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ENGLISH FOR TOURISM BUSINESS

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Методические указания представляют собой комплекс упражнений для развития навыков иноязычной устной и письменной речи в сфере туристического бизнеса.

Методические указания предназначены для студентов дневной формы обучения по направлениям подготовки 43.04.02 Туризм.

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Введение

Интерес большинства людей посетить новые места, познакомиться с новыми людьми, их культурой, жизнью и обычаями способствовал тому, что путешествия, сначала единичные и доступные немногим, стали превращаться в динамично развивающуюся отрасль, которая сегодня насчитывает миллиарды специалистов и клиентов.

Развитие туризма сопровождается не только выгодным торгово-экономическим сотрудничеством между народами и государствами, но и способствует укреплению дружеских отношений, обеспечению взаимопонимания и взаимоуважения. Следствием этого выступает потребность в таких специалистах, которые бы одновременно обладали знаниями и умениями экономистов, культурологов, социологов, психологов и лингвистов. А поскольку английский язык выступает языком глобального общения, профессионалы туристического бизнеса, как и любого другого, в своем изучении английского языка должны пройти этапы от овладения элементарным уровнем до уровня, позволяющим осуществлять успешную профессиональную деятельность. Изучение дисциплины «Профессиональный иностранный язык» как раз и ставит перед собой такую образовательную задачу.

Данные методические указания предназначены для студентов, обучающихся по направлению подготовки 43.04.02 Туризм (магистратура) и имеют своей целью развитие навыков устной и письменной речи на иностранной языке специалистов по туризму.

Содержание методических указаний соответствует тематике рабочей программы по указанной специальности, и учебные материалы могут быть использованы как в аудиторной, так и при организации самостоятельной работы студентов.

Каждый из четырех тематических разделов методических указаний представляет собой комплекс заданий, направленный на расширение лексического и

терминологического минимума, развитие навыков чтения и аудирования, синтеза и анализа данных, проектирования и аргументации.

В качестве средств самопроверки при самостоятельной работе в заключительной части методических указаний представлены ключи к некоторым заданиям.

Указанные литературные и электронные источники могут служить в дальнейшем углублению профессиональных и иноязычных знаний.

1 The World Tourism Organization

1.1 Vocabulary

1.1.1 Match the definitions (a – f) with the words (1 – 6) below.

- | | |
|-----------------|--|
| 1. agency | a. the act of giving money, ideas, help, etc. towards a common purpose |
| 2. contribution | b. a group of people organized for a joint purpose |
| 3. driver | c. one that provides impulse or motivation |
| 4. leadership | d. a specialized department in the United Nations |
| 5. support | e. the capacity of someone to lead |
| 6. association | f. financial or other help |

1.1.2 Make word combinations using adjectives (1 – 6) and nouns (a – f). More than one combination with each noun and adjective is possible.

- | | |
|----------------|----------------|
| 1. local | a. policy |
| 2. economic | b. development |
| 3. tourism | c. tool |
| 4. negative | d. authorities |
| 5. sustainable | e. impact |
| 6. effective | f. growth |

1.2 Listening

Listen to the text at <http://www2.unwto.org/content/who-we-are-0> and fill in the gaps.

The (1)_____ (UNWTO) is the United Nations (2)_____ responsible for the promotion of responsible, (3)_____ and universally accessible tourism.

As the leading international organization in the field of tourism, UNWTO promotes tourism as a (4)_____ of economic growth, inclusive development and environmental sustainability and offers (5) _____ and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to (6)_____ tourism's socio-economic contribution while minimizing its possible negative (7)_____, and is committed to promoting tourism as an instrument in achieving the Sustainable Development Goals (SDGs), geared towards reducing poverty and (8) _____ sustainable development worldwide.

UNWTO (9)_____ market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

UNWTO's (10) _____ includes 157 countries, 6 Associate Members and over 480 Affiliate Members representing the private (11)_____, educational institutions, tourism (12)_____ and local tourism (13)_____.

