off
- D down

7 Make sure you.....your make-up with a soft brush, like this one.

- A apply
- B construct
- C decorate
- D dress

8 If you wear that shirt with th e .....pattern, you'll look like a chessboard!

- A plain
- B striped
- C shiny
- D checked

9 You always seem to look so formal. If only you would.....your hair down!

- A get
- B set
- C put
- D let

10 The latest trend.....footwear is to wear very simple, traditional shoes.

- A of
- B on
- C in
- D from

11 My sister and I share the same taste.....clothes and we wear each other's things all the time.

- A in
- B of
- C for
- D on

12 Why can't you.....Edgar's example and wear a tie to work?

- A set
- B make
- C follow
- D do

13 My dad asked me whether his clothes were..... fashion and I said they were – about twenty years ago!

- A in
- B from
- C on
- D of

## LESSON 14. Mass tourism

### *Task-1. Read and translate the text.*

Mass tourism is a prominent part of the tourism industry. Associated with the traditional package holiday, well-known holiday resorts and famous tourist attractions, many areas both benefit and suffer at the hands of mass tourism. But what exactly is mass tourism and how does it impact the wider tourism industry?

Mass tourism is essentially tourism that involves 'the masses'.

So, what *is* a mass? Well, this is not exactly clear. But let's just say it's usually a lot- like thousands or tens of thousands or more.

Mass tourism can occur in a variety of tourism situations. It could be a coastal resort, such as Benidorm. It could be an area that is home to a major tourist attraction, such as the Great Wall of China. It could be a picturesque village or remote island. Wherever mass tourism occurs, it relies on the same concept- there are large amounts of tourists, often filling or exceeding capacity, in a given location at one time.

For decades, mass tourism has been a widely used term in tourism literature as well as in wider society. Yet, to this day there has never been a clearly agreed definition and content.

According to Poon (1993), mass tourism refers to the movement of a large number of organised tourists to popular holiday destinations for recreational purposes. It is a phenomenon which is characterised by the use of standardised package products and mass consumption. Conceptually, this type of tourism features standardized leisure products and experiences packaged for mass tourists.

Hilallali (2003) describes mass tourism as 'an offspring of industrialisation and democracy, good student of consumption and [globalisation](#).'

As noted by Dehoorne et Theng in 2015, Mass tourism is the epitome of aggressively large-scale sold standardized packages stands in stark opposition to elite or luxury tourism.

Naumov and Green (2016) state that mass tourism refers to the movement of a large number of organised tourists to popular holiday destinations for recreational purposes.

Whilst these definitions are useful, I personally feel that they are all missing some important detail. These definitions quite rightly acknowledge the fact that organised packaged tourism products are significant facilitators of mass tourism. **But they fail to acknowledge the growing dynamic independent tourist.**

In today's world, consumers are more independent than ever. We can find a cheaper deal online ourselves than what the [travel agent](#) is offering. We can plan our own itinerary using the information presented by travel blogs. We don't need a guide when we can download the information we need on our phones. But just because we are not part of a mass organised group, does not mean that we are not mass tourists.

Thousands of tourists flock to Santorini's picturesque white streets each July. Thousands of people line the streets of Shanghai to get a look at the light show on [the Bund](#) each evening. People struggle to get a photo without the crowds of tourists behind them at the [Pyramids of Giza](#) in Egypt. Are all of these people on an organised package holiday? I very much doubt it.

In reality, most attempts to define the concept of mass tourism are indeed outdated, failing to take into account post-modern tourist motivations and behaviours. In light of this, I have developed my own definition of mass tourism below...

**Mass tourism can be defined as 'extreme concentrations of tourists in any one place, resulting in saturation of the place'. Mass tourism cannot be characterised by specific numbers or values, because every destination has different carrying capacities. Rather,**

**mass tourism occurs when there are too many tourists for a destination to comfortably accommodate.**

#### **Characteristics of mass tourism**

OK, so now we have defined mass tourism, what are the identifying characteristics? The most notable characteristics of mass tourism include: extreme concentrations of tourists; the saturation of a destination, travel in organised groups, good accessibility to a destination, media influence, the stage of consolidation and tourists who are described as psychocentric.

I will explain what each of these means below.

#### **Extreme concentration of tourists**

The most obviously characteristic of mass tourism is that there are a lot of tourists. What is a lot, I hear you say? Well, I can't quite answer that question-sorry.

Each [type of tourist destination](#) is different. Some places are big, others are small. In fact, what *is* a destination? Well, this isn't entirely clear either.

In the context of mass tourism, a destination could be a city, a holiday resort or the area surrounding a popular tourist attraction. The size of the destination doesn't actually matter though. The important fact is that there are more tourists that come to the area at a given time than the destination can comfortably cope with.

OK, so here comes another subjective term- what does 'comfortably cope' mean? Well, what I mean by this, is that if the tourism has adverse effects as a result of the visitor numbers, it is no longer 'comfortably coping'. This could include environmental degradation, gentrification or adverse social impacts, for example.

So the major characteristic associated with mass tourism is that there are too many tourists in a given area, big or small.

## Tourism

### Exercise 1: True/False Statements

For each of the statements below, choose True or False.

Read the following text:

Tourist Boards promote tourism in their area through marketing and publicity. They monitor the standards of accommodation and tourist attractions, keep statistical information and assess future trends. Tourist Information Centre Assistants give visitors up-to-date information about places of interest in the area. They advise on places to stay and eat, forthcoming events and local transport details. The work involves dealing with personal callers, telephone enquiries and letters. Some jobs may be seasonal. Transport Companies provide the means of transport for passengers, i.e. aircraft, coaches, ships, car hire and trains. They need a wide range of staff, e.g. drivers, stewards and stewardesses, guides, behind-the-scenes service staff, etc.

13. The mission of Tourist Boards is to make bookings for visitors.

- TRUE
- FALSE

[?](#)

14. Part of the job of Tourist Boards is to keep a check on standards.

- TRUE
- FALSE

[?](#)

15. The mission of Tourist Information Centres is to make bookings for visitors.

- TRUE
- FALSE

[?](#)

16. Part of the job of Tourist Information Centres is to monitor standards.

- TRUE
- FALSE

[?](#)

17. Tourist Information Centres often need extra staff during high season.

- TRUE
- FALSE

[?](#)

18. Transport companies employ many different kinds of people.

- TRUE
- FALSE

### Exercise 2: Multiple Choice Questions

Choose the expression, A or B, that is closest in meaning to the word as used in the text.

