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TOURISM

ENGLISH TEXTBOOK

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Даний підручник «Туризм» є найповнішим спеціалізованим навчальним підручником із професійної підготовки фахівців з англійської мови у сфері туризму. Він побудований на базі найсучасніших даних із основних напрямків розвитку туристичної галузі. У цьому полягає цінність і своєчасність даного навчального підручника, який допоможе, з одного боку, удосконалити знання англійської мови, а з іншого – поліпшити свої знання у професійній сфері.

Структура даного підручника така – шість розділів та одинадцять параграфів. У підручнику велика кількість автентичних текстів англійською мовою; розроблені вправи, діалоги, схеми, кольорові вкладиші. Даний підручник дозволяє швидко і легко засвоїти професійну лексику і підвищити свій рівень знання англійської мови.

The textbook "Tourism" is the most complete specialized textbook for training specialists in the field of tourism in English. It is based on the most recent data on the main directions of the tourism industry development. In this we see the value and timeliness of this tutorial, which will help you on the one hand – to improve your English skills, and on the other – to ameliorate your knowledge in your professional context. The structure of this textbook is that – six chapters & eleven units. In the book there are a lot of authentic texts in English, developed exercises, dialogues, charts, colour inserts. This tutorial allows you to learn the professional vocabulary quickly and easily and make your level of English better.

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ПЕРЕДМОВА

Сучасний розвиток світової спільноти виявив нові стратегічні й тактичні завдання, які поставлені перед усіма сферами її діяльності у період глобальних змін.

Такі соціально-економічні, політичні й освітні завдання розвитку суспільства об'єктивно спричинили зміни в усіх сферах життя.

Стрімкий розвиток туризму в останні десятиліття спричиняє значну потребу у фахівцях із високою професійною компетентністю, здатних вивести дану галузь на передові позиції у всьому цивілізованому світі.

Концепція безперервної професійної освіти сформувалася у 80-і роки минулого століття одночасно з бурхливим розвитком міжнародного туризму. У зв'язку з посиленням міждержавних контактів і розвитком міжнародного туризму він набуває ваги і значення в усіх політичних, соціальних, культурних та економічних аспектах життєдіяльності людства.

Як свідчать новітні дослідження у сучасній економічній науці, туристична галузь успішно розвивається останні 30 років. Загалом своїм успіхом туризм зобов'язаний щонайширшій практиці використання різноманітних інновацій. Цифри і факти демонструють, що подібний розвиток туризму очікується і в найближчому майбутньому.

Даний підручник є першою спробою створення спеціалізованого навчального посібника для студентів із метою їх залучення до даної сфери економіки. Поглиблене вивчення проблем туристичної сфери крізь призму новітньої інформації англійською мовою допоможе їм швидше визначитися зі своїм покликанням і дозволить їм найкращим чином знайти застосування своїм силам на розмаїтому ринку праці.

У даному підручнику 6 розділів, у яких представлено понад 300 адаптованих і неадаптованих текстів і діалогів англійською мовою, а також різноманітних вправ до них, які дозволяють швидко засвоїти прочитаний лексико-граматичний матеріал.

Теми підручника охоплюють різні аспекти індустрії туризму: «Концепції про туризм», «Історія туристичного розвитку», «Різноманітність туристичної діяльності», «Економіка туризму», «Професії у сфері туризму», «Туризм & співтовариство». «Туризм & навколишнє середовище», «Вплив клімату і погоди на туризм», «Типи курортів», «Відпустка і вільний час», «Туризм в Україні», «Туризм в Канаді».

Підручник розрахований на студентів вищої школи. Проте для його засвоєння необхідні знання базової англійської мови, тобто – основних принципів граматики та певного лексичного мінімуму, який дозволяє легко перейти до вивчення професійно-орієнтованого матеріалу.

Інформація у підручнику становить значний інтерес для допитливих студентів, дозволяє розширити їх світогляд і залучити до вирішення багатьох нагальних проблем сфери туризму.

Активне обговорення питань, пов'язаних із розвитком цієї сфери, її перспективами і проблемами, дозволяє удосконалити комунікативні навички студентів під час круглих столів після завершення опанування блоку тем.

Подібне професійно-орієнтоване навчання підвищує мотивацію щодо вивчення англійської мови, сприяє вдосконаленню мовних навичок та вмінь і поглибленню професійних знань у туристичній галузі.

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CHAPTER I. CONCEPTS OF TOURISM

UNIT I. HISTORY OF TOURISM DEVELOPMENT

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INTRODUCTION

Before knowing the world's previous history about the tourism, we must know about the tour and tourism. The tour means the activity where tourism includes all the activities which are directly or indirectly related to operate the tour. As far after knowing the term *tour* and *tourism* we must know about the tourist. The travellers who travel to various places with different mission period of time and generate economic expenses are known as tourists. This all above are the simple definitions regarding the terms. The terms *traveller, tour, tourist, and tourism* have being developed sequence.

Traveller: the person who used to travel in ancient period for their various special purposes like as hunting, food etc.

Tourist: persons who travelled in a mass or individually started to be called tourist.

Tour: when man became modern the concept of tour came where the concept of mass people travelling together in a package.

Tourism: the composite term which contained traveller, tour, tourist, entrepreneurs, intermediaries, suppliers, producer, demand creator, demanders various other activities etc. are included together which has the relation with tourism either directly or indirectly.

After the development of tourism concept the various definitions regarding tourism started to be explained. Where some of the definitions of professor, organization or people related to the tourism are given below:

Sir Herman (Austria, 1910) has defined tourism as: *the sum total of operations mainly of economic nature, which directly related to the entry, stay and movement of foreigners inside and outside a certain county city or region.*

AIEST (association of international scientific experts in tourism 1981) defined tourism as: *tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from the home.* At last, in 1993 UNWTO gave an official definition regarding tourism.

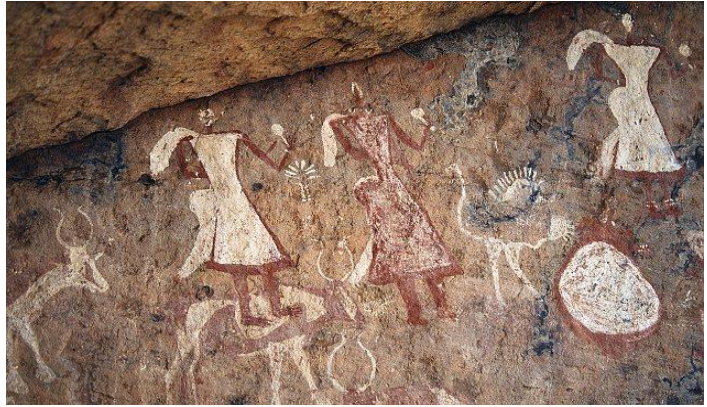
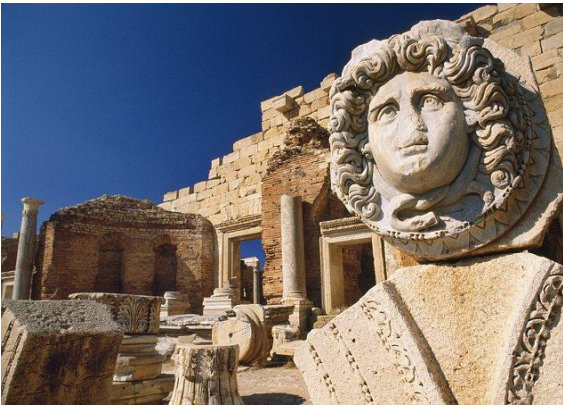
Tourism is an activity of a person travelling to and staying in places outside their usual environment for not more than one consecutive year for, leisure, business, or any other purpose.

Active vocabulary

Tour, tourism, to define, terms, activities, choice, home environment, to involve, in places outside, economic nature, movement of foreigners, operations, development, tourism concept, travelling, people, in a package.

Exercise 1. Choose the keywords and phrases that best convey the gist of the information.

Exercise 2. Make up a small report and give a talk in class.



HISTORY OF WORLD TOURISM

Before in ancient age people used to travel for only food, hunting etc. purpose. They didn't know anything about tourism. They weren't civilized so they only travelled for their own purpose. They used to travel from one jungle to another jungle or place.

The travelling is linked with the civilization of people. When the civilization was started the travelling was also started together. At that time, there was only lone mode of travelling and that was walking. Later people became more civilized and they started to travel by riding in donkey, horse, yak, bull, etc. after more civilization on they got a new mode of transportation where animals were used as a mode of transportation.

Wealthy people have always travelled to distant parts of the world, to see great buildings, works of art, learn new languages, experience new cultures, and to taste different cuisines.

Long ago, at the time of the Roman Republic, places such as Baize were popular coastal resorts for the rich. The word *tourist* was used by 1772 and *tourism* by 1811.

4000 : invention of money, trade

4000: Sphinx in 2700 B.C. – Giza, Egypt-attracted people

1480 B.C.: probably the first journey ever made for purposes of peace and tourism was made by Queen Hatshepsut to the land of punt (on the east coast of Africa).

Description of this tour has been recorded on the walls of the temple of Deirel – Bahri at Luxor.

