

Предисловие

Предлагаемое учебное пособие предназначено как для студентов университетов, так и для специалистов в области туризма. Пособие направлено на развитие навыков устной речи и расширение профессиональной лексики.

Цель пособия – помочь студентам овладеть специальной лексикой и уметь говорить на профессиональные темы, связанные с их будущей профессией.

Пособие состоит из шести частей: 1) Looking after customers; 2) Running an event; 3) Translation practice; 4) Laughing all the way; 5) Country profiles; 6) Tests.

Первая, вторая и пятая части включают аутентичные тексты, тематика которых обычно не включается в учебные пособия: организация мероприятий, безопасность туристов, качественное обслуживание клиентов, распределение обязанностей в команде и т.д. Тексты имеют законченное содержание, легко поддаются пересказу и обсуждению. Тексты сопровождаются различными коммуникативными тренировочными заданиями – предтекстовыми, послетекстовыми, сценариями, кейс стади, проектной работой, групповыми упражнениями, которые стимулируют коммуникативно-речевую компетенцию студентов и готовят их к обсуждению профессиональных проблем на английском языке. Каждый текст имеет несколько упражнений, направленных на закрепление профессиональной и общей лексики. В предтекстовых заданиях дается перевод, показана многозначность слов, их употребление в контексте, этимология некоторых лексических единиц, их связь с культурой страны изучаемого языка или с культурой обучаемых, их взаимосвязь и взаимозависимость. Среди заданий на первичное закрепление, а позже на повторение лексики, представлен поиск синонимов и антонимов, поиск обобщающих понятий и наоборот, выделение или поиск однокоренных слов, употребление их в различных контекстах, т.е. такие задания, которые заставляют студентов задуматься, развиваю их мышление.

Третий и четвертый разделы направлены на развитие переводческой компетенции. Пятый раздел предполагает самостоятельную работу, поиск информации, и умение использовать ее для создания презентаций.

В заключительной шестой части студенты смогут протестировать свои знания в профессиональной области.

Учебный материал рассчитан на студентов, имеющих уровень владения языком B1 или B2. Пособие составлено с учетом психологических

особенностей аудитории, заинтересованной в систематическом изучении английского языка и профессионально-ориентированном общении.

Данное учебное пособие предназначено для бакалавров и магистрантов, а также для широкого круга обучаемых.

*Good news travels fast,
Bad news travels even faster!*

PART 1

LOOKING AFTER CUSTOMERS

TEXT 1

BEFORE READING

ENHANCING YOUR VOCABULARY

Facility – средства обслуживания, удобства; услуги, оборудование, приспособления, аппаратура; **to provide facility for** – предоставлять услуги для; **recreational facilities** – место отдыха и развлечений (спортивные площадки, теннисные корты и т.д.). There was but little need of postal facilities. – В почтовых услугах практически не было потребности.

Customer – заказчик, покупатель; клиент.

Service – обслуживание, оказание услуг, сервис; **to do, perform, provide, render a service** – предлагать услуги, обслуживать; **to introduce, offer service** – предлагать услуги; **to suspend a service** – временно прекращать обслуживание; **emergency service** – неотложная помощь; **customer service** – служба работы с покупателями.

Leisure – досуг, свободное время; **at leisure** – на досуге; не спеша; **to be at leisure** – быть свободным, незанятым; **do it at your leisure** – сделайте это, когда вам будет удобно; **leisure time** – свободное время; **leisure centre** – центр досуга.

Venue – место совершения действия.

Hospitality – гостеприимность, гостеприимство, радушие, хлебосольство; **to extend, offer, show hospitality** – оказывать гостеприимство; **to abuse smb's hospitality** – злоупотреблять чьим-л. гостеприимством; **warm hospitality** – теплый/радушный прием.

Skill – искусство, мастерство, умение; ловкость, сноровка; **skill at/in using a computer** – навык работы с компьютером; **to hone a skill** – оттачивать умение, мастерство; **to demonstrate, display, show skill** – проявить умение; **to market one's skills** – продавать свое умение; **consummate, great skill** – законченное мастерство; **diplomatic skills** – дипломатические качества/способности; **professional skills** – профессионализм; **technical skills** – техника; **marketable skills** – нужное, приносящее прибыль умение; **special skills** – дополнительные навыки; **to acquire skill, master a skill** – приобретать умение, приобретать навык; **to reinforce the skills** – закреплять навык. She had the skill to cope with a difficult job. – Она могла справиться со сложной работой.

