

## PREFACE

Textbook 'English for Tourists in Professional Communication' is intended for the study of professionally-oriented English by university students in the field of training 03.03.02 "Tourism" and by college students for the specialty 43.02.10 "Tourism" and is aimed at the implementation of Federal Standards of Higher and Secondary Professional Education, the study of theory and practice on the basis of competence, communicative, activity-based, cognitive and personality-oriented approaches. The purpose of the textbook is the formation of common cultural and professional competencies of students. Exercises of the textbook include studying the theory of communication, the formation of world view of students, improving the skills of speaking and writing, vocabulary, grammar and country studies on specialty 'Tourism', skills of independent work and research.

Theoretical material is presented in each unit by the section *Theory of Communication*. It includes both the theory of communication and the theory of culture, as well as the phased implementation of communicative tasks. Section *Communication in Tourism* involves communication of students on professional issues. Sections *Country Study, Project and Research Work* ensure the formation of research skills among students. Each unit contains assignments for developing students' independent work skills and improvement of language skills.

Work with the textbook requires systematic viewing and listening of electronic audio and video, use of different types of reading, practice of monologic and dialogic speech in the field of professional communication. Writing is presented by training and methodological materials.

Grammatical aspect includes tasks on morphology and syntax on the material of professionally-oriented texts. Lexical aspect involves work on vocabulary for communication theory and professionally-oriented vocabulary on specialty "Tourism".

Country study is presented by the investigation of the culture of the world in the classroom and in the process of independent research work of students.

Textbook provides current, intermediate and final control including the creation of intellectual products by students at the end of each term.

# ПРЕДИСЛОВИЕ

Учебное пособие «Английский язык в сфере профессиональной коммуникации» предназначено для изучения профессионально-ориентированного английского языка студентами вузов по направлению подготовки 43.03.02 «Туризм» и студентами колледжей по специальности 43.02.10 «Туризм» и направлено на реализацию Федеральных государственных образовательных стандартов высшего и среднего профессионального образования, изучение теории и практики на основе компетентностного, коммуникативного, деятельностного, когнитивного и личностно-ориентированного подходов. Цель пособия — формирование общекультурных и профессиональных компетенций студентов. Задачи пособия — изучение теории коммуникации, формирование картины мира обучающихся, совершенствование навыков устной и письменной речи, лексических, грамматических и страноведческих навыков по специальности «Туризм», навыков самостоятельной и исследовательской работы.

Теоретический материал представлен в каждом уроке разделом «Теория коммуникации» и включает в себя как теорию коммуникации и культуры, так и поэтапное выполнение коммуникативных упражнений. Раздел «Общение в сфере туризма» предполагает общение студентов на профессиональные темы. Разделы «Страноведение», «Проектная и исследовательская работа» обеспечивают формирование навыков исследовательской работы обучающихся. В каждом уроке представлены упражнения для развития у студентов навыков самостоятельной работы, совершенствования языковых навыков.

Работа с пособием предполагает систематический просмотр и прослушивание электронных аудио- и видеоматериалов, использование разных видов чтения, практики монологической и диалогической речи в сфере профессиональной коммуникации. Письменная речь представлена учебными и методическими материалами.

Грамматический аспект включает в себя выполнение упражнений в области морфологии и синтаксиса на материале профессионально-ориентированных текстов. Лексический аспект

предполагает работу над лексикой по теории коммуникации и лексикой профессионально-ориентированного языка по специальности «Туризм». Страноведение представлено изучением культуры стран мира на занятиях и в процессе самостоятельной исследовательской работы обучающихся.

Учебное пособие предусматривает текущий, промежуточный и итоговый контроль, включая создание интеллектуальных продуктов обучающимися в конце каждого семестра.

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# UNIT 1

## Talk on Professional Issues in Tourism

### THEORY

#### Theory of Communication

#### Culture

**Task 1.** *Listen to international words, read them and guess their meaning.*

Nouns: characteristic, culture, element, ethics, focus, information, problem, religion, standard, structure, symbolism, tradition.