1.3 While reading

1.3.1 Put the sentences into a logical order so you can make a story of WTO history

a. Towards the end of the 1960s, the IUOTO realized the need for further transformation to enhance its role on an international level.

b. Resolution 2529 of the XXIVth UN general assembly stated: In 1970, the IUOTO general assembly voted in favor of forming the World Tourism Organization (WTO).

c. The origin of UNWTO goes back to 1925 when the International Congress of Official Tourist Traffic Associations (ICOTT) was formed at the Hague.

d. The 20th IUOTO general assembly in Tokyo, 1967, declared the need for the creation of an intergovernmental body with the necessary abilities to function on an

international level in cooperation with other international agencies, in particular the United Nations.

e. The ICOTT became the International Union of Official Tourist Publicity Organizations in 1934.

f. Following the end of the Second World War and with international travel numbers increasing, the IUOTPO restructured itself into the International Union of Official Travel Organizations (IUOTO).

g. Based on statutes of the IUOTO, and after ratification by the prescribed 51 states, the WTO came into operation on November 1, 1974.

1.3.2 Choose the best title for each part of the text: Structure, Members, Organization aims, History

(a) _____

The objectives of the UNWTO are to promote and develop sustainable tourism and thus to contribute to economic development, international understanding, peace, prosperity and universal respect.

(b) _____

The origin of UNWTO goes back to 1925 when the International Congress of Official Tourist Traffic Associations (ICOTT) was formed at the Hague. The ICOTT became the International Union of Official Tourist Publicity Organizations in 1934.

Following the end of the Second World War and with international travel numbers increasing, the IUOTPO restructured itself into the International Union of Official Travel Organizations (IUOTO).

Towards the end of the 1960s, the IUOTO realized the need for further transformation to enhance its role on an international level. The 20th IUOTO general assembly in Tokyo, 1967, declared the need for the creation of an intergovernmental body with the necessary abilities to function on an international level in cooperation with other international agencies, in particular the United Nations.

Resolution 2529 of the XXIVth UN general assembly stated: In 1970, the IUOTO general assembly voted in favor of forming the World Tourism Organization (WTO). Based on statutes of the IUOTO, and after ratification by the prescribed 51 states, the WTO came into operation on November 1, 1974.

(c) _____

As of 2013, the membership of the UNWTO included 156 states, 6 associate members and 2 observers .

Additionally there are some 400 affiliate members, representing the private sector, educational institutions, tourism associations and local tourism authorities, non-governmental entities with specialised interests in tourism, and commercial and non-commercial bodies and associations with activities related to the aims of UNWTO or falling within its competence.

(d) _____

The World Tourism Organization is composed of a General Assembly, Executive Council, and Secretariat. These groups meet periodically to vote on the budget, administration, and priorities of the organization.

1.4 Follow up activity

Study the site of UNWTO at : <http://www2.unwto.org/en> and try to find the information to answer the following questions.

- a. Who is Secretary-General of the UNWTO? How long does he hold this position?
- b. What is the principle body of the UNWTO?
- c. Where are the headquarters of the UNWTO?
- d. When did Russian Federation entered the UNWTO?
- e. What was the name of the world's one-billionth tourist in 2012?
- f. What is the expected number of international tourists by 2030?

2 World Tourism Day

2.1 Vocabulary

2.1.1 Find the pairs of synonyms:

- | | |
|----------------|---------------|
| 1. community | a. knowledge |
| 2. underscore | b. plan |
| 3. awareness | c. focus |
| 4. global | d. continuous |
| 5. sustainable | e. society |
| 6. spotlight | f. worldwide |
| 7. blueprint | g. underline |

2.1.2 Find the pairs of antonyms:

- | | |
|----------------|-----------------|
| 1. foster | a. unemployment |
| 2. diverse | b. visitor |
| 3. employment | c. unprofitable |
| 4. lucrative | d. finish |
| 5. development | e. block |
| 6. launch | f. decline |
| 7. host | g. same |

2.1.3 Complete the sentences using the word combinations from the box

value chain • global transition • sector of tourism • local population sustainable development • the United Nations
--

- a. The _____ plays an important role in any _____.

b. The mission of _____ is to maintain international peace and security and to develop friendly relations between nations.

c. The _____ is a powerful analyses tool for the strategic planning of an organization.

d. We witness the _____ to the renewable energy.

e. What _____ would you like to focus your business on?