1600 to 1200 B.C.: On the Greek peninsula, a two-lane road 13.5 feet wide ran from the coast of Crete to the capital at Knossos. In Greece, roads were usually one lane, although some were as much as 11.5 feet wide. Bridges and culverts kept them passable. At that time mainly 3 groups travelled: military, government officials and caravans.

776 B. C.: 1st Olympiad – start of sport tourism

300 B. C.: Roman Empire grows roads, military, trade.

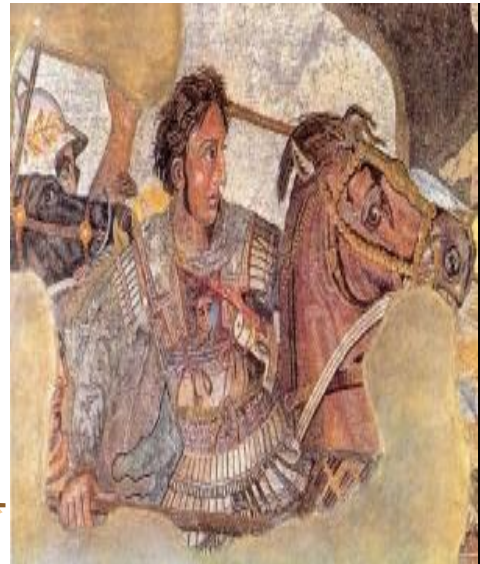
326 B.C.: Alexander the Great found well developed roads in India (53,000 miles).

Between 500 and 400 B.C.: in Persia (now Iran) all the cities and province were connected to the capital, Susa. This road was 1500, miles long.

98 to 117 B. C.: by the time of Emperor Trajan, the Roman roads comprised a network of some 50000 mi. They griddled the Roman Empire extending from near Scotland and Germany in the north to the south well within Egypt and along the southern shores of Mediterranean Sea to the east, roads extended to the Persian Gulf in what is now Iraq and Kuwait. Now the Romans could travel as much as 100 miles a day using relays of horses furnished from rest post 5 to 6 mi apart particularly the pyramids and monuments of Egypt.

Between 160 and 180 B.C. (during the reigns of emperors Hadrian, Antonius and Marcus Aurelius: the only guide book to survive from ancient times is a guide book of Greece, written by a Greek named Pausanias. At that time Romans were most civilized group so they used to travel various places for reasons where travelling and tourism is always linked with the civilization, the fast civilization grows the tourism also expands in same way. According to the different branches of tourism related expert has categorized the history of development of tourism into 6 periods or eras.

I. The Empire Era (B.C. to 5th century).



Near 4000 B.C.: Invention of money and trade by the Sumerians (Babylonians) which helped a lot to flourish tourism. It made easy to travel by paying.

Sphinx in 2700 B.C.: Giza, Egypt-attracted people

2050 B.C.: invention of road by king of Ur. In this era there was no concept of tourism but people used to travel various places using animals as a vehicle because the roads were constructed for the monument of animals and the introduction of money was also happened in the same era which motivated people to trace. At that time there was affluent population with time and money to travel. There were widely accepted currencies and widely used languages, so many people travelled in this era.

II. The Middle Age Era (5th to 14th century).

400 A.D.: Dark Ages – Roman Empire collapses.

500 A.D.: During Europe's Middle Ages, a royal party in unfamiliar territory sends out a harbinger to scout the best route, find accommodation and food, and then return to the group as guide.

600-1000 A.D.: Silk Road from Xian and African Slave route began.

1096-1270 A.D.: Crusades in Holy Land – religious journey.

1295 A.D.: Marco Polo's historic travel took place.

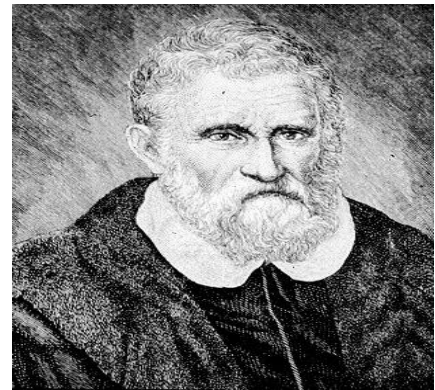
1338: 1st passport.

1347-1351: Plague in Europe – loss of life leads to feudal system collapse.

1500: Renaissance – art, "Grand Tour", Age of "Enlightenment".

In this era there were some tours travelled by crusaders to Holy Land.

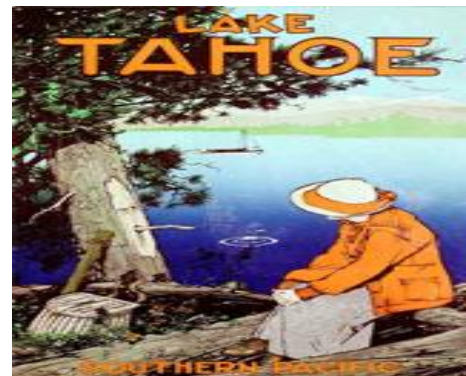
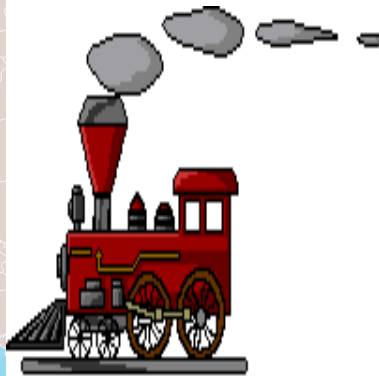
In this era less acceptance of currencies and less knowledge of common languages.



III. Renaissance Era (14th to 16th century).

In this era people interested in travel for commerce and pleasure.

IV. Grand Tour Era: (1613 to 1785 A.D.).



1744 A. D.: the concept of modern hotel started in London. In this era people who are rich and of high standard used to travel. The trend of luxurious travel started by wealthy English, developed as status symbol and spread throughout Europe, goal was to experience the "civilized word" and study the arts and sciences. These travels often lasted for several years. In this era the industrial evolution began to start.

Last 500 years

1700-1825: Industrial Revolution, steam engines, rail, height of Grand Tour.

Various academic disciplines have repeatedly sought to re-evaluate the significance of tourism. Globalized tourism's socio-economic place within the framework of the leisure and holidaying opportunities on offer today has attracted particular attention.

Such accounts often leave out the fact that this also has a history.

The present article aims to overcome this shortcoming: it seeks to present an overview of the important structures, processes, types and trends of tourism against the background of historical developments. It deals with early forms of travel in the classical world and the Middle Ages, as well as the precursors of modern tourism, Bildungsreisen (*educational journeys*) and the middle-class culture of travel. It then examines the boom in mass tourism in the 19th century and the unique expansion of tourism in the 1960s characterized by new forms of holidaying and experience shaped by globalization.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Add some information & make up a small report and give a talk in class.

Exercise 3. Read the text & pick up the essential details in the form of quick notes.

GRAND TOUR

The *Grand Tour* was the 17th- & 18th-century custom of a traditional trip of Europe undertaken by upper-class young European men of sufficient means and rank (typically accompanied by a chaperone, such as a family member) when they had come of age (about 21 years old). Young women of equally sufficient means (*debutantes*), or those of either gender of a more humble origin who could find a sponsor, could also partake.

The custom, which flourished from about 1660 until the advent of large-scale rail transport in the 1840s and was associated with a standard itinerary – served as an educational rite of passage. Though the Grand Tour was primarily associated with the British nobility and wealthy landed gentry, similar trips were made by wealthy young men of other Protestant Northern European nations, and, from the second half of the 18th century, by some South and North Americans. By the mid-18th century, the Grand Tour had become a regular feature of aristocratic education in Central Europe, as well, although it was restricted to the higher nobility. The tradition declined as enthusiasm for neo-classical culture waned, and with the advent of accessible rail and steamship travel – an era in which Thomas Cook made the *Cook's Tour* of early mass tourism a byword.

The origins of modern tourism can be traced back to what was known as the Grand Tour, which was a traditional trip of Europe (especially Italy) undertaken by mainly upper-class European young men of means, mainly from England.

The Grand Tour was the traditional trip of Europe undertaken by mainly upper-class European young men of means. The custom flourished from about 1660 until the advent of large-scale rail transit in the 1840s, and was associated with a standard itinerary. It served as an educational rite of passage.

Though primarily associated with the British nobility and wealthy landed gentry, similar trips were made by wealthy young men of Protestant Northern European nations on the Continent, and from the second half of the 18th century some South American, U.S., & other overseas youth joined in. The tradition was extended to include more of the middle class after rail and steamship travel made the journey less of a burden, Thomas Cook made the *Cook's Tour* a byword.

The primary value of the Grand Tour, it was believed, lay in the exposure both to the cultural legacy of classical antiquity and the Renaissance, and to the aristocratic and fashionably polite society of the European continent. In addition, it provided the only opportunity to view specific works of art, and possibly the only chance to hear certain music. A grand tour could last from several months to several years. It was commonly undertaken in the company of a Cicerone, a knowledgeable guide or tutor.

The Grand Tour had more than superficial cultural importance; as E. P. Thompson stated, *ruling-class control in the 18th century was located primarily in a cultural hegemony, and only secondarily in an expression of economic or physical (military) power*. In essence, the Grand Tour was neither a scholar's pilgrimage nor a religious one, though a pleasurable stay in Venice and a cautious residence in Rome were essential. Catholic Grand Tourists followed the same routes as Protestant Whigs. Since the 17th century a tour to such places was considered essential for budding young artists to understand proper painting and sculpture techniques, though the trappings of the Grand Tour – valets & coachmen, perhaps a cook, certainly a *bear-leader* or scholarly guide – were beyond their reach.