Adjectives: intercultural, individual, psychological, social.

**Note:** The word *ethics* is used in plural in English and in singular in Russian.

**Task 2.** *Listen to the words, pronounce and learn them.*

**achievement**, *n* ДОСТИЖЕНИЕ

My achievement is improving the knowledge of mathematics. My friend's achievement is the success in chess competition.

**behaviour**, *n* ПОВЕДЕНИЕ

Rules of behaviour are an integral part of culture. Children learn rules of behaviour in the society they belong to.

**custom**, *n* 1 ОБЫЧАЙ 2 ПРИВЫЧКА

The customs in the society are different in the countries of the world. Each nation follows its own customs.

**culture**, *n* КУЛЬТУРА

Communication is influenced by culture. Culture determines communication.

**environment**, *n* 1 СРЕДА 2 ОКРУЖАЮЩАЯ СРЕДА

Each individual lives and works in certain social environment. In the process of studying culture we should consider the relationships of the individuals with the environment.

**law**, *n* 1 ЗАКОН 2 ПРАВО 3 ЮРИСПРУДЕНЦИЯ

Law is a part of culture. Law determines the rules of behaviour.

**point of view, view, viewpoint**, *n* ТОЧКА ЗРЕНИЯ

We consider culture from different points of view. We have to take into account diverse views.

**problem-solving** РЕШЕНИЕ ПРОБЛЕМ

Problem-solving refers to mental activity. We realise problem-solving on the third level of culture.

**process**, *n* процесс

In the process of reflection each person analyses his or her achievements. In the process of studying culture we analyse its levels.

**reflection**, *n* 1 рефлексия 2 размышление 3 отражение

Reflection in psychology is a careful meditation. We consider three levels of culture in the process of reflection.

**rule**, *n* правило

Each society determines its own rules of behaviour through laws. Everyone is supposed to follow rules of behaviour.

**self-perception**, *n* самовосприятие

Self-perception is the self-knowledge. Self-perception is a part of the second level of culture.

**society**, *n* общество

Each society has its own culture. The society determines the type of culture.

**world outlook**, *n* мировоззрение

World outlook is a part of culture. World outlook is a part of the second level of culture.

**Note:** The word *process* can function in the sentence as a noun with the stress on the first syllable and as a verb with the stress on the second syllable.

**Task 3.** *Learn the verbs used in the professional and scientific texts.*

**achieve (achieved, achieved, achieving), achieves**, *v* достигать

He achieved best results in tourism. Everybody tries to achieve his or her purposes.

**comprise (comprised, comprised, comprising), comprises**, *v*  
1 содержать 2 включать 3 охватывать

Culture comprises numerous elements. It comprises such elements as art, ethics, information, religion, tradition and rules of behaviour.

**consider (considered, considered, considering), considers**, *v*  
1 рассматривать 2 считать 3 принимать во внимание

We consider communication as a part of culture. We suggest you should consider three levels of culture.

**consist of (consisted, consisted, consisting), consists, v**  
СОСТОЯТЬ ИЗ

The first level of culture consists of communication, customs and traditions. It also consists of fashion, laws and lifestyle.

**involve (involved, involved, involving), involves, v**  
ВОВЛЕКАТЬ 2 ВКЛЮЧАТЬ В СЕБЯ

The second level of culture involves the problems of relationships in the society and world outlook. It also involves self-perception of the individuals.

**obtain (obtained, obtained, obtaining), obtains, v** 1 ПОЛУЧАТЬ  
2 ПРИОБРЕТАТЬ

People obtain components of culture as part of the society. Through constituents they obtain their own culture.

**present ( presented, presented, presenting), presents, v**  
ПРЕДСТАВЛЯТЬ

Present your new information. Present the report.

**process (processed, processed, processing), processes, v**  
ОБРАБАТЫВАТЬ

My friend can easily process information in mathematics. Another friend of mine usually processes much information in biology.