2.2 Before you read

Answer the questions:

Do you know when World Tourism Day (WTD) is celebrated?

What is the mission of WTD?

What country and city hosted WTD 2014?

What was the central theme of WTD 2014?

2.3 Now read the text and check your answers to the questions in 2.2

Celebrated every year on September 27, World Tourism Day (WTD) is the global observance day earmarked in the United Nations calendar to raise awareness of tourism's social, political, cultural and economic value.

WTD 2014 focused on the theme of Tourism and Community Development, spotlighting tourism's role in empowering communities worldwide. This central theme was in line with the United Nations' global transition into the Sustainable Development Goals (SDGs) as the guiding blueprint for the post-2015 sustainable development agenda.

With the special focus on the community, WTD 2014 underscored tourism's contribution to sustainable development from the grassroots level, by engaging local populations in the tourism value chain and fostering education, skills and local governance. As a people-based service sector founded on interaction, with a horizontal impact on a diverse range of other sectors, tourism opens the doors for employment, sustainable livelihoods and lucrative business opportunities at local level.

The city of Guadalajara in the state of Jalisco, Mexico played host to the official celebrations which were attended by the President of Mexico, Enrique Peña Nieto, the Secretary of Tourism of Mexico, Claudia Ruiz Massieu Salinas, the UNWTO Secretary-General, Taleb Rifai, as well as Tourism Ministers from around the world.

The WTD 2014 High-Level Think Tank gathered Tourism Ministers from Albania, Aruba, Benin, Colombia, Honduras, Malaysia, Mexico, Nicaragua, Paraguay and Peru as well as the representative from the Organization of Economic Co-operation and Development (OECD).

As part of the global-wide activities leading up to WTD 2014, UNWTO launched a competition that called on bloggers worldwide to post their experience in tourism and community development. Alongside the competition, UNWTO also hosted a photo album on Facebook including the images of WTD celebrations from around the world.

2.4 Discussion

Is WTD celebrated in your country / company?

Who participates in the celebrations?

What are the main events?

What goals do you set when organizing WTD and do you achieve them?

2.5 Project work

Imagine you have got a task to develop the WTD scenario to celebrate in your company. Make a short (10 min.) speech/ presentation on your ideas.

3 Tourism in numbers

3.1 Vocabulary

Look at the words and word combinations in italics carefully. Choose the correct option to complete the sentences. Consult your dictionary if needed.

1) *International tourists* are people who ...

- a) travel outside their country;
- b) stay in their own country;
- c) visit places they like.
- 2) The term “*arrivals*” means ...
 - a) financial receipts ;
 - b) tourists.
- 3) *To round up* a number is the same as ...
 - a) to upside-down a number;
 - b) to approximate a number;
 - c) to forget a number.
- 4) *Destination* is ...
 - a) the end of a journey;
 - b) the start of a journey;
 - c) the journey with no end.
- 5) *A contributor* leads to the ...
 - a) loss of something;
 - b) growth of something;
 - c) mix of something.
- 6) *Recovery* in economics is defined as ...
 - a) an instability;
 - b) a depression;
 - c) an economic upturn.
- 7) *Average* refers to ...
 - a) super expensive;
 - b) medial sum;
 - c) low cost.

3.2 Look at the Figure 1 below and fill in the missing names of the regions and numbers.

_____ continues to be the most visited region with over half of the world's international tourists. In 2014, it received 17 million more arrivals, rounding up a total of _____ million.

International tourist arrivals in _____ and _____ (+5 %) increased by 13 million to _____ million.

In terms of arrivals, the _____ was the best performing region with 8 % growth, welcoming an additional 14 million international tourists and raising the total to _____ million. Growth was driven by North America (+9%), and the Caribbean (+7 %). Arrivals to Central America and South America grew at double the rate recorded in 2013 and well above the world average.

International tourism in _____ (+5 %) showed good results in most destinations. The region attracted an additional 2 million arrivals in 2014, bringing up the total to _____ million.

_____’s international tourist numbers grew by 2 %, equivalent to an increase of one million arrivals to reach _____ million tourists. While arrivals to North Africa were weak (+1 %), Sub-Saharan Africa saw international tourist numbers rise by 3 % despite the Ebola Virus Disease outbreak in a few West.