Planning the ground touring. The Grand Tourist, like Francis Basset, would become familiar with Antiquities, though this altar is the invention of the painter Pompeo Batoni, 1778.

The advent of popular guides, such as the *Richardsons*, did much to popularize such trips, and following the artists themselves, the elite considered travel to such centres as necessary rites of passage. For gentlemen, some works of art were essential to demonstrate the breadth and polish they had received from their tour: in Rome antiquaries like Thomas Jenkins provided access to private collections of antiquities, among which enough proved to be for sale that the English market raised the price of such things, as well as for coins and medals, which formed more portable souvenirs and a respected gentleman's guide to ancient history. Pompeo Batoni made a career of painting English *milordi* posed with graceful ease among Roman antiquities.

Many continued on to Naples, where they viewed Herculaneum and Pompeii, but few ventured far into southern Italy and fewer still to Greece, still under Turkish rule. Rome for many centuries had been the goal of pilgrims, especially during Jubilee when they visited the Seven Pilgrim Churches of Rome.

In Britain, Thomas Coryat's travel book *Coryat's Crudities* (1611), published during the Twelve Years' Truce, was an early influence on the Grand Tour but it was the far more extensive tour through Italy as far as Naples undertaken by the *Collector* Earl of Arundel, together with his wife and children in 1613-14 that established the most significant precedent.

This is partly because he asked Inigo Jones, not yet established as an architect but already known as a *great traveller* and masque designer, to act as his cicerone (guide). Larger numbers of tourists began their tours after the Peace of Munster in 1648.

According to the *Oxford English Dictionary*, the first recorded use of the term was by Richard Lassels (c. 1603-1668), an expatriate Roman Catholic priest, in his book *The Voyage of Italy*, which was published posthumously in Paris in 1670 and then in London.

Lassels's introduction listed four areas in which travel furnished *an accomplished, consummate Traveller*: the intellectual, the social, the ethical (by the opportunity of drawing moral instruction from all the traveller saw), and the political.

The idea of travelling for the sake of curiosity and learning was a developing idea in the 17th century.



Portrait of Douglas, 8th Duke of Hamilton, on his Grand Tour with his physician Dr John Moore and the latter's son John. A view of Geneva is in the distance where they stayed for two years. Painted by Jean Preudhomme in 1774. Robert Spencer, 2nd Earl of Sunderland (1640-1702), painted in classical dress in Rome by Carlo Maratti

With John Locke's *Essay Concerning Human Understanding* (1690), it was argued, and widely accepted, that knowledge comes entirely from the external senses, that what one knows comes from the physical stimuli to which one has been exposed.

Thus, one could *use up* the environment, taking from it all it offers, requiring a change of place. Travel, therefore, was necessary for one to develop the mind and expand knowledge of the world. As a young man at the outset of his account of a repeat Grand Tour, the historian Edward Gibbon remarked that *According to the law of custom, and perhaps of reason, foreign travel completes the education of an English gentleman.*

Consciously adapted for intellectual self-improvement, Gibbon was *revisiting the Continent on a larger and more liberal plan*; most Grand Tourists did not pause more than briefly in libraries. On the eve of the Romantic era he played a significant part in introducing, William Beckford wrote a vivid account of his Grand Tour that made Gibbon's unadventurous Italian tour look distinctly conventional.

The typical 18th-century sentiment was that of the studious observer travelling through foreign lands reporting his findings on human nature for those unfortunate enough to have stayed home. Recounting one's observations to society to increase its welfare was considered an obligation; the Grand Tour flourished in this mind-set.

The Grand Tour not only provided a liberal education but allowed those who could afford it the opportunity to buy things otherwise unavailable at home, and it thus increased participants' prestige and standing. Grand Tourists would return with crates of art, books, pictures, sculpture, and items of culture, which would be displayed in libraries, cabinets, gardens, and drawing rooms, as well as the galleries built purposely for their display.

The Grand Tour became a symbol of wealth and freedom.

Artists who especially thrived on Grand Tourists included Carlo Maratti, who was first patronized by John Evelyn as early as 1645, Pompeo Batoni the portraitist, and the vedutisti such as Canaletto, Pannini and Guardi.

The less well-off could return with an album of Piranesi etchings. The *perhaps* in Gibbon's opening remark cast an ironic shadow over his resounding statement. Critics of the Grand Tour derided its lack of adventure.

The tour of Europe is a paltry thing, said one 18th century critic, *a tame, uniform, unvaried prospect*. The Grand Tour was said to reinforce the old preconceptions and prejudices about national characteristics, as Jean Gailhard's *Compleat Gentleman* (1678) observes: *French courteous. Spanish lordly. Italian amorous. German clownish*. The deep suspicion with which Tour was viewed at home in England, where it was feared that the very experiences that completed the British gentleman might well undo him, were epitomised in the sarcastic nativist view of the ostentatiously *well-travelled* macaroni of the 1760s and 1770s.

After the arrival of steam-powered transportation, around 1825, the Grand Tour custom continued, but it was of a qualitative difference – cheaper to undertake, safer, easier, and open to anyone. During much of the 19th century, most educated young men of privilege undertook the Grand Tour. Germany and Switzerland came to be included in a more broadly defined circuit. Later, it became fashionable for young women as well; a trip to Italy, with a spinster aunt a chaperon, was part of the upper-class woman's education, as in E. M. Forster's novel *A Room with a View*. It is important to see the contribution of anthropology to the study of the Grand Tour. An anthropologist argues that the Grand Tour emerged in England and was rapidly adopted by other Northern countries because its cultural roots came from Norse Mythology.

Among Indo-Arian mythologies, Norse culture is the only one where its major God, Odin/Wodan, travels long distances to learn the customs and habits of humans. The ruler of Asgaard was accustomed to undertake his adventures in the form of animals.

In the Ynlinga Saga, Odin Wodan is described as an ongoing wanderer whose hunger of adventure and risk has no limits. This legend tells us that Odin, who operated under many disguises, used a false identity to defy the Giant trespassing through Jotunheim.

Once there, Odin drank from the well of wisdom and was rushed to sacrifice his own eye in order to know the meaning of sorrow.

This founding event symbolizes how pain is a necessary step to access unlimited knowledge, and this is the main value that the Grand tour emulates.

The most common itinerary of the Grand Tour shifted across generations in the cities it embraced, but the British tourist usually began in Dover, England and crossed the English Channel to Ostend, in the Spanish Netherlands/Belgium, or to Calais or Le Havre in France.

From there the tourist, usually accompanied by a tutor (colloquially as a *bear-leader*) and (if wealthy enough) a troop of servants, could rent or acquire a coach (resold in any city or disassembled & packed across the Alps, as in Giacomo Casanova's travels, who resold it on completion), or opt to make the trip by boat as far as the Alps, either travelling up the Seine to Paris, or up the Rhine to Basel. Upon hiring a French-speaking guide (French served as the language of the elite in Europe during the 17th and 18th centuries) the tourist and his entourage would travel to Paris. There the traveller might undertake lessons in French, dancing, fencing, and riding. The appeal of Paris lay in the sophisticated language and manners of French high society, including courtly behaviour and fashion. This served the purpose of preparing the young man for a leadership position at home, often in government or diplomacy. From Paris he would typically go to urban Switzerland for a while, often to Geneva (the cradle of the Protestant Reformation) or Lausanne.

(*Alpinism* or mountaineering developed in the 19th century.) From there the traveller would endure a difficult crossing over the Alps into northern Italy, which included dismantling the carriage and luggage.

If wealthy enough, he might be carried over the hard terrain by servants.

Once in Italy, the tourist would visit Turin, then might spend a few months in Florence, where there was a considerable Anglo-Italian society accessible to travelling Englishmen *of quality* and where the *Tribuna* of the Uffizi gallery brought together in one space the monuments of High Renaissance paintings and Roman sculptures that would inspire picture galleries adorned with antiquities at home, with side trips to Pisa, then move on to Padua, Bologna, & Venice. The British idea of Venice as the *locus of decadent Italianate allure* made it an epitome and cultural set piece of the Grand Tour.

From Venice the traveller went to Rome to study the ruins of ancient Rome, and the masterpieces of painting, sculpture, architecture of Rome's Early Christian, Renaissance, and Baroque periods. Some travellers also visited Naples to study music, (after the mid-18th c.) to appreciate the recently discovered archaeological sites of Herculaneum and Pompeii, and perhaps an ascent of Mount Vesuvius. Later in the period the more adventurous, especially if provided with a yacht, might attempt Sicily (the site of Greek ruins) or even Greece itself. But Naples – or later Paestum further south – was the usual terminus.

From here the traveller traversed the Alps heading north through to the German-speaking parts of Europe. The traveller might stop first in Innsbruck before visiting Vienna, Dresden, Berlin & Potsdam, with study time at the universities in Munich or Heidelberg.

From there travellers visited Holland & Flanders before returning across the Channel to England. A modern equivalent of the Grand Tour is the phenomenon of the backpacker, although cultural holidays, such as those offered by Swann-Hellenic, are also important.