Attitude – позиция; отношение; (about; of; to, towards – к чему-л.); **to assume (strike, take) an attitude** – занять определенную позицию по отношению к чему-л.; **belligerent (defiant, surly) attitude** – воинственное отношение к кому-л., агрессивное отношение к кому-л.; **casual attitude** – небрежное отношение; **cavalier (condescending, patronizing) attitude** – покровительственное отношение (к кому-л.), снисходительное отношение (к кому-л.); **irreverent attitude** – непочтительное отношение; **liberal attitude** – либеральная позиция; **negative attitude** – отрицательная позиция по отношению к чему-л.; **positive attitude** – положительное отношение к чему-л.; **reverent attitude** – благоговейное отношение; **scornful attitude** – презрительное отношение; **friendly attitude towards smb.** – дружеское отношение к кому-л.; **attitude of mind** – склад ума.

Care – забота; уход; **to entrust smb. to smb. 's care, to put smb. in smb. 's care** – доверить кого-л. чьим-л. заботам; **to provide care for smb.** – обеспечивать уход за кем-л.; **to take care of smb.** – смотреть за кем-л., заботиться о ком-л.; **child care, infant care** – забота о детях; уход за детьми; **care of motherhood and childhood** – охрана материнства и детства; **day care for children** – ежедневная забота о детях; **(tender) loving care** – нежная забота; **special care** – особый уход.

THE IMPORTANCE OF CUSTOMER CARE

Leisure and tourism facilities need customers in order to survive.

Customers want to be happy and satisfied with the service - they do not want an unpleasant experience. They also want to be liked and cared for.

Satisfied customers tend to return to the business. Dissatisfied customers will take their custom elsewhere. With a wide choice of leisure facilities today in most towns and cities, customers can take their business to the next pool, park, sports centre or cinema.

Satisfied customers are likely to tell their friends and encourage them to use the venue. Word of mouth is the best form of advertising - and the cheapest!

Dissatisfied customers will not return and they will again tell their friends of bad experiences so that they will also influence potential new customers.

Good customer relations, particularly in the service or hospitality industry, can turn first-time 'buyers' into regular customers. Skills and attitudes in good customer relations or customer care are vital for the business to succeed.

Customer care does not simply mean being pleasant with customers. It also means working towards the goals of the organization as well as meeting the needs of the customer and making it easy for the customer to return and bring a friend.

In leisure and tourism, as in other service industries, (those industries that serve the public) competition is increasing and customers are setting high stan-

dards. Good customer service is now more important to business success than ever.

Good customer care policies mean making the customer feel important and showing them that their custom is valued and that we really do want their business.

DEVELOPING YOUR COMMUNICATIVE SKILLS

If we want to give a good service to customers, we need to find out what their needs, wants and wishes are.

How would you go about this?

What areas do you think are important to include in a customer care policy?

FOCUSING ON VOCABULARY

1. Match the words and their definitions.

1. Leisure	a. an ability to do something well, especially because you have learned and practised it
2. Attitude	b. the official system for providing something, especially something that everyone in a country needs to have, or the official organization that provides it
3. Skill	c. time when you are not working or studying and can relax and do things you enjoy
4. Hospitality	d. friendly behaviour towards visitors
5. Facility	e. a special part of a piece of equipment or a system which makes it possible to do something
6. Service	f. someone who buys goods or services from a shop, company etc
7. Care	g. the process of looking after someone, especially because they are ill, old, or very young
8. Customer	h. the opinions and feelings that you usually have about something
9. Venue	i. a place where an organized meeting, concert etc takes place

2. Find the synonyms to the following words.

Facility

Customer

Service

Leisure

Venue

Hospitality

Skill

Attitude

Care

Ability, amenity, approach, benefit, buyer, client, concern, consumer, discretion, establishment, expertise, favour, feature, free time, friendliness, gift, help, holiday, locality, location, mind-set, place, position, provision, purchaser, reception, safe keeping, site, spare time, talent, vacation, view, waiting, welcome, worry.

2. Find the words opposite in meaning (antonyms or near antonyms).

Leisure

Customer

Hospitality

Skill

Care

Carelessness, work, labour, tradesman, inattentiveness, owner, negligence, exertion, incompetence, inability, incapacity, seller, heedlessness, ignorance, shopkeeper, unfriendliness, toil.