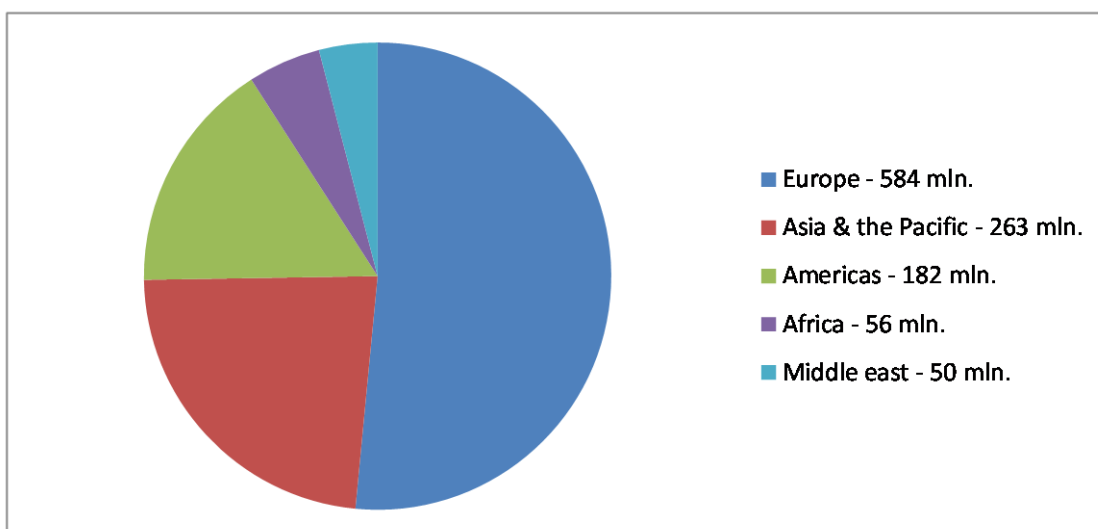


Figure 1 – International arrivals, 2014

3.3 Look at the Figure 2 below and fill in the gaps in the passage below.

In contrast to the moderate and uneven expansion of the global economy, international tourism has progressively grown above expectations over recent years. In 2013, total export earnings generated by international tourism reached a record US\$ 1,409 trillion. As an export category, it ranks _____ worldwide, after _____, _____ and _____, but notably ahead of _____.