21. TO MONITOR

- a.  to check somebody or something at regular intervals
- b.  to teach somebody

22. TO ASSESS

- a.  to present a demand for payment
- b.  to judge or evaluate somebody or something

23. TRENDS

- a.  tendencies
- b.  statistics

24. UP-TO-DATE

- a.  current
- b.  contemporary

25. FORTHCOMING

- a.  available
- b.  which is going to happen very soon

26. EVENT

- a.  an organised social occasion like a concert or sports competition
- b.  an incident or affair

27. AIRCRAFT

- a.  a helicopter
- b.  any vehicle capable of flight

28. CAR HIRE

- a.  buying a car
- b.  car rental

29. STEWARD

- a.  somebody who attends to the passengers on an aeroplane or ship
- b.  somebody who looks after the property of another person

30. BEHIND-THE-SCENES STAFF

- a.  employees who are not in direct contact with the public
- b.  people who work privately or secretly

**Exercise 3: Multiple Choice Questions**

What do these abbreviations mean? Choose the correct definition.

1. A.D.

- a.  before Christ
- b.  Anno Domini, after Christ

2. i.e.

- a.  that is to say, id est
- b.  including each

3. e.g.

- a.  extra good
- b.  exempli gratia, for example

4. etc.

- a.  and so on, et cetera
- b.  except the contrary

#### Exercise 4: Exposed Cloze

Use the correct word or expression from the list below to fill in the gaps in the sentences.

- art
- freelance
- gardens
- paintings
- safety
- sightseeing
- souvenir
- theme

Tourist guides often work ?, that is to say they work independently and offer their services to more than one employer, or else they are employed full-time by tour operators or other organisations to take groups to various destinations or on ? tours. Most guides offer specialist knowledge of a particular subject e.g. local history or architecture. Many tourist attractions such as museums, ? galleries, ? parks like Disneyland, folk parks and visitor centres employ guides. On this side of the industry many other opportunities exist:

Receptionist - dealing with admissions, enquiries from the public and the ? shop.

Warden - in direct contact with the public, looking after audio-visual presentations and responsible for the ? of the exhibitions.

Craftsperson - responsible for restoration and ongoing repairs.

Grounds Staff - looking after the grounds and ?.

Curators - specialists in a given field, for example textiles, buildings, furniture, ? and so on.

#### Exercise 5: True/False Statements

What personal qualities do you think are needed for a career in travel and tourism?

21. Have a friendly and helpful manner

- TRUE  
 FALSE

22. Enjoy dealing with people

- TRUE  
 FALSE

23. Have a sense of initiative

- TRUE
- FALSE

24. Be well organised and well informed

- TRUE
- FALSE

25. Be patient and understanding

- TRUE
- FALSE

26. Be able to cope under pressure

- TRUE
- FALSE

27. Have a sense of responsibility

- TRUE
- FALSE

28. Have good communication skills, with a clear speaking voice

- TRUE
- FALSE

29. Have a good telephone manner

- TRUE
- FALSE

30. Have a knowledge of one or more foreign languages for many of the jobs.

- TRUE
- FALSE

### **Exercise 6: Cloze**

Fill in the gaps in the letter of application using only vocabulary from the previous exercise.

Read the following text:

Our client is a Tour Operator seeking a Reservations Consultant with a minimum of 12 months travel reservations experience. This well-established travel organisation specialises in holidays in Eastern Europe. Due to expansion they are now looking for friendly and professional reservations consultants with basic experience to join their professional and dynamic reservations team. The ideal Reservations Consultant will sell to the public, the travel industry and to corporate clients. If you are looking for a career move within travel and are seeking an exciting new challenge then this is the opportunity you have been waiting for. Please note only candidates with travel industry background and experience will be considered.

Dear Sir or Madam,

I am writing with reference to your online advertisement for Travel Consultants. As you can see from my CV, I have a Diploma in Travel and Tourism. Before taking the course, I spent two years as a Customer Services Assistant for TeleComPlus. In this post I gained a good telephone ? and excellent communication ?. I have a clear speaking ? and am able to ? under pressure.

For the last year I have been working for Wanderlust Travel, a small family travel agency, where customers consider me to be friendly and ?. I enjoy ? with people and am both patient and ?. I am well organised and always try to keep myself well ? about the latest trends in the travel industry.

I am now looking to move to a larger organisation where I will be able to put my sense of responsibility and ? to greater use. I am bilingual in Hungarian and English, and also have a good ? of Romanian.

I should be grateful if you could send me further details of the post.

I look forward to hearing from you,

Yours faithfully,

Istvan Fischer.

### TESTS

1. For general advice about travel, go to a travel \_\_\_\_\_.  
A) center B) agent C) place D) manager
2. One day I would like to do the \_\_\_\_\_ by train and ship across Russia to Japan.  
A) trip B) voyage C) journey D) cruise
3. We're going on a \_\_\_\_\_ of Europe, visiting 11 countries in five weeks.

A) holiday B) tour C) voyage D) flight

4. We went on a three-week \_\_\_\_\_ round the Mediterranean. The ship called at Venice, Athens, Istanbul and Alexandria.

A) trip B) holiday C) flight D) cruise

5. He once went by ship to Australia. The \_\_\_\_\_ took 4 weeks.

A) travel B) tour C) voyage D) flight

6. I'm going on a business \_\_\_\_\_ to Paris next weekend.

A) trip B) travel C) journey D) cruise

7. Air France \_\_\_\_\_ 507 from Paris to New York will be taking off in ten minutes.

A) cruise B) tour C) voyage D) flight

8. The \_\_\_\_\_ from Heathrow Airport to the centre of London takes about 45 minutes by underground.

A) flight B) trip C) journey D) cruise

9. On our first day in New York we went on a three-hour \_\_\_\_\_ of the city by bus, which showed us the main sights.

A) cruise B) tour C) voyage D) flight

10. During our stay in Paris we went on a day \_\_\_\_\_ to Disneyland.

A) trip B) travel C) journey D) cruise

## LESSON 15. TRAVEL AGENCIES AND HOTEL RESERVATIONS

**There are a number of ways travel agents make money off the booking of hotels.**

The rise of the internet means that businesses have more choice than ever before when it comes to booking their travel, but an increased number of options means that it is harder than ever for companies to know if they are getting the very best deal.

This situation has led to many firms deciding to use the services of a travel management company (TMC), which often have the right connections with various hotels around the world, working to offer their customers the best value for money.

The [level of commission that an agency earns](#) on the booking of certain hotels is often a great source of their income. Travel agencies sell rooms per night on behalf of the hotels in their business portfolio, while also providing a valuable service to their hospitality partners. Commission is then made through the use of manual invoicing, before the payment is then processed by the bank and placed into company accounts.