3. Fill the gaps with the words in the box (use the words more than once).

Attitude, care, leisure, skill, venue, facility, customer

1. You need to change your bad
2. With proper , the machine should last a decade or more.
3. We need to provide poor people with better dental
4. Upon retiring, the elderly couple looked forward to a life of well-deserved
5. There's been a change in his since his accident.
6. The work is difficult and requires a lot of
7. The of the trial has been changed.
8. The nightclub provided an intimate for her performance.
9. The

historic library is a perfect for the series of poetry readings. 10. The are at the end of the corridor. 11. He has a positive about the changes. 12. The children have inadequate medical and little formal education. 13. She's a pretty cool 14. She wrote a book about car 15. She is one of our best 16. Poker is a game of luck and 17. I don't know what her problem is. She has a real 18. I don't have much time for 19. He has excellent social 20. Cooking is a useful

TEXT 2

BEFORE READING

DEVELOPING YOUR COMMUNICATIVE SKILLS

Have you ever been asked for your comments on facilities and services?

Did you complete the form? If not, why not?

How would staff such as receptionists, doormen, catering staff, bar staff, and duty managers help in the observation and listening sections?

ENHANCING YOUR VOCABULARY

Receptive – чувствительный, чувствующий.

Clue – ключ, нить; ход мыслей.

Encouragement – ободрение; поощрение; **to give, offer, provide encouragement** — одобрять; **to find encouragement in** — находить/встречать чье-л. одобрение; **warm encouragement** — сердечная поддержка.

Relaxation – восстановление сил; отдых

Health – здоровье; **to be in bad, poor health** — иметь слабое здоровье; **to enjoy good health** — быть в добром здравии; **to promote (good) health** — способствовать улучшению здоровья; **to recover, regain one's health** — восстанавливать здоровье; **to ruin, undermine smb.'s health** — подрывать чье-л. здоровье; **bad, broken, failing, feeble, fragile, frail, ill, poor health** — хрупкое здоровье, ослабленный организм; **good, robust health** — крепкое здоровье; **holistic, mental health** — душевное здоровье; **physical health** — физическое здоровье.

Hairdressers – парикмахер

Bar – заведение или место для хранения напитков, буфет, закусочная; небольшой ресторан; **to manage, operate a bar** — управлять баром, вести дела небольшого ресторана; **to run a bar** — открыть закусочную, открыть небольшой ресторан; **to stop at a bar (on the way home)** — зайти по

дороге в буфет; **to drink at the bar** — попить в баре; **to drop into a bar** — за- скочить в бар; **cash bar** — бар/ресторан, где принимается плата только наличными; **cocktail bar** — коктейль-бар; **coffee bar** — кафетерий **Staff** — штат служащих; служебный персонал; личный состав; кадры; штаты; **to join a staff** — влиться в коллектив, начать работать, **skeleton staff** — (не- многие) основные сотрудники; **administrative staff** — административный персонал; **office staff** — служащие офиса; **special staff** — технический персонал, выполняющий специальные задания.

Swap — менять, обменивать, обмениваться (чем-л. - for; с кем-л. - with).

OBSERVE. LISTEN. ASK. MONITOR

Receptionists, doormen, catering staff, bar staff, and duty managers can watch, listen and be receptive to clues given by customers, such as signs of happiness or signs of displeasure.

Some customers will talk a lot, but most need encouragement. Traditionally, places of relaxation such as saunas, health clinics, hairdressers and bars – where listening is part of the service – can be useful sources of information.

Some staff are happier than others at talking to people and putting them at their ease.

Many companies are afraid to ask their customers what they want, although this is gradually changing. Generally, people are very happy to tell you!

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There are many less formal ways of obtaining information, such as:

- Casual conversation
- Suggestion boxes
- Surveys
 - face to face
 - short questionnaires

Feedback to duty manager by forms, complaints and thank-yous.

DEVELOPING YOUR COMMUNICATIVE SKILLS

With a partner, discuss your expectations of the following - then swap round: a bank, a fitness centre, a cinema, a disco, a restaurant.

FOCUSING ON VOCABULARY

1. Match the words and their definitions

1. Staff	a. willing to consider new ideas or listen to someone else's opinions
2. Bar	b. an object or piece of information that helps someone solve a crime or mystery
3. Swap	c. when you encourage someone or something, or the things that encourage them
4. Relaxation	d. a way of resting and enjoying yourself
5. Health	e. the general condition of your body and how healthy you are
6. Encouragement	f. a person who cuts, washes, and arranges people's hair in particular styles
7. Hairdressers	g. a place where alcoholic drinks are served
8. Receptive	h. the people who work for an organization
9. Clue	i. to give something to someone and get something in return

2. Find the synonyms to the following words.

Receptive Clue Encouragement Relaxation

Health Hairdressers Bar Staff Swap

Amenable, barber, barter, cocktail lounge, discotheque, employees, enjoyment, entertainment, exchange, fitness, friendly, hairstylist, hint, indication, interchange, interested, leisure, nightclub, organization, personnel, persuasion, physical condition, pub, recreation, sign, substitute, support, switch, vigor, well-being, workforce.