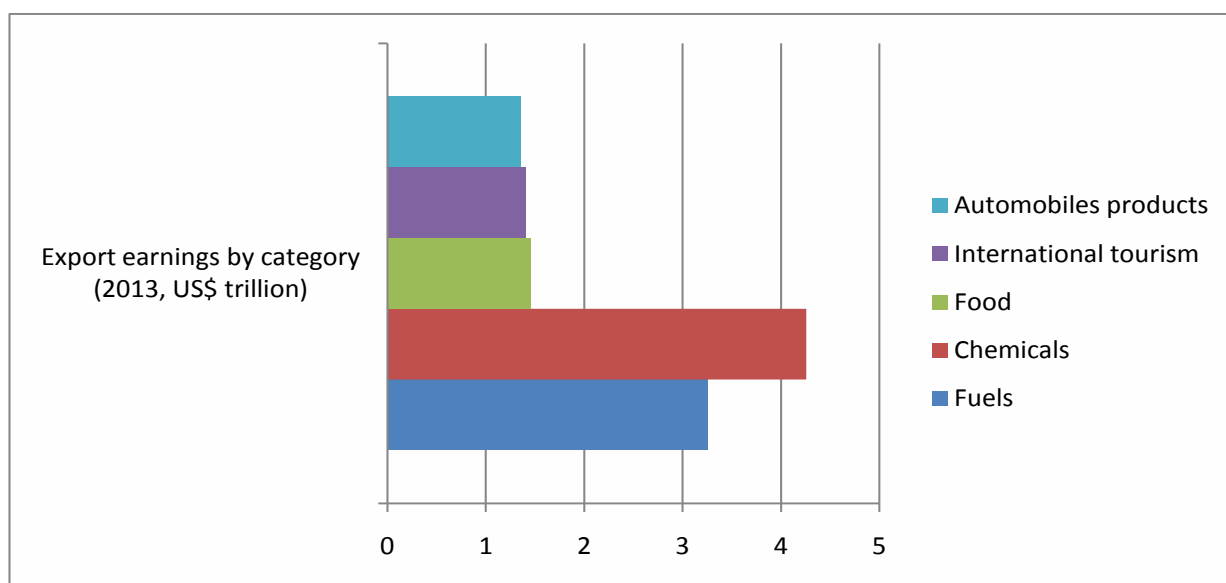


Figure 2 – Export earnings by category

3.4 Project work

Study the official site of the Federal Agency for Tourism (the Ministry of Culture of RF subdivision) at <http://www.russiatourism.ru/contents/statistika> and find the data on 2015 statistics:

What is the number of international tourists coming to the Russian Federation?

What are the leading countries by number of arrivals in the territory of the Russian Federation?

What is the number of the Russian Federation citizens travelling abroad? What are the most popular destinations for citizens of the Russian Federation travelling abroad?

Be ready to present the info in the class. Illustrate your findings with the relevant diagrams/ charts/ graphs/ tables.

4 The Faces of Tourism

4.1 Vocabulary

With more than one billion of international tourists every year, international tourism makes up almost 10% of global GDP. One in every 11 jobs on the planet is the tourism jobs: chefs, innkeepers, artisans, taxi drivers, guides and millions of others who belong to the tourism sector.

Match the responsibilities with the job's titles. Can you continue the list with your own examples?

- | | |
|----------------|---|
| 1. Baristas | a) sell and collect tickets at the door, as well as show patrons to their seats once inside the venue. |
| 2. Porters | b) provide interesting information to tourists and travelers in museums and galleries as well as other attractions throughout the world. |
| 3. Ushers | c) are responsible for cleaning materials, surfaces and objects, using cleaning tools and supplies. |
| 4. Tour Guides | d) often carry luggage for passengers or hotel guests. |
| 5. Cleaners | e) are responsible for making, mixing and serving a variety of hot and cold beverages to customers in cafes, coffee shops, hotels, bars, restaurants and clubs. |
| 6. | f) |

4.2 While watching

4.2.1 In the video at <https://www.youtube.com/watch?v=B5MkV7A83k4> you will get to know some of the individuals working in tourism industry: Brian Lee from Australia, Mohammad Daifallah from Jordan, Jean Damascene Hakizimana from Rwanda and Cristina Suaña from Peru. Watch the first part (0:00 – 2:23) and match the photos to the names above.



4.2.2 Watch the second part of the video and learn how tourism contributed to the lives of these people and what dreams they have. Complete the sentences.

1) Brian Lee: My dream for the future is to see young (a)_____ people stepping up and doing what I do.

2) Cristina Suaña: I have learnt how to organize my family, and my children have been able to study. My dream is to create a small travel (b)_____, so that (c)_____ can come directly from their countries to our houses in different parts of our country where our communities can receive tourists. This is our dream.

3) Mohammad Daifallah: This is a good chance to find the (d)_____ close to my family. I became a teacher for the nature.

4.3 Write you own short tourism story. The following questions might help you.

- What is your name?
- Where are you from?
- Where do you work?

- How did you get into tourism business?
- What are your responsibilities?
- What do you like most in your job?
- How has your life changed?
- What are your dreams/ plans for the future?

Keys

1.1.1 1 – d, 2 – a, 3 – c, 4 – e, 5 – f, 6 – b

1.1.2 1 – d, 2 – f, 3 – a, 4 – e, 5 – b, 6 – c

1.2 1 – World Tourism Organization, 2 – agency, 3 – sustainable, 4 – driver, 5 – leadership, 6 – maximize, 7 – impacts, 8 – fostering, 9 – generates, 10 – membership, 11 – sector, 12 – associations, 13 – authorities.