**process information** ОБРАБАТЫВАТЬ ИНФОРМАЦИЮ  
It is very important to learn how to process information. Processing of information is a key factor in achieving knowledge.

**represent (represented, represented, representing),**  
**represents, v** 1 ОЗНАЧАТЬ 2 ОТРАЖАТЬ 3 ПРЕДСТАВЛЯТЬ

Students represent their university at a conference. The teacher represented the results of his research.

**way of life** 1 ОБРАЗ ЖИЗНИ 2 УКЛАД ЖИЗНИ  
Each ethnicity determines its own way of life. Way of life differs in each ethnic group.

**Note:** There is the difference between the use of the words *present* and *represent*. *Present* means a) to show directly b) introduce. *Represent* denotes a) means for something b) to present anew c) act on the behalf of somebody.

**Task 4.** Read the text 'Culture' and find the answers to the questions:

1. How can we consider culture?
2. What does culture comprise?
3. What does the first level of culture consist of?
4. Why is the second level of understanding culture more difficult?
5. What components do we determine on the third level?
6. Are there any characteristics we should take into account studying the notion of culture?
7. What do we identify as an inseparable part of culture?

## Culture

We can consider culture from different points of view including history, behaviour, symbolism, structure. Culture comprises art, ethics, information, religion, tradition and rules of behaviour, which people obtain as a part of the society.

In the process of reflection for each person there are three levels of culture. Almost everyone is familiar with the first level of culture comprising communication, customs and traditions, fashion, laws and lifestyle. The second cultural level, the level of understanding, is more complex. It involves the problems of relationships in the society, self-perception, standards and world outlook. On the third level we determine the social rank, love and friendship, problem-solving, management, elements of communication.

Studying the notion of culture, one should take into account psychological characteristics, senses, manners of individuals, their relationships with the society and the environment, kinds of activities, time and space focus. In our studies it is important that communication is an inseparable part of culture.

**Note:** *Behaviour* is the spelling of the British variant (with the letter *u*, *behavior* is the spelling of the American variant (without the letter *u*

**Task 5.** Express your view on the notion 'culture'. Say how you understand the concept of culture and what culture means to you. Choose the most important levels of culture and analyse their content.

## PRACTICE

### Communication in Tourism Professional Skills of Tour Guide

**Task 6.** Listen to the words referring to professional skills of tour guide and repeat them. Study the words, expressions and examples with them before reading the text **Professional Skills of Tour Guide**.

a) expressions with the word 'tour'

**tour**, *n* 1 тур 2 поездка 3 путешествие 4 экскурсия

**tour guide** 1 туристический гид 2 экскурсовод 3 гид

**tour leader** гид

**conduct (conducted, conducted, conducting), conducts**, *v*

проводить

**conduct tour** 1 провести тур 2 проводить тур

**guide (guided, guided, guiding), guides**, *v* руководить

**guide tour** 1 руководить туром 2 вести тур

b) adjectives describing information presented by tour guide that can be used as the epithets

**boring**, *a* скучный

**easy**, *a* легкий

**humorous**, *a* юмористический

**important**, *a* 1 важный 2 значительный

**serious**, *a* серьезный

**witty**, *a* остроумный

c) professional skills of tour guide

**accurateness**, *n* 1 безошибочность 2 точность  
3 аккуратность

**be a tour leader** быть руководителем тура/поездки

**carry (carried, carried, carrying), carries**, *v* 1 нести 2 везти 3

выполнять

**keep (kept, kept, keeping), keeps**, *v* 1 держать 2 сохранять 3  
поддерживать 4 хранить 5 вести

**keep light and positive talk** поддерживать легкий и позитивный  
разговор

**necessity of knowing topic and audience** необходимость знания тематики и аудитории

**personalise (personalised, personalised, personalising), personalises, v** 1 индивидуализировать 2 персонализировать 3 олицетворять

**personalise information** персонализировать информацию

**skills of public speaking** навыки публичных выступлений

**walking tour** 1 прогулочный тур 2 пеший тур 3 экскурсия

ПЕШКОМ

**Note:** *Personalise* is the spelling and pronunciation of the British variant (with the letter *s*); *personalize* is the spelling and pronunciation of the American variant (with the letter *z*).