V. The Mobility Era (1800-1944).

1830 A.D: First rail link between Liverpool and Manchester was started.

1841 A.D.: Introduction of package tour by Thomas Cook by travelling in tail with 570 passengers. The first tourism business was introduced by Thomas Cook.

1845 A.D.: World's first travel agency opened.

1849 A.D.: In modern tourism first guide book was published for London.

1879 A.D.: Thomas Cook introduced hotel coupon (pay here get there).

1891 A.D.: American express. Henry Wells introduced travellers cheque.

Near 1900: 1st motor car. Autobahn (four-lane road system) was constructed.

1903:Automobiles, Wright brothers.

Early 1900's: Postcard craze *Wish you were here*.

Later highways under construction.

Last 100 years

- 1903: Wright brothers introduced airplane.
- 1918: Deutsche Lufthansa provided the first scheduled air passenger's service from Berlin to Leipzig and Weimar.
- 1914-1919: WWI Technology – air travel.
- 1920's: Cottages in the Catskills, summer homes.
- 1930-39: Great Depression, travel declined.
- 1936: AIR TRANSPORT ASSOCIATION (ATA) was formed in Chicago.

- 1939: First Trans Atlantic flight.
- 1940-1960: factories, jobs, weekends off.
- Money and time: middle class blossoms.
- 1939-1945: WWII. Technology, nuclear age, Cold War.
- Post WWII North America – Dawn of mass tourism. Tourism rebuilt Europe.
- Baby Boomers are born.
- 1944: Largest road systems built in US, turnpike – roadside motels, services.
- 1950: Seaside seen as healthy, seaside resorts. Niagara Falls.

This was one of the important periods where tourism got to flourish in rapid way due to Thomas Cook, introduction of auto bans, airlines and evolutions in industry.

VI. The Modern Era (1945 till now).

Last 50 years

- 1946: First airlines in Europe (British Airways)
- 1950's and 60's. Cars, cars, cars in North America.
- 1957: Space Age, 1st. Jet plane.
- 1960's: Package tours expansion in Mediterranean.
- 1960's: Costa del Sol – 6 million visitors in 1960 to 30 million in 1975.
- Sea, Sand, Sun and Sex – Seashore exploitation.
- 1964: American airlines in the SABRE computerized reservation system (CRS).
- 1967: Expo in Canada, Montreal.
- 1969: on the moon!
- 1970: first jet airlines Boeing 747 *jumbo jet* took 352 passengers.
- 1979: Jumbo jets – mass tourism
- 1980's: Mass tourism splinters, alternative tourism (ecotourism, green tourism).
- 1980's: Turkey enters tourism market.
- 1986: Expo in Vancouver.
- 1990's: Information age, business travel.
- 2001: World Trade Center attack.
- 2001: Dennis Tito took the world's first paid space vacation.
- 2002-3: Bombings in Bali, Jakarta.
- 2003: War in Iraq.

In this era, there became various developments in technology and system, which made tourism easier, reliable, safe secured etc. where people can travel without any problems. There are so many tourism agencies over the world. This can't be counted. By knowing this we can guess how the tourism market is flourishing over the world.

Active vocabulary

Era, various developments, technology, tourism, reliable, safe, travel, tourism market, over the world, history, in the past, package tours, expansion, road systems, to build, to flourish, in rapid way, to provide, phenomenon.

Exercise 1. Add some information & make up a small report and give a talk in class.

Exercise 2. Read the text & pick up the essential details in the form of quick notes.

Exercise 3. Analyze the information, which is in the highlight, and use it in practice.

SCIENTIFIC RESEARCH OF TOURISM

Tourism is often seen as a global phenomenon with an almost incomprehensibly massive infrastructure. Its importance is evident from the fact that its influence thoroughly penetrates society, politics, culture and, above all, the economy. Indeed, this is the branch of the global economy with the most vigorous growth: the World Tourism Organisation (WTO) estimates that in 2007 it encompassed 904 mln tourists who spent \$855 bn.

They thereby supported a global system with roughly 100 million employees in the modern leisure and experience industry. There exists a complex, interwoven world-wide structure dedicated to satisfying the specific touristic needs of mobile individuals, groups and masses. Since its inception, tourism has polarised: it reveals numerous views ranging from the total approval of its potential for enriching self-realisation combined with recreation to critical rejection due to the belief that it causes harm through the systematic dumbing down of entertainment and avoidable environmental destruction.

Beginning in the early 1920s, an early theory of *Fremdenverkehr* – a now obsolete term for tourism – emerged in the German-speaking world that dealt mainly with business and economic problems; since the 1960s, it has been replaced by the ever-expanding field of tourism studies. This gives many disciplines the space to approach the subject of tourism, or at least aspects of it, from their own particular academic perspective.

Today, tourism studies means the multi-disciplinary bundle of academic approaches in the sense of an undisguised "transdiscipline",² which can find different applications. However, tourism studies does not exist as an integrated field of study.

Instead, there are countless empirical accounts, case studies, approaches, theories and perspectives in individual disciplines, including economy, geography, psychology, architecture, ecology, sociology, political science and medicine.

At first, the fields of business studies and economics dominated a study of tourism that was grounded in an institutional approach;³ general accounts,⁴ analyses from the cultural sciences and historical surveys came conspicuously late. Admittedly, cultural and social history, as well as historical anthropology,⁶ have been opening up to the questions surrounding tourism for some time.

However, these are perceived differently to those studies undertaken by economists and social scientists. At the same time, it is impossible to ignore the historical prerequisites and development of travelling habits and holidaying styles if one wants to understand the nature of tourism today. This is true not only of concepts and ideas associated with the topic, but also the specific insights which the disciplines employed aim to provide.

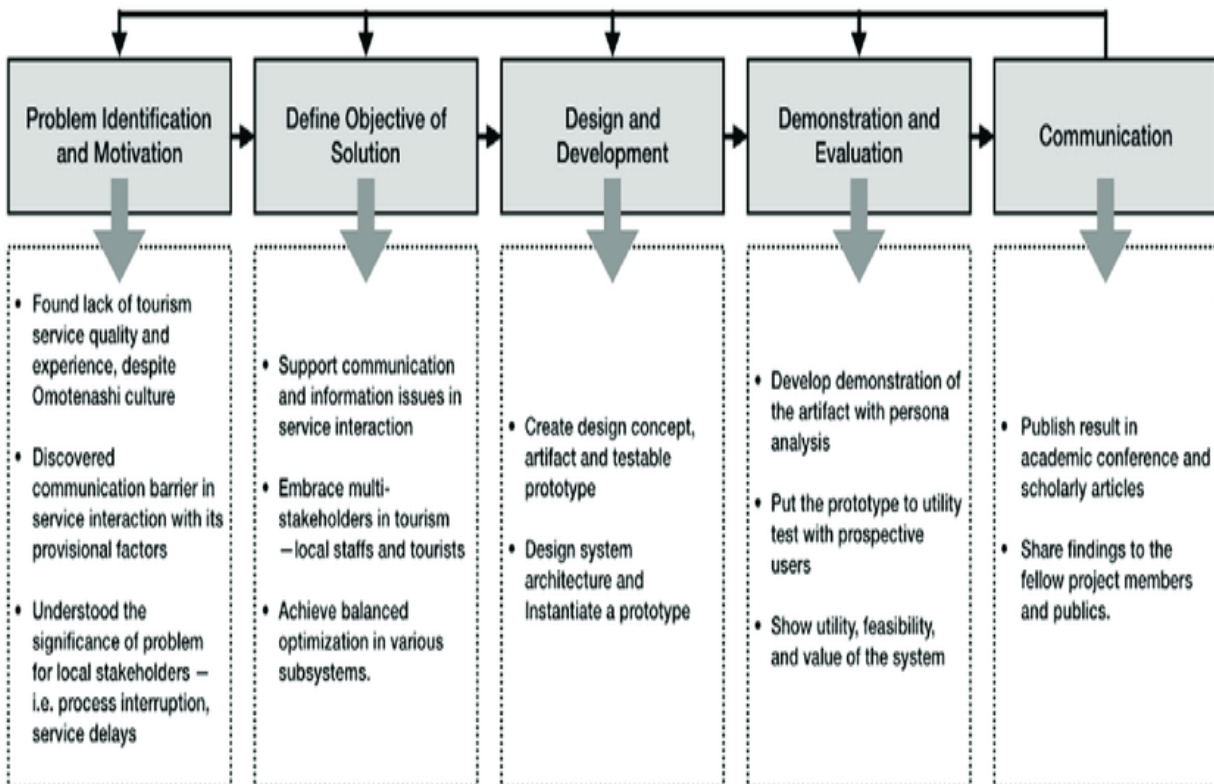
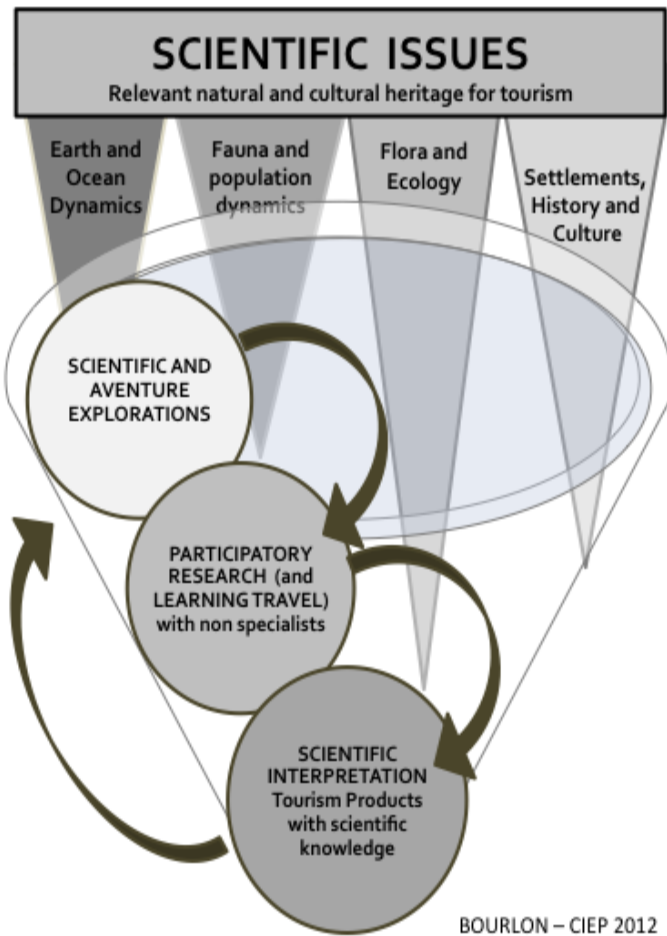
Conducting historical research on tourism within the context of the discipline of history is not synonymous with the task of writing a history of tourism (or parts of it).