2. Find the words opposite in meaning (antonyms or near antonyms).

Relaxation	Health	Clue	Swap	Encouragement
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Activity, denunciation, derision, deterrent, discouragement, disease, hide, illness, infirmity, irritation, keep, keeping secret, maintain, sickness, torture, work.

3. Fill the gaps with the words in the box (use the words more than once).

Staff, encouragement, relaxation, clue, health, swap

1. Accommodation, work permit, and visas, will be assisted by administrative 2. Act as a critical friend toward the school offering, constructive criticism and the benefit of appropriate professional skills and experience. 3. And we deserve, just as non-disabled athletes do. 4. Any alternative therapy which induces may then improve the symptoms. 5. But things must move on of course, and i'm certain that the changes will be well handled by the teaching 6. Children will be surprised at how quickly it is possible to work out the word from the smallest visual 7. For example very young children might like picture, whereas older children may like riddles. 8. For example, progressive muscular has been shown to help promote sleep. 9. For too long, many jewels of art in mental have been denied public showing. 10. Friendly will welcome guests to this modern 3 star hotel. 11. He didn't need much to do silly things. 12. His mother's was instrumental in his interest in the countryside, especially its traditions, folklore and antiquities. 13. If you require any help with searching, the library will be happy to help. 14. In a historic agreement france and cameroon have signed the first ever debt-for-nature 15. In addition, we also employ support in a wide variety of roles. 16. In short, the study did not adequately address the electric field's possible contribution to ill 17. Introduction the evidence for humans in the northern isles of scotland during the mesolithic has thus far been confined to a few tantalizing 18. It's a fairly straight - a spanish central midfielder for an italian one. 19. Just remember, make sure the content is not too stimulating or interesting - the goal is to promote 20. Muscle is fairly good, probably due to the relaxing properties of ether. 21. NHS can search for the full article in the cochrane library, licensed to the national electronic library for

health. 22. Often academic success received little from parents or peers. 23. Salaries for senior can be up to £ 25,000. 24. Smoking policy it is the policy of the trust to promote 25. Thanks to everyone who worked on it, made tea or shouted 26. The agency would report to the secretary of state for as the agency's primary objective is to protect public 27. The aim of the strategy was to reduce the air pollutant impact on human by reducing airborne concentrations. 28. The nursing who have received training in fire drill will give directions which you should follow. 29. The profile is designed specifically for academic engaged with students on engineering courses. 30. The profile is designed specifically for academic engaged with students on engineering courses. 31. The therapist places the client in a state of deep 32. The title gives a to what you have to do. 33. There may be opportunities for experienced to work overseas on a temporary or permanent basis. 34. This leads us on to another common form of cryptic in which a word is hidden in the letters of a phrase. 35. This supports broader government measures designed to improve sexual 36. Use dreamer's journey for expanding awareness through musical imagery; for deeper, more profound; or simply for musical enjoyment. 37. We conclude with methods of reducing the cost of inflation through conditional indexation on the coverage ratio of a fund. 38. Working conditions must allow for flexibility and career advancement to retain highly motivated and reduce turnover and absence rates.

TEXT 3

BEFORE READING

DEVELOPING YOUR COMMUNICATIVE SKILLS

What sort of things would you expect from a leisure facility? Think of one in your area to help you.

ENHANCING YOUR VOCABULARY

Value – оценивать, производить оценку, устанавливать цену, высказывать мнение, дать характеристику, дорожить, ценить, быть высокого мнения, отдавать должное; **to value highly, to value very much** — высоко ценить кого-л./что-л.; **to value smb. as a friend** — считать кого-л. другом.

Flexible – гибкий; гнувшийся; мягкий, эластичный, податливый, легко приспособляемый

Diverse – отличный от чего-л., различный; многообразный, различный, разнообразный.

Approach – подход (к решению проблемы, задачи и т. п.); **to take a judicious approach to a problem** — подойти к проблеме с юридической точ-

ки зрения; ***forthright approach*** — прямой подход; ***holistic approach*** — глобальный подход; ***pragmatic approach, rational approach*** — pragmatичный, прагматический подход; ***scholarly approach, scientific approach*** — научный подход, научный метод.

Guidelines — нормативы; руководящие принципы; руководящие документы.

Seek — искать, разыскивать; разузнавать.

Human relations skills — взаимоотношения между членами коллектива.

Responsibility — обязанность; обязательство; ***clear responsibility*** — ясная ответственность (четко очерченный круг обязанностей, за которые кто-л. несет ответственность); ответственное отношение; дисциплинированность; надёжность.