This approach to making money is not exactly foolproof as, due to the fact that commission payments are made individually and manually, they can often be inconsistent, a situation that can cause great stress and worry for a TMC, especially when the global financial crisis has left many businesses across a number of industries becoming less financially secure.

This situation is made all the more serious given the fact that payments from hotels have become more of a priority to many agencies, due to the fact that other areas, including airline and car rental commissions, have started to dwindle.

It is therefore of the utmost importance that a travel agency has a [commission system](#) that is financially efficient, as this can substantially boost its bottom line in a difficult economic climate.

Yet there are still a number of firms that have to endure unnecessary difficulties when collecting commission payments from hotels.

Whether it is because of a system failure, a genuine reluctance to pay, or even a just a misunderstanding resulting from different linguistic and cultural boundaries, the process of collecting money that is owed is sometimes not as simple as it should be.

[The outsourcing of commission](#) can offer a helping hand to agencies, by not only offering the resources and expertise needed to chase up and negotiate with hotels, but also the ability to communicate with a firm's business partner more effectively.

One of the advantages of a company such as Onyx can boast, is the fact that they employ professionals capable of speaking the native language of a hotel firm, immediately strengthening any position of negotiation.

It also enables agencies to not only be paid more quickly, but also in their preferred currency as part of one monthly invoice, reducing the amount of time and money wasted in bank charges and employee work hours.

Travel agents can also benefit from knowing that the funds collected from the hotels within their respective portfolio is contained within a safe and secure environment, offering extra peace of mind.

### Exercise 1: True/False Statements

For each of the statements below, choose True or False.

Read the following text:

Tourist Boards promote tourism in their area through marketing and publicity. They monitor the standards of accommodation and tourist attractions, keep statistical information and assess future trends. Tourist Information Centre Assistants give visitors up-to-date information about places of interest in the area. They advise on places to stay and eat, forthcoming events and local transport details. The work involves dealing with personal callers, telephone enquiries and letters. Some jobs may be seasonal. Transport Companies provide the means of transport for passengers, i.e. aircraft, coaches, ships, car hire and trains. They need a wide range of staff, e.g. drivers, stewards and stewardesses, guides, behind-the-scenes service staff, etc.

19. The mission of Tourist Boards is to make bookings for visitors.

- TRUE
- FALSE

20. Part of the job of Tourist Boards is to keep a check on standards.

- TRUE
- FALSE

21. The mission of Tourist Information Centres is to make bookings for visitors.

- TRUE
- FALSE

22. Part of the job of Tourist Information Centres is to monitor standards.

- TRUE
- FALSE

23. Tourist Information Centres often need extra staff during high season.

- TRUE
- FALSE

24. Transport companies employ many different kinds of people.

- TRUE
- FALSE

## **Exercise 2: Multiple Choice Questions**

**Choose the expression, A or B, that is closest in meaning to the word as used in the text.**

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- a.  to check somebody or something at regular intervals
- b.  to teach somebody

32. TO ASSESS

- a.  to present a demand for payment
- b.  to judge or evaluate somebody or something

33. TRENDS

- a.  tendencies
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34. UP-TO-DATE

- a.  current
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- a.  buying a car
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- a.  somebody who attends to the passengers on an aeroplane or ship
- b.  somebody who looks after the property of another person

40. BEHIND-THE-SCENES STAFF

- a.  employees who are not in direct contact with the public
- b.  people who work privately or secretly

**Exercise 3: Exposed Cloze**

**Use the correct word or expression from the list below to fill in the gaps in the sentences.**

- art
- freelance

- gardens
- paintings
- safety
- sightseeing
- souvenir
- theme

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Craftsperson - responsible for restoration and ongoing repairs.

Grounds Staff - looking after the grounds and ?.

Curators - specialists in a given field, for example textiles, buildings, furniture, ? and so on.

#### **Exercise 4: True/False Statements**

**What personal qualities do you think are needed for a career in travel and tourism?**

31. Have a friendly and helpful manner

- TRUE  
 FALSE

32. Enjoy dealing with people

- TRUE  
 FALSE

33. Have a sense of initiative

- TRUE  
 FALSE

34. Be well organised and well informed

- TRUE
- FALSE

35. Be patient and understanding

- TRUE
- FALSE

36. Be able to cope under pressure

- TRUE
- FALSE

37. Have a sense of responsibility

- TRUE
- FALSE

38. Have good communication skills, with a clear speaking voice

- TRUE
- FALSE

39. Have a good telephone manner

- TRUE
- FALSE

40. Have a knowledge of one or more foreign languages for many of the jobs.

- TRUE
- FALSE

### **Exercise 5: Cloze**

**Fill in the gaps in the letter of application using only vocabulary from the previous exercise.**

Read the following text:

Our client is a Tour Operator seeking a Reservations Consultant with a minimum of 12 months travel reservations experience. This well-established travel organization specializes in holidays in Eastern Europe. Due to expansion they are now looking for friendly and professional

reservations consultants with basic experience to join their professional and dynamic reservations team. The ideal Reservations Consultant will sell to the public, the travel industry and to corporate clients. If you are looking for a career move within travel and are seeking an exciting new challenge then this is the opportunity you have been waiting for. Please note only candidates with travel industry background and experience will be considered.

Dear Sir or Madam,

I am writing with reference to your online advertisement for Travel Consultants. As you can see from my CV, I have a Diploma in Travel and Tourism. Before taking the course, I spent two years as a Customer Services Assistant for TeleComPlus. In this post I gained a good telephone ? and excellent communication ?. I have a clear speaking ? and am able to ? under pressure.

For the last year I have been working for Wanderlust Travel, a small family travel agency, where customers consider me to be friendly and ?. I enjoy ? with people and am both patient and ?. I am well organised and always try to keep myself well ? about the latest trends in the travel industry.

I am now looking to move to a larger organization where I will be able to put my sense of responsibility and ? to greater use. I am bilingual in Hungarian and English, and also have a good ? of Romanian.

I should be grateful if you could send me further details of the post.

I look forward to hearing from you,

Yours faithfully,

Istvan Fischer.