This article takes the second approach. It is a conscious attempt to give an overview that picks up on the classic processes, stages, types and trends of modern tourism in order to place them in the context of their historical development.

In general, there is a consensus that one should understand tourism as a phenomenon of modernity and place its appearance in the context of middle-class society from about the middle of the 18th century. However, this does not exclude historically older, *related* forms of travel, which should at least be remembered here. Not every journey is a touristic journey; mobility has many modalities.

Bridging Science and Tourism to foster new knowledge through Scientific Tourism Products

- **Earth and Ocean Dynamics:**
 - Volcanoes and Tectonics
 - Glaciers and Geomorphology
 - Oceans and Climatic changes
- **Fauna and population dynamics:**
 - Marine birds and wildlife
 - Whale populations
 - Interoceanic litter and coastal wildlife
- **Flora and Ecology**
 - Temperate Cold Forest
 - River ecology and exotic plants
- **Human settlements, History and Culture**
 - Archaeology of nomadic groups
 - History of colonization



EARLY FORMS OF TRAVEL & TYPES OF JOURNEY

It is sensible to separate travelling as a means to an end (expulsion, migration, war, religion, trade) and travelling as an end in itself in the encoded sense of tourism (education, relaxation, leisure, free time, sociability, entertainment).

Recreational and educational travel already existed in the classical world and, even earlier, in Egypt under the pharaohs. In the latter, there is evidence of journeys emanating from a luxury lifestyle and the search for amusement, experience and relaxation.

The privileged groups of the population cultivated the first journeys for pleasure.

Their writings tell us that they visited famous monuments and relics of ancient Egyptian culture, including, for example, the step pyramid of Sakkara, the Sphinx and the great pyramids of Gizeh – buildings that had been constructed a good thousand years earlier.⁹ The Greeks had similar traditions. They travelled to Delphi in order to question the Oracle, participated in the Pythian Games (musical and sporting competitions) or the early Olympic Games. Herodot (485-424 B.C.), the well-travelled writer with an interest in both history & ethnology who visited Egypt, North Africa, the Black Sea, Mesopotamia and Italy, pioneered a new type of research trip.

Classical Rome gave impetus to travelling and particular forms of holiday. Holiday travel became increasingly important due to the development of infrastructure. Around 300 A.D., there existed a road network with 90,000 kilometres of major thoroughfares and 200,000 kilometres of smaller rural roads. These facilitated not only the transport of soldiers and goods, but also private travel. Above all, wealthy travellers seeking edification and pleasure benefited from this system.

In the first century after Christ, there was a veritable touristic economy, which organised travel for individuals and groups, provided information and dealt with both accommodation and meals. The well-off Romans sought relaxation in the seaside resorts in the South or passed time on the beaches of Egypt and Greece. The classical world did not only have the *bathing holiday*, but also developed an early form of *summer health retreat* in swanky thermal baths and luxury locations visited by rich urban citizens during the hot months. Something that had its origins primarily in healthcare soon mutated into holidays for pleasure and entertainment, which could also include gambling and prostitution.

The decline of the Roman Empire caused the degeneration of many roads. Travel became more difficult, more dangerous and more complicated.

The mobility of mediaeval corporate society was shaped by its own forms & understandings of travel tailored to diverse groups, including merchants, students, soldiers, pilgrims, journeymen, beggars and robbers. From the twelfth century, the movement of errant scholars became increasingly important. Journeys to famous educational institutions in France (Paris, Montpellier), England (Oxford) and Italy (Bologna) became both a custom and a component of education.

The desire to experience the world emerged as an individual, unique guiding principle.

Travelling tuned from a means into an end: now, one travelled in order to learn on the road and developed in doing so a love of travel and life that not infrequently crossed over into licentiousness and the abandonment of mores.

With regard to the motivation for travel, one can see here an important process with long-term repercussions – travelling and wandering has, since then, been seen as a means of confronting oneself and achieving self-realisation.

The journeyman years of trainee craftsmen can be seen as a counterpart to those errant students *studying* at the *university of life*. The travels of journeymen were part of the highly traditional world of artisan and guild structures, for which documentation exists from the middle of the 14th century.

Beginning in the 16th century, the guilds prescribed the common European practice of journeying as an obligatory element of training, often lasting three to four years.

This survived as an institution with a rich and highly regimented set of codes well into the 18th century. The fundamental idea was that one could mature and learn while travelling, experience the world and improve one's craft in order to grow through a test and return as an accomplished man. The fact that not all journeymen were successful and often suffered terrible fates is evident from reports of an *epidemic of journeymen* that circulated in the 17th and 18th centuries.

An early form and precursor of modern tourism was the grand tour undertaken by young nobles between the 16th and 18th centuries. This possessed its own, new structures that were clearly defined by corporate status: the original goal was to broaden one's education, mark the end of childhood and acquire and hone social graces; over time, leisure and pleasure became increasingly important. On the one hand, this created the differentiated paradigm of travel *as an art*.

On the other, the search for amusement and enjoyment implied an element of travelling as an end in itself. The classic grand tour lasted between one and three years.

Route, sequence and contacts, not to mention the educational programme, were planned down to the last detail. The aristocrats travelled with an entourage of equerries, tutors, mentors, protégés, domestic servants, coachmen and other staff.

These provided for safety, comfort, education, supervision & pleasure in accordance with their specialised area of responsibility.

From England, the tours went on to France and Italy. Trips to the classical sites of Italy represented the highpoint of the journey, but large cities in other countries were visited: London, Paris, Amsterdam, Madrid, Munich, Vienna and Prague had considerable drawing power. During the tour, the young aristocrats visited royal courts and aristocratic estates for, after all, one goal was to teach them the appropriate etiquette and social graces through practice. The nobles attended princely audiences, learned how to behave themselves at court and took part in parties and festivals.



Therefore, the aristocrats' political, social and professional concerns determined the destinations, but these also catered to their interest in art, pleasure and leisure. The nobles barely came into contact with other classes and social groups – the social supervision of the entourage ensured this. This was a specific form of *dirigisme* that followed strong social norms, was exclusive and elitist, and aimed to preserve the rule of the aristocracy.

Two aspects are of importance for the history of touristic travel: the destination and the encounter with foreign countries and sights, interestingly at the interface of a supposed cultural gap between North & South. From the Enlightenment into the 19th century, *Bildungsreisen* (*educational journeys*) undertaken by the (upper) middle class were an important stage in the development of tourism. The travels of the educated middle classes imitated those of prominent poets and philosophers

- Jean-Jacques Rousseau (1712-1778),
- Charles Baron de Montesquieu (1689-1755),
- Johann Wolfgang von Goethe (1749-1832),
- Gotthold Ephraim Lessing (1729-1781),
- Johann Gottfried Herder (1744-1803) and many others.

They all travelled to Italy or France in search of edification and discussed the knowledge acquired abroad & their experiences in literary works, travelogues, travel novels.

Educational travel expanded with the inclusion of other strata of the population and shorter trips. People journeyed in coaches, explored the countryside and cities, visited landmarks in order to experience nature, culture and art directly on the spot and deepen one's understanding of them. Alongside middle-class travels in search of education and art, there developed a form of travelling oriented towards culture, industry and technology.

These were information-gathering journeys driven by professional interests & economic motivations. The representatives of a middle-class entrepreneurial strata travelled to France, Britain and Germany with the express goal of learning about the technological progress & innovations of industrialisation. They were interested in current developments in trade, agriculture, industry, technology and manufacturing, which they explored through direct contact with individuals. The *early, pre- or developmental* phase of modern tourism is generally considered to have lasted from the 18th century to the first third of the 19th century. During this stage, touristic travel remained confined to a minority of wealthy nobles and educated professionals. For them, travelling was a demonstrative expression of their social class which communicated power, status, money and leisure.