**Task 7.** *Read the professional talk of tour guides and name the epithets describing the preferable way of talk in the speech of tour guide. Find information about professional skills of tour guide and name them.*

**Characters: Jane Smith and Michael Brown**

### Professional Skills of Tour Guide

- Hello, Michael. Nice to meet you.
- Nice to meet you too, Jane. I haven't seen you for a long time.
- I began to work as a tour guide in Europe.
- Ah, and how do you like your job?
- This is great but hard. Tour guiding or, rather, conducting

tours, requires a lot of professional skills of being a tour leader, public speaking, accurateness, necessity of knowing your topic and audience. You have to keep your talk light and positive, personalise information.

— And it's also the way how you say it all. The presented information doesn't have to be too serious, boring, but it does have to be witty and humorous. By the way, did you train before conducting your first tour?

— Yes, very much. I memorised everything. During the walking tour I never read notes. There are also some other travel tips.

- Perhaps, we'll discuss them at the French café?
- All right.

**Task 8.** *Arrange the words to make sentences.*

1. Challenge, a, tours, conducting, is.
2. Clever, to, guide, has, witty, be, tour, and.
3. Leader, of, always, know, is, topic, in, and, the, audience, tour.
4. One, is, skills, for, public, tour, of, guide, the, speaking.
5. There, the, after, of, be, point, group, walking, to, a, has, tour, meeting.

**Task 9.** *Discuss other professional skills of tour guide. Work in pairs. Present the results of your work in class. You can choose some advice from the list below.*

1. Have practice as tour guide beforehand.
  2. Let the tour participants personalise you in the crowd.
  3. Designate a meeting place after the free time for the group is over.
  4. Stand facing the group.
  5. Let your tour be communicative with elements of interaction.
  6. Appreciate your audience.
- Note:** *Crowd* means a large amount of people gathered together without order.

## **Country Study**

### **Prospects for the Development of Tourism in Russia**

**Task 10.** *Read the text about the development of tourism in Russia and name a) sentences of the introductory paragraph b) supporting sentences with facts and examples proving the existence of perspectives for the development of tourism in Russia c) sentences containing reasoning.*

### **Prospects for the Development of Tourism in Russia**

Are there any prospects for the development of tourism in Russia? The prospects are numerous and splendid. Can Russia become one of the leading countries in the sphere of tourism?

First, there's the state encouraging tourism in almost every place of the country and officially declaring it. Second, there are several trends of its development. Among the tourist trends the most attractive ones for foreign guests are the cultural tourism in Moscow and St. Petersburg, sights of the Golden and Silver Rings. As inner tourism, this is hiking and boating in Karelia and the Far East, climbing in the mountains of Caucasus and Altai, swimming in the rivers. And the seas seem to be very attractive.

New trends of business and event tourism are developed on a large scale. As an example of business tourism can be mentioned arrangement of conferences, seminars, trainings for businessmen. Folk celebrations or celebrations devoted to family unity and love are examples of event tourism. Such tours are conducted everywhere in Russia. Among the tasks which have to be solved are broadening the range of tourist attractions and events, improving the level of service, building more of five star hotels, teaching new generations to be the professionals according to the requirements of modern society.

### **Project and Research Work**

#### **The Future of Tourism in Russia**

**Task 11.** *Write persuasive essay 'The Future of Tourism in Russia' (80–100 words). Use the printed sources and the Internet.*

*Method of work: writing of persuasive essay*

### **Persuasive Essay**

1. Think of the outline: introductory paragraph, topic sentences, supporting sentences and conclusion.
2. Gather and revise information.
3. Write the draft. Try to persuade your audience, including the facts, examples and reasoning into supporting sentences.
4. Revise, edit and publish your essay.