## TESTS

**1. Tony's business is doing well and they want to get a landlord to design a modern, detached house for them, and a(an) \_\_\_\_\_ to build it.**

A) agent B) surveyor C) architect D) builder

**2. It can be quite busy here during the tourist.....**

A season C phase  
B period D stage

**3. The brochure says that the hotel has a great..... of the sea.**

A appearance C sight  
B look D view

**4. When you ..... your destination, your tour guide will meet you at the airport.**

A arrive C reach

B get D achieve

5. Make sure you ..... a hotel before you come to our island, especially in the summer.

A book C put

B keep D take

6. I'm going on a business \_\_\_\_\_ to Paris next weekend.

A) trip B) travel C) journey D) cruise

7. Air France \_\_\_\_\_ 507 from Paris to New York will be taking off in ten minutes.

A) cruise B) tour C) voyage D) flight

8. The \_\_\_\_\_ from Heathrow Airport to the centre of London takes about 45 minutes by underground.

A) flight B) trip C) journey D) cruise

9. On our first day in New York we went on a three-hour \_\_\_\_\_ of the city by bus, which showed us the main sights.

A) cruise B) tour C) voyage D) flight

10. During our stay in Paris we went on a day \_\_\_\_\_ to Disneyland.

A) trip B) travel C) journey D) cruise

## Lesson 16. Working on language skills.

### TASK 1. LEARN THE COLLOCATIONS AND EXPAND YOUR VOCABULARY

When I was a teenager, I was **painfully shy** (*extremely shy*). I loved reading books, and I **had a vivid imagination** (*had a creative and colorful imagination*). My best friend had a more **outgoing personality** (*she liked to be friendly and sociable*) and a good **sense of humor** (*ability to make other people laugh*). Unfortunately she was also **brutally honest**, and sometimes her comments **hurt my feelings** (*made me sad, upset, or angry*).

Although I was **fiercely loyal** to her, she **showed her true colors** (*revealed her true personality*) when she **played a prank** (*did a trick*) that humiliated me in front of the class. I **bore a grudge** (*continued feeling angry*) against her for years afterwards. Now that I look back on it, I can see that she had **low self-esteem** (*she considered herself inferior*) and a bit of a **mean streak** (*a "streak" is a tiny bit of someone's personality*).

I've **come out of my shell** (*become less shy*) since those days; I **have a thicker skin** (*I'm less sensitive to criticism*) and it doesn't bother me when people **speak their minds** (*say exactly what they think, without considering the effects of the words on others*).

My biggest flaw is that I **have a tendency** to be arrogant – some say I **have a superiority complex** (*consider myself superior to others*). I'll admit that it is hard for me to **swallow my pride** (*stop being arrogant*) and recognize when I've been mistaken about something. My resolution for the New Year is to make a more concerted effort to **put others first** (*consider the needs of other people more important than my own*).

### TASK 2. CIRCLE THE BEST WORD TO COMPLETE EACH SENTENCE

1. A lot of successful entrepreneurs have not only a **bright / lucid / vivid** imagination, but also the willingness to work hard.
2. He really hurt my **emotions / feelings / senses** when he called me an idiot.
3. His superiority **belief / complex / tendency** makes him impossible to work with because he won't listen to suggestions.
4. I had to **chew / eat / swallow** my pride and apologize to Janet for overreacting to her criticism.
5. I like to date men with a great **feel / sense / touch** of humor.
6. In some cultures, it's considered very rude to **say / speak / talk** your mind.
7. It's good to **get / put / set** others first, but not at the expense of your own well-being.
8. Most people who work as comedians have very **outgoing / tendency / upcoming** personalities.
9. My brother is **brutally / carefully / painfully** shy, but I'm trying to encourage him to come out of his **case / shell / skin**.
10. My daughter gets along with her classmates, but she has a competitive **spot / streak / strip** when it comes to academics.
11. My husband forgives other people very easily; he's not one to **bear / hurt / swallow** a grudge.
12. She would never cheat on her husband; she's **angrily / brutally / fiercely** loyal to him.
13. The kids were suspended for playing a **grudge / prank / streak** on the teacher - they put a live snake inside her desk.
14. Working with a therapist has helped me overcome my problems with **deep / low / small** self-esteem.
15. You need to develop a **fatter / harder / thicker** skin; you can't let every little comment upset you.

### TASK 3.SPEAKING PART I

Answer the questions (sample is given in order to help you)

#### 4. Transportation

##### 4.1. What's the most popular means of transportation in your hometown?

**Without any doubt** I would say motorbikes. Almost everyone travels by motorbike. The reason why motorbike is so popular I think is due to their reasonable price and convenience. They also extremely varied in terms of size, color and quality, thus **a wide variety of** choices is available for everyone.

##### *Vocabulary*

**Without any doubt/There is no doubt that (expression)** a phrase expressing certainty or agreement; yes **A wide variety of (collocation)** a number or range of things of the same general class that is distinct in character or quality.

#### 4.2. How often do you take buses?

Almost every day. Since my house is so far away from my university, it's impossible for me to travel by motorbike. In addition, the air is heavily polluted by **exhaust fumes** and **traffic jams** always take place, especially during **peak hours**. Thus, I'd prefer to take the bus, to save time, save gasoline and causing less pollution.

##### *Vocabulary*

**Exhaust fumes (n)** waste gasses or air expelled from an engine, turbine, or another machine in the course of its operation.

**Traffic jam (n)** a line or lines of stationary or very slow-moving traffic, caused by roadworks, an accident, or heavy congestion.

**Peak hours/Rush hours (n)** the busiest hours

#### 4.3. Can you compare the advantages of planes and trains?

Planes and trains regularly depart and arrive on time. Plus, there are many convenient facilities **catering** particularly to certain groups of passengers. However, traveling by plane is clearly time-saving and enjoyable in terms of **onboard services** like meals or comfortable seats, while traveling by train offers you a chance **to see the world outside, admire the views** from their seats. It's totally a great experience for most train-travelers.

##### *Vocabulary*

**On-board services (n)** provided on or within a vehicle

**Cater (v)** provide with what is needed or required

#### 4.4. Is driving to work popular in your country?

Although cars themselves and gasoline are expensive, a lot of people prefer driving, possibly because driving is more comfortable in such weather, with such polluted and noisy surroundings.

#### 4.5. Do you think people will drive more in the future?

If you're talking about India, no, I don't think it's possible, even in the future. Cars and gasoline are becoming unaffordable for many people these days. Plus, the **transport infrastructure** in various regions in India is not appropriate for cars.

##### *Vocabulary*

**Transport infrastructure (n)** the framework that supports our transport system

#### 4.6. Would you ride bikes to work in the future?

Definitely not. Riding a bike means you're exposing yourself to the **unpredictable weather** and to air pollution. What is worse, I'm afraid the main streets or the highway are too dangerous for cyclists, as cars, motorbikes and buses will travel at a very high speed. Thus I'd rather ride a motorbike or take the bus instead.