Two characteristics stand out: on the one hand, the search for pleasure increasingly supplanted the educational aspects; on the other, wealthy members of the middle classes sought to imitate the travelling behaviour of the nobles and the upper middle classes.

Consequently, aristocrats who wanted to avoid mixing with the parvenu bourgeoisie sought more exclusive destinations and pastimes.²⁰ This is evident in the fact that they found renewed enthusiasm for bathing holidays and took up residence in luxurious spa towns with newly built casinos. These included Baden-Baden, Karlsbad, Vichy & Cheltenham, where life centred around social occasions, receptions, balls, horse races, adventures and gambling. Here, too, the nobles were *swamped* by entrepreneurs and factory owners.

In response, they created a socially appropriate form of holidaying in coastal resorts.

The British aristocracy enjoyed Brighton & the Côte d'Azur, wintered in Malta, Madeira Egypt.

THE FOUNDATIONS OF MODERN TOURISM

In the context of the history of tourism, the term *introductory phase* refers to all the developments, structures and innovations of modern tourism between the first third of the 19th century and around 1950. This had its own *starting phase*, which lasted until 1915.

This period witnessed the beginning of a comprehensive process characterised by a prototypical upsurge in a middle-class culture of travel and its formation, popularisation & diversification. It prepared the way for a mass tourism recognisable to modern concepts of spending leisure time. The development progressed episodically and built upon a number of changing social conditions and factors. The most important undoubtedly include not only the advance of industrialisation, demographic changes, urbanisation and the revolution in transportation, but also the improvement of social and labour rights, the rise in real income and the resulting changes in consumer demand. As early as the beginning of the 19th century, the opening up of the Central European system of transport brought about enormous change that genuinely deserves the designation as a *revolutionary development*. It improved the mobility of tourists and created new trends. Short-stay and day trips became popular and made use of the modern advances in transport technology.

Steam navigation began in Scotland in 1812; the continuous use of steam ships on German watercourses followed in 1820 and, in 1823, Switzerland received its first steam ship on Lake Geneva. Railways also created greater mobility. The first sections of track were opened in England in 1825, in France in 1828, in Germany in 1835, in Switzerland in 1844/1847 and in Italy in 1839. However, the railway's use and popularisation of touristic routes and destinations only began somewhat later with the introduction of mountain railways towards the end of the 19th century. The Vitznau-Rigi railway in Switzerland was Europe's first mountain railway in 1871. The new means of transport enabled not only an increase in transport carrying capacity, but also reduced the cost of travelling.

Moreover, ship and rail travel extend tourists' field of vision, bringing about a distinct form of *panoramatised* perception (the background replacing the foreground as the centre of attention) and encouraging an interest in travel writing.

It is true that the railway was not created to promote tourism. However, from mid-19th century, the latter employed the convenience of rail transport for its own purposes.

The railway therefore is rightly considered to be the midwife at the birth of modern mass tourism. One must still keep in mind that touristic travel remained the preserve of privileged parts of the population. This travelling acted as a form of middle-class self-therapy, the removal of the middle-class self from its existence in the shadow of the old aristocratic world in order to learn about modernity via a paradigmatic experience. It was another century before the lower middle and working classes could go on holiday. At first, they had to make do with day trips by train and ship in order to escape the city briefly.

The foremost practitioners of middle-class tourism were the manufacturing and trading families, educated professionals working in the state bureaucracy, schools and universities, as well as the new *freelance professions*, including writers, journalists, lawyers, artists, who were able to take the first steps out of the corporate society. From the 1860s, there were portentous indications of a popularisation. Travelling became a form of popular movement and an answer to the desire to relax among large sections of the population following the advance of industrialisation and urbanisation.

A number of instructional materials, steering mechanisms, innovations and forms of holiday of the 19th century were developed for middle-class travelling & holidaying needs.

Guidebooks and travelogues in the form of travel literature acquired increasing importance; this type of text should not be underestimated – they had their precursors in the 18th century and created touristic destinations and perceptions.

In terms of production and sales, Karl Baedeker (1801-1859) achieved the greatest success as a writer of 19th-century German guidebooks. He founded his publishing house in 1827 and produced a series of guidebooks with reliable, well-researched content. Their standardised format allowed the reader to find guidance and advice quickly and easily; the books developed their own way of conveying information. *The Baedeker* contained more than information and recommendations; the publisher defined a style of travel and which tourist attractions were worth visiting: Indeed, tourist attractions soon became touristic obligations; sightseeing became a must. John Murray's (1808-1892) publishing house in London had a similar goal; in 1836, it successfully brought out the *Red Book* – the first guidebook to Holland, Belgium & the Rhineland. Guidebooks, with their own, prominently normative didacticism occupy a place in the interesting history of functional writing.

The Boom in Mass Tourism in the 19th Century

Organised group holidays offering an all-inclusive price that reduced the travellers' costs were an innovation of the 1840s. Thomas Cook (1808-1892), a brilliant entrepreneur from England, is seen as their inventor and thus the pioneer of commercialised mass tourism. His first all-inclusive holiday in 1841 took 571 people from Leicester to Loughborough and supplied both meals and brass music. From 1855, Cook offered guided holidays abroad in 1863 to Switzerland. These catered to a mixed clientele, from heads of state and princes to average representatives of the middle, lower middle and working classes. Cook, inspired by clear socio-political motives, wanted to use Sunday excursions to tempt workers out of the misery and alcoholism of the cities into the green of the countryside. He had more success with inexpensive all-inclusive holidays, often to foreign destinations, for the middle class.

His introduction of vouchers for hotels and tourist brochures was highly innovative.

Cook's pioneering role in the emergence of mass tourism is widely recognised. He influenced the travel agencies later opened in Germany, above all those associated with the names of Rominger (Stuttgart, 1842), Schenker & Co. (München, 1889) and the Stangen Brothers (Breslau, 1863). Carl Stangen (1833-1911) organised holidays through Europe, then from 1873 to Palestine and Egypt, before extending them to the whole world in 1878.



Venice in the 18th century

Over this period, the travel agency was able to establish itself as a specialised institution.

It channelled ever greater demands for relaxation & variety among broadening social strata: from the 1860s, travelling became a type of *popular movement* that spread throughout society. The opening of the Alps to tourists was an equally important development of the 19th century. It was preceded by an affinity for nature acquired under the influence of the Enlightenment and Romanticism that sentimentalised the mountains. This created a flock of what would soon be called tourists made up of researchers, nobles, artists, painters, writers and other members of the educated classes. As well as the upwardly mobile middle classes, who followed Albrecht von Haller (1708-1777), Horace-Bénédict de Saussure (1740-1799) and Rousseau in their search for natural beauty and the mountains.

This romanticisation of alpine harmony replaced the mediaeval fear of the mountains and underwent a *touristisation* over the 19th century. Two groups propelled this process – the aristocracy and the new middle class.

The pioneers were enthusiastic British mountaineers who pursued the exclusive sport in Switzerland, charging up the summit and encouraging the development of infrastructure (the construction of hotels, Alpine huts, mountain railways, Anglican chapels) through their continued presence, as well as leaving behind the traces of a cultural transfer. Mountaineering associations founded across the continent led the way.

Significantly, the first was the Alpine Club (1857) in London, followed by the Austrian *Alpenverein* (1862), the Swiss *Alpenclub* (1863), the *Club Alpino Italiano* (1863) and the German *Alpenverein* (1869). Most of these subsequent associations set themselves broader goals than the British club, which chose to remain an aristocratic sports body.

The mountaineering associations soon acquired popularity, although they were somewhat conservative, their impact was enormous. They produced club reports, almanacs and guidebooks to routes, while membership increased considerably and the infrastructure (hotels, bread and breakfasts, huts, guide, paths and cable cars) was extended.

The mountaineering associations and their branches soon stimulated a mass middle-class mountaineering movement that initially centred on Switzerland. A tendency developed whereby the movement increasingly encompassed lower social classes, at the turn of the century finally including proletarian tourist associations such as the *Naturfreunde* (The Friends of Nature – Vienna, 1895) & later the loosely associated organisations of *Der Wandervogel* (The Migratory Bird – Berlin, 1905). Thus, the enthusiasm for mountaineering underwent first a *bourgeoisification* and then a *proletarianisation*. This early social tourism was characterised by a new collective ethos mixed with non-commercial elements that have been understood as the precursors of *soft tourism*. These intermingled with distinct forms of sociability, the conscious appreciation of the environment and consideration for the local population, countryside and cultural assets.



HOLIDAYING PRACTICES IN THE INTERWAR PERIOD

The development of tourism in the 20th century can be divided using a number of different periodisations. It is common, and plausible, to identify a *developmental phase* between 1915 and 1945. This covers the stagnation in tourism as a result of the First World War, but also transitional developments that steadily acquired importance. It was preceded by a period of growth in which, for example, the number of stays in a hotel or other form of holiday accommodation in Germany rose about 471 % between 1871 & 1913, a good seven times faster than the level of growth in the population.

The bulk of these belonged to the upper middle class, and soon the entire middle class, who made their way to the newly opened coastal resorts on the North & Baltic Seas, as well as to the spa, health and gambling resorts. Germans took to bathing holidays relatively late in comparison to the pioneering British and, at first, for health reasons, with socialising and recreation coming later. However, they became increasingly popular, as evident in the development of famous locations, coastal resorts and beaches.