1.3.1 c, e, f, a, d, b, g

1.3.2 a – Organization aims, b – History, c – Members, d – Structure

1.4 a. Tabel D. Rifai (Jordan) Mr. Rifai is Secretary-General of the World Tourism Organization (UNWTO) based in Madrid, Spain. He holds this position since 1 January 2010. He was unanimously elected at the 18th session of UNWTO General Assembly (October 2009), following the recommendation of the UNWTO Executive Council made in May 2009.

b. The General Assembly is the principal gathering of the World Tourism Organization. It meets every two years to approve the budget and programme of work and to debate topics of vital importance to the tourism sector. Every four years it elects a Secretary-General. The General Assembly is composed of Full Members and Associate Members. Affiliate Members and representatives of other international organizations participate as observers. The World Committee on Tourism Ethics is a subsidiary organ of the General Assembly.

c. Headquarters World Tourism Organization Capitán Haya 42 28020 Madrid, Spain

d. 1975

e. A British tourist visiting Madrid, Spain on 13 December 2012 has been revealed as the symbolic face of the one billion international tourists travelling in 2012. The one-billionth tourist, Mrs. Dale Sheppard-Floyd from the United Kingdom, came to Spain for three days.

f. 1.8 billion

2.1.1 1 – e, 2 – g, 3 – a, 4 – f, 5 – d, 6 – c, 7 – b

2.1.2 1 – e, 2 – g, 3 – a, 4 – c, 5 – f, 6 – d, 7 – b

2.1.3 a. local population, sustainable development, b. the United Nations, c. value chain, d. global transition, e. sector of tourism

3.1 1 – a; 2 – b; 3 – b, 4 – a; 5 – b; 6 –c; 7 – c

3.2 Europe continues to be the most visited region with over half of the world's international tourists. In 2014, it received 17 million more arrivals, rounding up a total of 584 million. So, tourism has been a major contributor to the European economic recovery.

International tourist arrivals in Asia and the Pacific (+5 %) increased by 13 million to 263 million.

In terms of arrivals, the Americas was the best performing region with 8 % growth, welcoming an additional 14 million international tourists and raising the total to 182 million. Growth was driven by North America (+9 %), and the Caribbean (+7 %). Arrivals to Central America and South America grew at double the rate recorded in 2013 and well above the world average.

International tourism in the Middle East (+5 %) showed good results in most destinations. The region attracted an additional 2 million arrivals in 2014, bringing up the total to 50 million.

Africa's international tourist numbers grew by an estimated 2 %, equivalent to an increase of one million arrivals to reach 56 million tourists. While arrivals to North Africa were weak (+1 %), Sub-Saharan Africa saw international tourist numbers rise by 3 % despite the Ebola Virus Disease outbreak in a few West African countries.

3.3 In contrast to the moderate and uneven expansion of the global economy, international tourism has progressively grown above expectations over recent years. In 2013, total export earnings generated by international tourism reached a record US\$ 1.409 trillion. As an export category, it ranks fourth worldwide, after fuels, chemicals and food, but notably ahead of automotive products.

4.1 1– e, 2 – d, 3 – a, 4 – b, 5 – c

4.2.1 1 – Mohammad Daifallah, 2 – Cristina Suaña, 3 – Brian Lee, 4 - Jean Damascene Hakizimana

4.2.3 a – community, b – agency, c – tourists, d – work

Brian Lee: I have started my own tourism business that I operate out of Kooljaman and I think it's getting people to know that there is a place that no one else has seen, but everyone else who comes here can share what we have.

Mohammad Daifallah: My name is Mohammad Daifallah from Jordan. I was born at Wadi, Dana. I am from It's a Bedouin family. I worked at Fenyan EcoLodge in different jobs and later as an Eco Guide. I go with the people, and I tell them about my traditional life and my nature.

Jean Damascene Hakizimana: I wanted to be a ranger or a guide at my dreams because I love so much the gorillas. I explain to my family and to my friends that I am doing activities related to park protection. Doing this work, I am able to continue my education, improve my communication skills, My children and my family are very very happy of the job I am doing, and they support me very very much.

Cristina Suaña: Thanks to our family support we pushed the project forward, and now more tourists are visiting and the community realized that people come to stay.

Brian Lee: My dream for the future is to see young community people stepping up and doing what I do.

Cristina Suaña: I have learnt how to organize my family and my children have been able to study. My dream is to create a small travel agency, so that tourists can come directly from their countries to our houses in different parts of our country where our communities can receive tourists. This is our dream.

Mohammad Daifallah: This is a good chance to find the work close to my family. I became a teacher for the nature.

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