##### *Vocabulary*

**Unpredictable weather (n)** to not able to be predicted; changeable

#### 4.7. What will become the most popular means of transport in your country?

I think buses will **take the lead**. You can **travel the distance** without much worries about ticket price or rainy weather outside. Also new buses now offer better services like comfortable seats for the elderly or good air conditioning systems.

##### *Vocabulary*

**To take the lead (v)** to start winning a race or competition

#### 4.10. Do you prefer public transport or private transport ?

I think I'd prefer public transport. It's much more inexpensive and because it can contain a large number of people, it helps ease the **intensity** of traffic jams during peak hours and reduce the

**greenhouse gas emissions** caused by vehicles. Private transportation is more costly in terms of fees, taxes and gasoline.

**Vocabulary**

**Intensity (n)** of extreme force, degree, or strength

**Greenhouse gas emissions (np)** the emission into the earth's atmosphere of any of various gases, especially carbon dioxide, that contribute to the greenhouse effect

**TASK4.WRITING TASK.**

Online shopping is growing in popularity.

What are the advantages and disadvantages of shopping online for both individuals and companies?

**EXERCISES**

**Ex. 2. Open the brackets paying attention to the Sequence of Tenses:**

1. They promised that they (bring) us all the necessary books.
2. He did it better than I (expect) he would.
3. He said he (can) not do it without my help.
4. We asked the delegates whether they ever (see) such a manifestation.
5. It was decided that we (start) our work at 4 o'clock.
6. I told you that I (leave) town on the following day.
7. I didn't know that you already (receive) the letter.
8. She didn't know that water (freeze) at 32° Fahrenheit.
9. I was told that the secretary just (go out) and (come back) in half an hour.
10. When I called at his house, they told me that he (leave) an hour before.
11. He was not happy about our choice and asked who (interview) the applicants for the new position.
12. Several years later I (be glad) that I (kept) that journal.
13. I knew that she (be unhappy) about the situation, but I also (realize) that if she (meet) Keith face to face her attitude (change).
14. He asked me where the price tag (be).
15. The manager asked how many people (apply) for the job.

**Ex. 3. Open the brackets paying attentions to the tenses:**

1. Reports are coming in that a train (*crash*) near Birmingham. According to eyewitnesses, it (*hit*) a concrete block which somebody (*put*) on the line.

2. Halfway to the office Paul (*turn*) round and (*go*) back home, because he (*forget*) to turn the gas off.
3. I (*do*) housework all day today. I (*clean*) every room in the house.
4. I (*lie*) in bed thinking about getting up when the doorbell (*ring*).
5. It wasn't surprising that she (*start*) getting toothache. She (*not go*) to the dentist for two years.
6. I (*play*) a lot of bridge recently.
7. When I (*get*) home everybody (*watch*) TV.
8. We (*not see*) your mother for ages.
9. How long you (*learn*) English?
10. London (*change*) a lot since we first (*come*) to live here.
11. 'How many times you (*see*) this film?' 'This is the first time I (*see*) it.'
12. 'Who's that?' 'I (*never see*) him before in my life.'
13. I hear Joe (*get*) married last summer.
14. I *often* (*wonder*) where she (*get*) her money.

**Ex. 4. Open the brackets paying attentions to the tenses:**

1. You (*read*) Pam Marshall's latest book?
2. They just (*discover*) a new fuel - it's half the price of petrol, and much cleaner.
3. You (*hear*) the storm last night?
4. My sister (*be*) married three times.
5. While she (*talk*) on the phone the children (*start*) fighting and (*break*) a window.
6. He used to talk to us for hours about all the interesting things he (*do*) in his life.
7. You know, she (*stand*) looking at that picture for the last twenty minutes.
8. The old cross (*stand*) on top of the hill as long as anybody can remember.
9. I (*spend*) a lot of time traveling since I (*get*) this new job.
10. When I (*be*) at school we all (*study*) Latin.
11. After he (*finish*) breakfast he (*sit*) down to write some letters.
12. When I (*meet*) him he (*work*) as a waiter for a year or so.
13. I never (*learn*) to ski.
14. You (*finish*) with the bathroom yet?
15. We (*live*) in Scotland until I (*be*) eighteen.
16. She (*have*) a hard life, but she's always smiling.

## GLOSSARY

**business trip**—a visit made to a place for work purposes, typically one involving a journey of some distance.

**booking a flight** - *buying a plane ticket*

**overbooked** – *to be more passengers than seats available*

**boarding pass** - *the ticket that allows you to enter the airplane*

**aisle seat** - *a seat next to the corridor*

**bumpy flight** - *a flight with a lot of turbulence*

**ten-hour layover** - *I had to wait ten hours for my next flight*

**checked luggage** - *the bags in the airplane's cargo compartment*

**carry-on bag** - *the bag you take with you on the plane*

**a seedy hotel** - *a hotel that is not very safe or comfortable*

**the red-light district** - *an area of the city where there are many sex shops, strip clubs, etc.*

**a dingy room** - *a dirty and dark room*

**voyage** -- a long journey, especially on a ship

**journey** -- an occasion when you travel from one place to another, especially over a long distance

**travel** -- the activity of travelling

**excursion** -- a short journey that you make for pleasure

**ticket** -- a piece of paper that shows that you have paid to do something such as travel on a train, bus, plane, etc.

**fee** -- an amount of money that you pay to be allowed to do something such as join an organization.

**reach** -- to arrive somewhere

**border** -- the official line that separates two countries or regions:

**distance** -- the amount of space between two people or things

**guide** -- to show someone where to go by going with them

### **sponsorship**

to give somebody money to support them in exchange for advertising. (Sponsoring a Premier League football team costs millions of pounds)

### **commercials**

Advertisements on TV or radio. (I always go and make a cup of tea when the commercials come on)

**brochures**

a small booklet which advertises something (If you want more information, please look at our brochure.)

**billboards**

a big notice used for advertising near the road

**telemarketing**

selling things by telephone (I always hang up the phone when I know it's a telemarketer.)

**flyers**

a small piece of paper which advertises something (Lots of people hand out flyers on the street)

**(a) gimmick** something which isn't very useful, but gets people's attention and is useful for selling. (3D TVs are a bit of a gimmick.)

**client**

somebody who pays for a service

**(to) appeal (to somebody)**

to attract somebody (

**(to) pressurize (somebody into doing something)**

to try and force sbd into doing sth (I hate being pressurized by people who try to get me to buy things I don't need.)

**(a) consumer**

somebody who uses/buys a product

**(to) convince (sbd to do sth)**

to persuade somebody to do something

**(to) induce (a feeling)**

to cause a feeling (The colour green induces a feeling of calmness).

**(to) urge (somebody to do something)**

to strongly persuade somebody (I urge you to listen, it's really really important!)