The loss of their former exclusivity & the shift towards entertainment and distraction signified an increase in social accessibility, whereas, for example, the new ski and winter tourism retained its chic clientele at the turn of the century.

The dominant motif of travelling and holidaying after 1900 was recuperation.

However, only those involved in intellectual work had an established right to relaxation; this right was extended from nobles, the middle-class professions & high-ranking bureaucrats to entrepreneurs, merchants, mid-ranking bureaucrats, white-collar workers, teachers.

Without doubt, this was connected to the regulation of holidays as part of legal agreements on pay. Most European countries lacked strict holiday rights before 1900: with the exception of a few pioneering cases, paid time off work for more than a day only became established in law after the First World War.

In Germany, the *Reichsbeamten-gesetz* of 1873, which outlined the employment conditions of state employees (*Beamte*), was the beginning. At first, it was only relevant to state employees, and holidays for other employees remained the exception before the First World War, only becoming possible after it, for example in Austria through the *Arbeiterurlaubsgesetz* (Law on Workers' Holidays) of 1919. Similar developments took place in Switzerland: holidays for the civil servants of the federal administration were first subject to regulation in 1879, but only established as a legal right in 1923.

In industry, holiday rights were only granted much later. Among 100 Swiss factories, for example, in 1910 only 11.9 % gave their employees paid holidays; by 1944, this figure had risen to 87.9 %. The right to holiday enshrined in normal work contracts today is an achievement of the 20th century. In Switzerland, this right was not regulated uniformly.

In different cantons, the situation developed independently, although from the 1930s collective work contracts became important; one paid week off was usual. Only after 1945 did most cantons extend their laws on holidays to the entire labour force. Germany did not pass a general law on holiday rights until 1963.

One innovative new form of holidaying that also came to include families with children was the *summer retreat*. From the 1870s, the term, first used in 1836, referred to a middle-class holidaying practice whose practitioners sought relaxation in the countryside as an alternative to the seaside during the summer.

At first, the lower middle and working classes could not afford a summer retreat with the family, while Sunday excursions became a custom for middle-class families before 1914 – these slowly extended to the whole weekend and then several days.

After the crisis of the First World War, the summer retreat offered a simple, healthy and economical holiday, which from the 1920s was accessible to employees and workers on low incomes. Love of the countryside and a desire for the simplicity of rural life inspired by a critical view of the city, preferably in the beauty of low mountain ranges, seem to indicate a particularly German variety of the summer retreat, which differed from trips to Scandinavian or Russian holiday cottages or *dachas*. The behaviour of Germans on summer retreat created a repertoire that came to define the practice.

The presence of people on summer retreat left behind the first traces of a touristic infrastructure, for example the designation of walking trails and the construction of guest houses, bothies, forest restaurants, observation towers and recreational opportunities.

Between 1933 & 1939, the National Socialist regime in Germany brought new impulses, an increasing amount of travel and holidaying practices aimed at the masses.

These developments overcame the once essentially middle-class nature of travel by creating a social or popular tourism characterised by the state organisation of holidaying and recreation. It goes without saying that tourism served the political system and the National Socialist ideology. The various stages and graduated pattern of use of the new tourism are conspicuous, providing an object lesson in the inherent potential for a totalitarian regime to exploit tourism politically. Mass tourism emerged in the Third Reich.

For the historian of tourism, this form of holidaying, guided from above, was characterised by its claim to democratisation on behalf of the general workforce, the *Volk*. Hitler wanted to grant the worker a satisfactory holiday and do everything to ensure that this holiday and the rest of his free time would provide true recuperation.

The National Socialists implemented this goal through the creation of a body to organise recreation – the *Nationalsozialistische Gemeinschaft Kraft durch Freude* (*The National Socialist Association Strength through Joy* – KdF) and a ministry *Reisen, Wandern, Urlaub* (*Travelling, Hiking, Holiday* – RWU), both of which were subordinate to the party.

In order to avoid resistance to the social transformation, workers received at first between three and six days holiday per year. From 1937, the majority of wage-earners had from 6 to 12 days off per year and could benefit from the new, very cheap, opportunities for holidays & travel: walking tours, train journey, cruises with accommodation and meals achieved great popularity. This is evident from record statistics that testify to an unprecedented boom in travel: the 2.3 mln journeys undertaken in 1934 rose to five mln in 1935, 9.6 mln in 1937 and 10.3 mln in 1938.

In the six years before the outbreak of war, 43 mln journey, cruises and walking tours were sold at cheap prices that could not be competed with, for example seven days in Norway for 60 *Reichsmark* or 18 days in Madeira for 120 *Reichsmark*.

The KdF tourists, who travelled en masse as a logical expression of the state's ideology of national community, kept to themselves and were often met with disapproval at exclusive resorts and on cruises. On the whole, it is generally true that the KdF movement contributed to the development of mass and repeat tourism & thus, to a certain extent, its democratisation, albeit at the cost of the broad masses & to the benefit of the Nazi regime.

The success of the KdF holidays was based on the interaction of three factors: the need to work and lack of money no longer ruled out going on holiday; holidays were offered at the lowest prices possible, and the organisation commanded a closely meshed network that adapted itself to the workers' needs rather than the other way round.

One should not forget the fact that, at the same time, the German private tourist industry underwent a tremendous boom, for example in the construction of youth hostels and camping sites and in catering to the middle-class holidaymakers who gradually returned to the more upmarket forms of tourism. One historian summarises the KdF tourism with the words that the Germans had, admittedly, not yet become a *Volk auf Reisen* (a people on the move), but the Nazi dictatorship had shown the direction which – delayed by collapse and reconstruction – they would go in the end.

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|----|--------|---|
| 11 | 1903 | Airplane's first flight at Kitty Hawk, North Carolina by the Wright brothers |
| 12 | 1903 | The first major hotel company-Trust Houses- opens a chain of hotels through out Britain |
| 13 | 1920 | Chartered flights appear in tourism |
| 14 | AD1945 | IATA was established |
| 15 | 1947 | IUOTO was constituted |
| 16 | 1950 | Commercial air transportation increased and air transportation became cheaper |
| 17 | 1958 | Boeing 707 jet was introduced |
| 18 | 1966 | UFTAA was founded |
| 19 | 1970 | First wide-bodied jet (Boeing 747) appeared in service(capable of carrying 400 pax) |
| 20 | 1975 | WTO began its legal existence |

Evolution of travel



THE EXPANSION OF TOURISM & GLOBALISATION

The last phase embraces the developments in tourism during the post-war period up to the present. Depending on one's perspective, this is the apex of tourism or the phase of practice and consolidation. These are justified labels for the period's combination of infrastructural construction and renovation, streams of tourists & holidaying as a common form of recreation: indeed, over the last few decades, tourism has become an important branch of the global economy and is a defining characteristic of modern industrial nations.

Tourism crosses borders: spatial, temporal, social and cultural. This is its common denominator. There is a consensus that the enormous boom during the post-war period was bound up with economic growth, technological progress, a high level of competition and the creation of new destinations and travelling styles. The increase in recreational mobility among broad strata of society should be seen against this background.

Various factors brought about this boom, including rising affluence, urbanisation, the unprecedented construction of transportation and communication networks, the increase in leisure time as a result of shortening working hours, all of which shaped socialisation.

However, this growth in tourism after the war only came slowly and in Germany, Austria and Switzerland remained confined to domestic destinations. In Western Germany, not until 1953 did the capacity for holiday accommodation reach pre-war levels.

The considerable increases in the percentage of teenagers & adults going on holiday each year only took place during and after the 1960s: rising from 28 % (1962) to 58 % (1980), over 65 % (1987) and 70.8 % – meaning the Western German figures were average in comparison to other European countries. Involved in this were, alongside trade union bodies, the holiday organisations and travel agencies, as well as the large travel companies, which acquired increasing importance. Subsidised *social tourism* for families and young people, which helped those parts of the population on low incomes to go on holiday, was a noticeable trend in several countries. Social policies, holiday funds, subsidies, charities and entire holiday camps and villages for workers and low-income employees can be found in France, Austria, Germany and, above all, in Switzerland.

The apex of European tourism began in the 1960s: in response to the economic situation and strategic innovations in the market economy, commercial tour operators and travel companies transformed the nature of competition through increasingly cheaper offers, propelling it in the direction of mass tourism, introducing new destinations and modes of holidaying. Here, tourism produced its own structures and secondary systems.

Many travel agencies and tourist organisations were set up, while department stores also offered package holidays, for example Neckermann in Germany from 1963 and Jelmoli in Switzerland from 1972. The replacement of bus and rail travel with journeys by car and caravan, and later by air, provided a powerful stimulus.

Charter tourism occupied a flourishing market sector and established itself with cheap offers for foreign holidays. Foreign tourism first affected neighbouring countries and then more distant destinations – Austria & Switzerland were popular among German holidaymakers, but Italy & Spain later gained increasing prominence: from about 1970, journeys abroad clearly represented the majority; this trend towards foreign holidays has recently grown even stronger. In general, the number of teenagers & adults taking foreign holidays rose more than threefold over the 40 years before 1991 – from nine to 32 mln.

However, the researcher must differentiate between the varying levels of intensity that this boom possessed in different European countries. To do this, one must look at the frequency, forms of travel, trends and destinations, as well as countless statistics and market studies, the results of which indicate social and cultural holidaying traditions.