# UNIT 2

## Travel

### THEORY

#### Theory of Communication Communication

**Task 1.** *Listen to the words, read them and guess their meaning.*

*Nouns:* communication, communicator, comprehension, conversation, decoding, encoding, individuality, information, perception, receiver, speaker, transmission, writing.

*Adjectives:* cultural, interactive, physical, practical.

*Adverbs:* partially.

*Participles:* including, non-standardised, spoken, standardised, transmitted.

**Note:** *Non-standardised, standardised* is the spelling and pronunciation of the British variant (with the letter *s*); *non-standardized, standardized* is the spelling and pronunciation of the American variant (with the letter *z*).

**Task 2.** *Listen to the words, read and learn them.*

**communication**, *n* 1 общение 2 коммуникация

The process of communication is impossible without interaction. Communication is not only the exchange of information, but it is also its transmission and comprehension.

**communicator**, *n* 1 участник коммуникации 2 общающийся 3 коммуникатор

Partners in the process of communication are communicators. Communicators are active participants of communication.

**cultural background** 1 культурный фон 2 культурные истоки

Realisation of communication process depends on the cultural background of its participants. Cultural background determines the ways of communication.

**decoding**, *n* декодирование

The receiver of information does its decoding. Decoding is more successful if the cultural background of the communicators is similar.

**differ (differed, differed, differing), differs,** *1* отличаться *2* различаться

The ways of communication differ if the cultural background of communicators is dissimilar. Decoding differs in accordance with diverse cultures.

**encoding,** *н* кодирование

Encoding is a complicated process. Encoding is the transformation of thoughts.

**include (included, included, including), includes,** *н* включать в себя

Encoding includes language, conversation and media. The third stage of communication includes a message.

**knowledge,** *н* знание

Knowledge of theory of communication helps to learn better English for Specific Purposes. Background knowledge helps to better understanding of thoughts and ideas in the text.

**speaker,** *н* 1 говорящий *2* оратор

The speaker must learn to deliver speeches in public. The speaker's talk in tourism must be witty, humorous, confident.

**stage,** *н* этап

There are seven stages of communication. All the stages are sequential.

**succeed (succeeded, succeeded, succeeding), succeeds,** *н* быть успешным

It is important to succeed at all the stages of communication. If the cultural background of the communicators is alike, they succeed more in communication.

**transmission,** *н* передача

Transmission of information is an inseparable part of communication. The process of communication begins with the transmission of information.

**Task 3.** *Study the list of the evaluative adjectives. Find or guess the meaning of words. Analyse their derivation.*

*Adjectives of evaluation:* comprehensive, detailed, different, extensive, external, favourable, final, formal, formative, future, good,

independent, individual, initial, internal, negative, objective, periodic, personal, poor, positive, previous, psychological, qualitative, quantitative, recent, regular, retrospective, scientific, separate, specific, statistical, subjective, subsequent, such, summative, systematic.

**Task 4.** Read the text 'Communication' and define communication. Give your own interpretation of the concept of 'communication'. What are the communication levels?

## Communication

Communication is an interactive process including perception and exchange of information, its transmission and comprehension. We achieve communication at the levels of practical aspects, subjects and relationships. In the case if the cultural background is similar or the same, communication is achieved without any difficulties. Problems arise if the cultural backgrounds of communicators differ. Communication comprises several stages. At the first stage one of the speakers initialises the process of communication. The second stage means spoken language or transmitted information. We call it encoding. At the third stage the communicator produces the physical product such as, for example, writing the letter. At the fourth stage we can differentiate standardised products, e. g.: books, journals; partially standardised products, e. g.: letters; and non-standardised products, e. g.: telephone conversations. The fifth stage is information decoding. At the sixth stage the receiver gets and interprets information in accordance with its group in the society, including cultural group and individuality. Feedback is succeeded at the seventh stage.