**(to be) enticed (by something)**

to be persuaded to do something because it seems very attractive (The smell enticed me to go inside and get a burger)

**(to) seduce (sbd into doing sth)**

to persuade somebody to do something they usually wouldn't do (Even though he was married, the girl at the bar managed to seduce him)

**(to) tempt (somebody into doing something)**

to make sbd want to do sth (which might be bad) by showing them how good it is

**(to) exaggerate**

to make sth seem better than it really is

**effective**

sth which works like it should

**(to) backfire**

when sth was planned to have a positive result, but the opposite happens

**commercial break:**

the short period during TV programmes when advertisements are shown

**commercial channel:**

TV channels that make money from showing advertisements

Front desk - a desk near the entrance to a hotel, office building, etc. where people go when they arrive and where they can get information, etc.:

Visitors must register at the front desk.

A parking lot - (American English) or car park (British English), also known as a car lot, is a cleared area that is intended for parking vehicles. Usually, the term refers to a dedicated area that has been provided with a durable or semi-durable surface

Money changing - the business of exchanging one currency for another, with the deduction of a commission for the service.

Lost and found - is the place where lost property is kept. [US]regional note: in BRIT, use lost property. 2. adjective. Lost and found things are things which someone has lost and which someone else has found

List Rental - in direct marketing, the purchase of the one-time use of a list of names, numbers, addresses or other information.

Shopping plaza ..a complex of stores, banks, movie theaters, etc.; shopping center

Luggage delivery services AIRPORTELs provide a door-to-door luggage delivery service, where your luggage or sports equipment is picked-up from your home, office or any physical address

and delivered to your hotel, resort or any other physical address. ... Avoid the wait at the baggage carousel at your destination airport.~

**Rental desk** - is an office or a pick-up/drop-off location that belongs to a specific supplier (e.g. Alamo office at New York JFK Airport). In the classical rental process, it is the place where the customer signs the rental agreement and gets the keys to the car.

**Trunk room** a storage room especially for storing luggage.

**Peak season (High Season)** – the most popular time of a year to visit a particular destination, resort, or hotel.

**Off-peak (Low Season)** – the opposite of peak season; time of a year when the tourist numbers and prices are the lowest.

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**Business travel** – A trip undertaken for work or business purposes.

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**tourists** – visitors or sightseers from another country

- **litter** – waste or garbage dropped in public places
  - **green areas** - natural spaces
  - **natural habitat** – the place in nature that particular species calls home.
  - **an influx** – an arrival or entry of large numbers of people or things. *“a massive influx of tourists”*
  - **byproduct** – an unintended but inevitable secondary result. *“he saw poverty as the by-product of colonial prosperity”*
  - **flood to** – fill up, or take over completely
  - **pave over** – cover with concrete, usually to build something new
- Collocations:**

- **in their wake** – the path or course of anything that has passed or preceded. “*The tornado left ruin in its wake.*”
- **respect the customs** – pay attention and follow the rules and social rituals of another nation

## **Customer Retention**

Customer retention is the act of keeping customers. There are many studies that show that keeping customers longer is much less expensive than acquiring new customers with some suggesting that it is up to ten times less expensive to keep a customer than acquire a new one. Customer retention is focused on ways to keep customers longer.

## **Customer Satisfaction Score**

The customer satisfaction score, or CSAT as it’s often called, intends to measure a customer’s satisfaction with the service received.

## **Customer Satisfaction Survey**

A survey conducted to measure the level of Customer satisfaction. It can be administered online, telephonic or face-to-face.

## **Agent**

An agent is the support team member who is assigned service tickets and responsible for resolving customer requests. Agents may also interact directly with customers to address service requests via communication channels such as phone, email, chat, and social media.

## **Agent experience**

Agent experience refers to the quality of interactions between support team members and the company employing them. It determines how satisfied agents are with their work and career paths, and has an impact on both their interactions with customers and the company’s bottom line. It also refers to the tools and processes that enable support agents to not only provide the kind of support customers love, but avoid providing the kind of frustrating experiences customer hate.

## **Benchmarking**

Benchmarking is a comparison of agent or team performance against the performance of peers or competitors. It can also be used to compare the current and past performance of the same agent or team. Benchmarking helps in assessing a relative position versus the competition, and in developing plans to maintain or improve on that position.

### **Business hours**

Business hours are the days and times that a company's customers can access agents for support. Though customers may consider 24/7 support ideal, a company can set business hours based on regional demand by looking at its customer types, available support channels, and customer feedback. This data provides insights into a company's optimal hours for agent staffing.

### **Business process outsourcing**

Business process outsourcing, or BPO, involves assigning responsibility for a function or operation to an external party. A growing company can use this strategy to maintain service standards and meet an increased demand for support as its business expands. BPO options include onshore (same country), near shore (same hemisphere), offshore (any location in the world with lower labor costs), and virtual or home-based operations.

### **Business rules**

Business rules refer to automations, triggers, and macros that automate operational workflows such as routing or escalating tickets to the right departments and agents.

### **Change management**

Change management is the process of overseeing and implementing change within a company. These could be organizational changes or shifts in procedure or technology. Effective change management employs processes, tools, and techniques that minimize disruptions to productivity and promote acceptance and adoption of the change.

### **Customer experience**

Customer experience describes a customer's relationship with a company over the duration of their interactions. Evaluating the customer experience enables a company to better meet customer expectations and increase satisfaction and retention. Evidence shows that customers today expect consistency in the quality of their interactions with a company and to be able set the terms of these interactions at all times.

### **Customer journey mapping**

Customer journey mapping involves documenting the steps a customer takes in interacting with a company. Companies can use this tool to better understand the customer experience, identify areas for improvement, and increase customer satisfaction.

### **Customer satisfaction**

Customer satisfaction, or CSAT, is a metric that measures a customer's immediate happiness with a company's service as well as a customer's overall loyalty. CSAT is determined using customer service metrics collected from a clear and simple survey sent to a customer soon after an interaction with a company is complete. Companies can use this transactional metric to fine-tune service and track the effect of new customer support measures.

### **Customer segments**

Customer segments are groupings of customers who share a common need or characteristic. A company's customer base might be divided into segments according to location, industry, product usage, organization size, revenue, or any other meaningful distinction. Creating these segments allows a company to tailor its approach and interactions to the specific needs of each group of customers.

### **Quality assurance**

Quality assurance is the process of monitoring and maintaining a predetermined customer support standard. This process defines the appropriate level of service, sets expectations for agents, and helps in measuring performance. Quality assurance methods include email, chat, and call monitoring; contact scoring based on the support standard; and regular feedback to agents.