Satisfaction — удовлетворение; удовлетворенность (чем-л. - at, with); удовольствие; ***to afford, give satisfaction to*** — удовлетворять (кого-л.); ***to express satisfaction*** — выражать, высказывать, выказывать удовлетворение; ***to feel satisfaction*** — чувствовать удовлетворение, удовольствие; ***to find, take satisfaction in*** — находить удовлетворение в; ***deep, profound satisfaction*** — глубокое удовлетворение.

Disadvantage — неудобство, невыгодное положение, неблагоприятное условие (for, to), барьер, помеха, преграда, препятствие, затруднение; ***a decided disadvantage*** — явное препятствие/затруднение.

Consideration — размыщение, рассуждение, анализ, разбор, рассмотрение; взгляд, мнение, суждение.

Complaint — жалоба, недовольство, неудовлетворенность.

Opportunity — благоприятный случай, стечеие обстоятельств, возможность; ***to take/grab/seize an opportunity*** — ухватиться за возможность, воспользоваться стечением обстоятельств; ***the opportunity of seeing you*** — возможность увидеть вас; ***at the earliest/first opportunity*** — при первом же удобном случае; ***to afford, give, offer an opportunity*** — предоставить возможность.

Apologize — извиняться, просить прощения (for - в чем-л.; to - перед кем-л.) ; приносить официальные извинения; ***to apologize politely (gracefully, humbly, etc.)*** — извиняться вежливо (любезно, робко и т. п.); ***to apologize to the teacher for one's behaviour*** — извиниться перед преподавателем за свое поведение; ***to apologize to the hostess for coming late*** — извиняться перед хозяйкой за опоздание

Sympathize — сочувствовать, выражать сочувствие (with); благожелательно относиться; симпатизировать (with).

Prevent — предотвращать, предупреждать; ***to prevent the spread of disease*** — предупредить распространение болезни; ***to prevent crime*** — предупреждать преступность; мешать, не допускать; оберегать (from - от); перегонять, опережать; превосходить.

Appearance – внешний вид, наружность; *disheveled appearance* - небрежливый вид; *immaculate, neat appearance* – безукоризненный, подтянутый внешний вид.

Treat – брачаться, обходиться, вести себя по отношению к кому-л. как-л.; относиться.

Dependent on – зависимый, подвластный, подневольный, подчиненный; получающий помощь, материально зависящий (от кого-л.).

TEXT 4

CUSTOMER EXPECTATIONS AND SATISFACTION

Does your list include any of the following?

- No queuing
- Car parking space
- Telephone bookings of tickets and courts
- Credit card transactions
- Pleasant atmosphere
- Trouble-free environment
- Top-class instruction
- A warm, friendly atmosphere
- Competitive prices and value for money
- Fast attention to requirements
- Cleanliness in all areas, including toilets
- Politeness and pleasantness from staff
- Good security measures.

DEVELOPING YOUR COMMUNICATIVE SKILLS

Have you ever made a telephone booking? What happens?

What do you feel like when you:

- *Stand in a queue*
- *Are kept waiting*
- *Receive no smile or recognition*
- *Receive no apology*
- *Are ignored by staff who are more interested in talking to each other*
- *Are made to look small.*

TEXT 5

BEFORE READING

DEVELOPING YOUR COMMUNICATIVE SKILLS

What should you expect from an after-sales service?

Find some sort of membership scenario in a leisure and tourism facility, e.g. sports centre, theatre or cinema.

What sort of follow-up or after-sales service do they operate? For example, do they send out information on promotions?

Staff have to put themselves into the customer's shoes. The impression you have been given is unpleasant.

Recognizing this, then, should encourage us to treat our customers in the way that we would like to be treated.

We need to remember that we are dependent on customers, not they who are dependent on us.

How should you react to customers? Make a list of the things you should do.

- Look at the customer - eye contact establishes warmth and trust.
- Call the customer by name if possible.
- Smile, say 'hello' and sound friendly.
- Give the customer your full attention.
- Be polite - customers will probably be polite in return.
- Offer to help - this can allow us to find out the problem quickly and sort it out quickly.

As the name implies, this part of service takes place after the customer has made a purchase. Generally, even where membership systems and registrations provide lists of known interested people, there is very little follow-up or promotional work carried out.

Once we have identified our customers, we should communicate with them regularly to show them they are valued and that they have not been forgotten.

Above all, we should try to provide a flexible customer care policy.

Traditionally there may have been situations where the customer had to take it or leave it. Leisure and tourism is now more diverse -meaning that staff have to be more flexible as greater choice is given.

Obviously this shows that a flexible approach is the best one. However, staff do still need to follow the basic guidelines of the company and seek help if there is a problem

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