**Note:** e. g. — for example.

**Task 5.** Write a persuasive essay. Explain which levels of communication you consider most important and why. Discuss the problem in class in pairs. Use the words of comparison and the phrases of expressing one's opinion below.

*Words of comparison:* more — больше, most — наибольшее количество, most of all — больше всех, fewer — меньше, less — меньше, least of all — меньше всего.

**Note:** We use *less* with uncountable nouns and *fewer* with countable nouns.

*Phrases of expressing opinion:*

Assume that ..... Допустим, что .....	I think that .... Я думаю, что .....
Consider the facts/examples/proofs of .... Рассмотрим факты/примеры/доказательства ...	I suppose .... Я предполагаю ...
In addition to .... В дополнение к .....	Let us assume/consider/prove that .... Давайте допустим, рассмотрим/докажем, что .....
I believe ..... Я полагаю ...	Moreover ..... Более того ...
In my opinion .... По моему мнению ...	To my mind ..... На мой взгляд ...
In my view ... /From my point of view ... С моей точки зрения ...	

**PRACTICE**

**Communication in Tourism**

**Exchange of Views about Travel**

**Background Knowledge**

**Task 6.** *Learn background knowledge information before reading and talk.*

Sight		Background Knowledge
The Artemide hotel	is the	hotel in the heart of Rome, an excellent staff, special offers, cozy, comfortable or luxurious rooms.
Bangkok		capital of Thailand.
The Colosseum		great stadium of Ancient Rome.
Italy		country of southern Europe.
The Pantheon		temple built at the beginning of AD.
Rome		capital of Italy.
The Siam Kempinski Hotel		hotel in Bangkok, providing guest rooms, airport shuttle, full-service spa, pools, restaurants, 24-hour front desk.
Thailand		state in the centre of Indochinese peninsula.

**Note:** *Centre* is the spelling and pronunciation of the British variant; *center* is the spelling and pronunciation of the American variant.

**Task 7. Study the words presenting travel story.**

<b>airport shuttle</b> трансфер до аэропорта	<b>outdoor swimming-pool</b> открытый бассейн
<b>amenities</b> , <i>n</i> услуги	<b>restaurant</b> , <i>n</i> ресторан
<b>business centre</b> деловой центр	<b>return (returned, returned, returning), returns</b> , <i>v</i> 1 вернуться 2 возвращаться
<b>couple</b> , <i>n</i> семейная пара	<b>return from</b> вернуться из
<b>depend (depended, depended, depending), depends</b> , <i>v</i> зависеть	<b>sand beach</b> песчаный пляж
<b>depend on</b> зависеть от	<b>staff</b> , <i>n</i> 1 персонал 2 сотрудники 3 штат сотрудников
<b>depending on one's taste</b> в зависимости от своего вкуса	<b>stay (stayed, stayed, staying), stays</b> , <i>v</i> 1 оставаться 2 остановиться 3 останавливаться 4 жить
<b>full-service spa</b> полный спектр спа-услуг (использования метода физиотерапии, связанного с водой)	<b>stay at the hotel</b> 1 останавливаться в отеле 2 проживать в отеле
<b>impress (impressed, impressed, impressing), impresses</b> , <i>v</i> произвести впечатление	<b>travel (travelled, travelled, travelling), travels</b> , <i>v</i> путешествовать
<b>impress smb. /make impression on smb.</b> произвести впечатление на кого-либо	<b>travel solo</b> путешествовать в одиночку
<b>on the fourth floor</b> на четвертом этаже (американский вариант); на пятом этаже (британский вариант)	<b>view</b> , <i>n</i> вид

**Notes:**

- 1) British variant: *ground floor* – первый этаж, *first floor* — второй этаж, *second floor* — третий этаж, etc.; American variant: *first floor* – первый этаж, *second floor* — второй этаж, *third floor* — третий этаж, etc.
- 2) *Swimming-pool*, the shortened form is *spool* (formed by shortening of the form of the word *swimming* and of the word *pool*) — плавательный бассейн.

Конец ознакомительного фрагмента.

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