### **Self-service**

Self-service most frequently refers to when customers independently access information and resolve issues rather than interact with a company's agent or submit a request for support. Self-service can also benefit a company internally, helping agents find information easily and resolve customer issues quickly.

1. Contributor –yordamchi
2. Accordingly–shundayqilib, mosravishda
3. Industry – sanoat
4. Construction – bino, inshoot, qurilish
5. Consecutive – ketma-ketsodirbo'ladigan
6. Exotic – ajoyib, ekzotik
7. Marvellous – ajablanarli, hayratomus
8. Significance – mazmun, mohiyat, ma'nodorlik
9. Resemblance – o'xshashlik, birxillik
10. Attraction–o'zigajalbqiladigan
11. Commercial – savdo-sotiqqaoid
12. Provide – taqdimqilmoq, chorako'rmoq
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53.

54. • **natural habitat** – the place in nature that particular species calls home.

55.

56. • **an influx** – an arrival or entry of large numbers of people or things. “*a massive influx of tourists*”

- 57.
58. • **byproduct** – an unintended but inevitable secondary result. “*he saw poverty as the by-product of colonial prosperity*”
- 59.
60. • **flood to** – fill up, or take over completely
- 61.
62. • **pave over** – cover with concrete, usually to build something new
63. **Collocations:**
- 64.
65. • **in their wake** – the path or course of anything that has passed or preceded. “*The tornado left ruin in its wake.*”
- 66.
67. • **respect the customs** – pay attention and follow the rules and social rituals of another nation
- 68.
- 69.
70. **to make a profit:** to earn more money than it costs to run the business
71. ▪ **niche business:** a business that serves a small, particular market
72. ▪ **to raise a company profile:** to make more people aware of a business
73. ▪ **to run your own business:** to have a business of your own
74. ▪ **sales figures:** a report of the income a company generates through sales of products or services
75. ▪ **to set up a business:** to start a business
76. ▪ **stiff competition:** strong competition from other companies in the same area of work
77. ▪ **to take on employees:** to employ people
78. ▪ **to take out a loan:** to borrow money
79. ▪ **to win a contract:** when a business gets legally-binding work with an individual or company
80. ▪ **to work for yourself:** (see ‘to be self-employed’)
- 81.
82. ▪ **to go bust:** when a business is forced to close because it is unsuccessful
83. ▪ **cash flow:** the money coming in and going out of a business
84. ▪ **to go into business with:** to join another person to start or expand a business
85. ▪ **to go it alone:** to start your own business
86. ▪ **to go under:** (see ‘to go bust’)
87. ▪ **to have a web presence:** to have a website or social media profile that showcases your business
88. ▪ **to launch a product:** to start selling and promoting a new product
89. ▪ **to lay someone off:** when a company ends an employee’s contract of employment
- 90.
- 91.
92. **Online Travel Agency (OTA):**

93. A travel website that specializes in the sale of travel products to consumers without the assistance of a person. Some agencies sell a variety of travel products including flights, hotels, car rentals, cruises, activities and packages (e.g., Travelocity, Expedia, Trivago).
- 94.
95. **Outbound Tour Operator:**
96. An operator who packages and sells travel products to people within a destination who want to travel abroad.
- 97.
98. **Operator:**  
Refers to all business (private, public, not-for-profit) that operate a tourism asset that provides value to a visitor. It is a broader reference than the traditional 'tour operator' or 'receptive operator' and includes everyone and everything such as hoteliers, attractions, restaurants, transportation, outfitters, wilderness operators, trails, heritage properties etc.
- 99.
100. **Path-to-Purchase:**  
The steps customers take as they move from being aware of the travel opportunity to actually purchasing travel.
- 101.
102. **Perceived Value:**
103. The worth that a product or service has in the mind of the consumer that shapes how much he or she is willing to pay.
- 104.
105. **Receptive Tour Operator:**
106. A Canada-based tour company that specializes in tourism experiences and manages products and services for incoming visitors most often booked through international tour operators. Receptive tour operators play an important role in the packaged travel industry.
- 107.
108. **Responsible Tourism:**
109. Any form of tourism that can be consumed in a more responsible way. It minimizes negative economic, environmental and social impacts; generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry; involves local people in decisions that affect their lives and life chances; makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity; provides more enjoyable experiences for tourists through more meaningful connections with local people and a greater understanding of local cultural, social and environmental issues; provides access for physically challenged people; and is culturally sensitive, engenders respect between tourists and hosts and builds local pride and confidence.
- 110.
111. **SEO vs SMO:**  
Search engine optimization (SEO) is different than social media optimization (SMO). In a nutshell, SEO optimizes your website for rankings with search engines through the use of select keywords, optimizing HTML and backend coding, meta description, alt tags, headers etc. SMO is about optimizing the content to increase brand and encourage sharing by your viewers through various social media channels.
- 112.
113. **Service Economy:**  
Services represent a diverse group of intangible economic activities such as restaurants, hotels, shoe-shining, physiotherapy, computer repair, a home inspection before buying a house ... and the list goes on!
- 114.

115. **Sharing Economy:**

An emerging and trending business concept based on the ability for individuals to rent or borrow good and services rather than buy them. Leading examples that are shaping how we think about this business model are Airbnb and Uber.

116.

117. **Social Media:**

Social media are works of user-created video, audio, text or multimedia that are published and shared in a social environment, such as a blog, social networking site, photo or video hosting site.

118.

119. **Social Networking:**

The interaction between a group of people who share a common interest. Using websites such as Facebook and Twitter to network and share information and media. Individuals and businesses can use social networks to further customer relationships and extend the customer lifecycle.

120.

121. **Storytelling:**

Storytelling involves a two-way interaction between a storyteller and one or more listeners in person, online or through other means of communication. It is a first-person narrative that accompanies an experience, offers personal insights and can reflect the passion, values and humour of the experience provider/storyteller. Done well, it engages travellers.

122.

123. **Supply vs. Demand Thinking:**

Supply thinking is tourism that is built on what a company wants to sell vs. what the demand from the marketplace is looking for.

124.

125. **Sustainable Travel:**

Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities optimizing environmental resources while, helping to conserve natural heritage and biodiversity; respecting the socio-cultural authenticity of host communities, their built and living cultural heritage and traditional values; contributes to inter-cultural understanding and tolerance; and ensures viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed within host communities.

126.

127. **Tariff:**

128. A term used in the travel trade to describe: (1) fare/rate from a supplier (2) class or type of fare; (3) published rates from a supplier; and (4) official publication compiling rates or fares and conditions of services

129.

130. **Touchpoint:**

A touchpoint is any time a customer or potential customer comes in contact with your brand—before, during, or after they purchase something from you or interact with your business. Identifying your touchpoints is a vital step towards understanding the customer journey from their perspective and building positive engagement every step of the way.

131.

132. **Tour Operator:**

133. A company that creates and/or markets packaged tours and/or performs tour services.

134.

135. **Tourism:**

Is defined as: “The activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.” Source: The World Tourism Organization.

136.

137. **Tourism Economy:**

An important economic driver, the tourism economy focuses on the value created by tourism businesses (private, not-for-profit, government) that generate sustainable visitor activities. It is a sectoral lens that has been commonly used to understand the contribution tourism businesses and visitors bring to a community.

138.

139. **Traveller Ready:**

140. Refers to a business which has all of its licenses, permits and insurance in place in order to operate legally (also known as Visitor Ready).

141.

142. **Travel Trade:**

The distribution network of companies (operating at a national or international level) that resell travel products to visitors that have been reserved and purchased from other tour operators or travel businesses. This includes:

- Travel agencies - companies that offer travel services and assistance to groups and individuals including, documentation, ticketing, booking for transportation and/or accommodation.
- Tour operators - companies that bring together separate travel components (such as airline seats, hotel rooms, activities and attractions), into one package. Examples of tour operators include: Thomas Cook (UK), DERTOUR (Germany), Scenic Tours (Australia), Tauck Tours (US)
- Online travel agencies (OTA's) – OTA'S specialize in offering planning sources and booking capabilities. Major OTA's include: Expedia, lasminute.com, Travelocity.

143.

144. **Travel Wholesaler:**

145. A company that purchases large blocks of rooms, tickets, etc., and then resell them as tours products or packages to travel agents. They do not sell to the general public.

Packaged elements are purchased in exchange for a commission or a reduced fee, known as a tariff. These companies target bulk transactions for the larger the volume, the better the discount.

146.

147. **User Experience:**

148. User Experience (UX) encompasses all aspects of the visitor's interaction with your company. This includes their pre-travel information search experience, booking, selection of products, services and experiences, plus their online and face-to-face interactions across all touchpoints.

149.

150. **Visitor Centric Model:**

A visual representation of a way of thinking about tourism that places the visitor at the heart of the model, the starting point for tourism planning, development, promotions and delivering on the brand promise.

151.

152. **Visitor Economy:**

153. The visitor economy refers to the widespread and often unseen benefits from dollars spent by travellers. It encompasses everything that attracts visitors to a destination and everything that makes a place special, distinctive and capable of engendering pride and interest in a place worth experiencing. The full impact of the visitor economy is felt when

the multiplier effect of tourist spending ripples throughout the entire economy, supporting job creation, infrastructure development, community building, strengthening the brand and engaging visitors in memorable experiences. A successful visitor economy requires managing all of the components in an integrated and long-term way with a clear focus on the needs of the visitor the destination is trying to attract.

154.

**155. Visitor Experience:**

The sum of all perceptions, senses stimulated, emotions evoked and interactions a traveller has with the people, places and cultures of a destination, the communities and businesses they encounter.

156.

**157. Visitor Lifecycle:**

All physical and emotional touchpoint a traveller experiences with a tourism business and destination as he/she moves through the stages of pre-trip considerations and purchase, engaging with the place, people, products and services, plus their post-trip reflections and actions. Together this influences loyalty, the potential for a long-term relationship with the traveller and their desire to revisit and/or refer.

**158.**

**159. A tourist attraction** - a place of interest popular with tourists.

**160.**

**161. Heritage** - something valuable and inherited, of special cultural or natural significance.

**162.**

**163. short-term rental** -- *a place to live that can be rented for a short period of time*

164.

**165. two-bedroom apartment** – that’s an apartment with two bedrooms, a living room, and a kitchen – with some friends.

166.

**167. studio apartment** -- *an apartment with only one big room*

168.

**169. five-story building** – *that’s a building with five floors*

170.

**171. overlooking the ocean** --*that means you can see the ocean from the balcony.*

172.

**173. had a nice view of** the city skyline -- *this is another expression used when you can see something from a certain place.*

174.

**175. recently been remodeled/renovated** – meaning it was fixed up and improved

**176. fully furnished** -- it already had furniture (beds, tables, etc.)

177.

**178. appliances** -- refrigerator, stove, etc.

179.

**180. spacious living room** -- *the room was big*

181.

**182. the bedrooms were rather cramped** -- *small and uncomfortable.*

183.

**184. feel homesick** – that’s when you feel sad because you miss your life at home.

185.

**186. have a place of my own** -- so that I’m not throwing away money on rent every month

187.

**188. affordable housing** -- *houses/apartments that are reasonably priced*

189.

**190. upscale neighborhoods** -- *areas where rich people live*

- 191.
192. **take out a mortgage** -- *borrow money from the bank, in order to buy a house*
- 193.
194. **down payment** -- *an initial payment on a big purchase*
195. **business trip**—*a visit made to a place for work purposes, typically one involving a journey of some distance.*
- 196.
197. **booking a flight** - *buying a plane ticket*
- 198.
199. **overbooked** – *to be more passengers than seats available*
- 200.
201. **boarding pass** - *the ticket that allows you to enter the airplane*
- 202.
203. **aisle seat** - *a seat next to the corridor*
- 204.
205. **bumpy flight** - *a flight with a lot of turbulence*
- 206.
207. **ten-hour layover** - *I had to wait ten hours for my next flight*
- 208.
209. **checked luggage** - *the bags in the airplane's cargo compartment*
- 210.
211. **carry-on bag** - *the bag you take with you on the plane*
- 212.
213. **a seedy hotel** - *a hotel that is not very safe or comfortable*
- 214.
215. **the red-light district** - *an area of the city where there are many sex shops, strip clubs, etc.*
- 216.
217. **a dingy room** - *a dirty and dark room*
218. **voyage** -- a long journey, especially on a ship
219. **journey** -- an occasion when you travel from one place to another, especially over a long distance
220. **travel** -- the activity of travelling
221. **excursion** -- a short journey that you make for pleasure
222. **ticket** -- a piece of paper that shows that you have paid to do something such as travel on a train, bus, plane, etc.
223. **fee** -- an amount of money that you pay to be allowed to do something such as join an organization.
- 224.
225. **reach** -- to arrive somewhere
- 226.
227. **border** -- the official line that separates two countries or regions:
- 228.
229. **distance** -- the amount of space between two people or things
- 230.
231. **guide** -- to show someone where to go by going with them