In the mid-1970s, 70-80 % of the Scandinavia's adult population went on holiday, while in Britain, the Netherlands and Switzerland this figure was 60 % & in Italy about 25 %.

Foreign tourism dominated this phase & many resorts & beaches on the Mediterranean and regions in the newly opened up Alpine countries became magnets for holidaymakers that, later, developed into strongholds of tourism.

On the supply side, the infrastructure underwent intensive construction: some Alpine villages (St. Moritz, Zermatt, Lech) were entirely transformed into tourist and skiing resorts; rural provinces (Provence, Côte d'Azur, Tirol), cities (Venice, Salzburg), coastal areas (on the Adriatic Sea, Kenya) & islands (Mallorca, Rhodes, the Maldives, Sylt) increasingly mutated into holiday areas, resorts and complexes.

However, the increase in touristic traffic hints at another social and structural expansion, the impact of which has been gaining strength since the 1990s. Holidays and travel are becoming accessible to ever broader strata of the population; not only *traditional* holidaymakers – i.e. state employees, white-collar workers, graduates and urban workers – have benefited. The rural population and social groups defined by age and gender (women, singles, pensioners) have taken advantage of tourism, something which is evident from the specific products tailored to their various demands. This picks up on a central characteristic of modern tourism – diversification and specialisation as a result of globalisation.

This corresponds to tourism's apparently unbridled potential, regardless of the facts that little structural development has taken place over the last decade and that touristic tastes and behaviour have been reasonably stable since the Second World War, albeit with some changes in emphasis. On the one hand, this view is contradicted by the institution of *club holidays* such as the *Club Méditerranée* (1955), the *Club Soleil* (1966), the *Robinson Club* (1970), the *Club-Aldiana* (1973) and others, which have very successfully put into practice their own holidaying formulas and philosophies.

On the other, artificial holiday worlds in the form of amusement parks and theme parks are becoming increasingly important: Disneyland, Europa-Park, Port Aventura, Sun City and many others have annual visitor numbers in the tens of millions and are still experiencing constant growth. These are made up of post-modern pseudo-events, simulated worlds and hyper-realities which the tourists internalise as adventure, fun, game and competition, despite the fact that the visitors see through their artificiality.

Such experiential constructs come and go. For the historian of tourism, this represents a shift that is noteworthy on account of its systematic nature: the traditional touristic consumption of symbols (sights, other worlds) have been extended or replaced by an experience-laden entertainment culture that is part of a new way of perceiving the world.

This has global characteristics; it is breaking down boundaries by mutating is thus moving towards a globalised system with specific, increasingly interchangeable forms & modes of experience. Only time will tell what structures will emerge from this innovative potential.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Read the text & pick up the essential details in the form of quick notes.

THE INVENTION OF TOURISM

The majority of researchers believe that tourism is an 18th century invention, explains Hasso Spode, who heads a historical archive on tourism at the Free University of Berlin. However, is there a difference between a traveller and a tourist?

Tourism is travel without a real purpose, said the tourism researcher, adding that in earlier centuries, travellers were always on a mission. *The pilgrims, for example, wanted to find salvation; the conquistadors wanted to conquer.* What changed in the 18th century, in Spode's view, is that people began to travel for fun.

Travelling by coach often meant a long and cumbersome journey. At that time, going on vacation was a burdensome and, above all else, an expensive undertaking.

People travelled by carriage and suffered greatly on poor roads, often made impassable by bad weather. Lodging and provisioning horses were a constant concern.

At the time, Germany consisted of a number of smaller states, and customs duties had to be paid again and again at the borders. One of the country's first major tourist magnets emerged in 1793 at the coast of the Baltic Sea in what is today Mecklenburg-Vorpommern.

That is where the seaside resort Heiligendamm opened its doors, attracting nearly everyone of distinction. They were met with no shortage of distractions, including gambling, horse races, dizzying feasts and prostitutes. Many of the well-heeled guests never even made it into the water, and, as writer Ludwig Börne complained in 1825, *The princes and princesses here bother you like snails; you simply cannot avoid them.*

Thomas Cook starts a revolution. *Tourism was initially limited to a very few people. Around 1% of the population could travel in 1800,* said Hasso Spode of the make-up of German tourism at the time. That number soon changed, though.

The inventive Englishman Thomas Cook began capitalizing on a market niche in 1841: package tourism. He got some help from an invention that revolutionized transport: the railroad. Using railways, Cook sent hordes of tourists off on adventures.

The tour operator could book entire trains and hotels, meaning he could make his offers at unbeatable prices. *Cook was not, in fact, the inventor of package tourism, but he was its most successful organizer,* Spode explains. However, Thomas Cook did not stop there, adding tour guides that took care of all of the details, so that tourists could devote themselves to relaxation. Cook's approach soon led to copycats in Germany, where train travel also helped spur on the concept of holidaymaking. After all, trains could generally chug on regardless of the street conditions and weather, and passengers could peer out the window in comfort as scenes of nature rolled by.

Nevertheless, many travel destinations remained the province of the upper classes until well into the 20th century. For labourers, vacationing was impossible, due to financial constraints. However, after the Nazis seized power in 1933, they tried to act as travel agents to drum up enthusiasm for the dictatorship among the working class.

"In 1933, the Nazis established the recreational organization *Kraft durch Freude* (KdF, Power through Joy), which suddenly became the largest trip operator in the world", Hasso Spode said. The KdF attempted to draw in potential travellers with a special offer: going on cruises, which were otherwise seen as the domain of the well-to-do.

"They built classless cruise ships in which they were able to send around 700,000 people out to sea", said Spode.

The KdF's propaganda showed Germans relaxing luxuriously on deck chairs and enjoying having nothing to do. Once the war started, however, the tours came to a halt. Private trip operators continued their activities, much to the chagrin of the National Socialists, who would have preferred to use the tourist trains for the war.

"There you see how deep the populace's wish for travel experiences was. The Nazis couldn't allow themselves to do anything drastic against it for fear of making themselves unpopular", notes Spode. By 1943, however, German tourism had all but stopped, due to the course the war had taken. After the war, Germany's economy rapidly picked up steam in the 1950s and Germans found themselves with both the money and desire to travel again. "Slowly, the Germans began to have the courage to take their Beetles or Vespas beyond the Alps", said Hasso Spode of post-war tourism. Automobiles made it possible for people to plan and execute their trips in a much more individual way.

Soon thereafter, a further development made tourism even more accessible. In the 1970s, huge passenger planes began transporting people of various income groups well beyond their home countries. Popular destinations among Germans were soon given names ridiculing their new clientele. The Spanish island of Mallorca, for instance, was dubbed *Putzfraueninsel* (Cleaning Lady Island), while favoured sunning spots around the Mediterranean were called *teutonic grills*. Rising incomes and low travel costs made it possible: international travel for everyone. The history of European tourism can perhaps be said to originate with the medieval pilgrimage.

Although undertaken primarily for religious reasons, the pilgrims in the Canterbury Tales quite clearly saw the experience as a kind of holiday (the term itself being derived from the *holy day* and its associated leisure activities).

Pilgrimages created a variety of tourist aspects that still exist – bringing back souvenirs, obtaining credit with foreign banks (in medieval times utilising international networks established by Jews and Lombards), and making use of space available on existing forms of transport (such as the use of medieval English wine ships bound for Vigo by pilgrims to Santiago De Compostela). Pilgrimages are still important in modern tourism – such as to Lourdes or Knock in Ireland. However, there are modern equivalents – Graceland and the grave of Jim Morrison in Pere Lachaise Cemetery.

Exercise 1. Give the list of sky events and provide their short description in the form of notes.

Exercise 2. Transfer the given information from the passages onto a table.

| № | Activity | | | |
|----|----------|-------|------|-------|
| | Event | Where | When | Score |
| 1. | | | | |





THREE THOUSAND YEARS OF WORLD TRADE

For thousands of years, people produced most of what they needed for themselves. They grew or hunted for their own food, and made their own simple tools. However, little by little they learned that they could have more varied goods by trading.

Little is known about the beginnings of trade. Perhaps it was English flint, used to make primitive tools, and much traded in Europe thousands of years before Christ.

Or was it the Egyptians, as early as 3000 B.C., travelling down the African coast as far as the Zambezi River in search of gold, silver, and slaves?

The earliest trade we do know something about is the caravan trade across the desert of Asia around 2500 B.C., to and from cities in Mesopotamia, Egypt, and Arabia.

These caravans had to carry fodder for the animals and food for the drivers and merchants. Not much space was left for the cargo. As a result, the goods carried were light but valuable, things such as gold and precious stones – that is, luxuries and not necessities.

After this, trade by sea started to become more common.

The Phoenicians on the coast of Syria are thought to have been the first to develop commerce by sea around 1000 B.C., trading from ports in Syria to Crete, Cyprus, Rhodes, and other Greek islands, and to North Africa.

The Phoenicians were manufacturers. They exported metal-ware, glassware, and textiles. These were traded for raw materials, especially tin, copper, and silver.

This trade also was mainly in luxuries for the ships were small. The Phoenicians lived at the same time as the Greeks and the Romans. Athens was the first big commercial city in Europe, and it was the first community to import and export necessities (not just luxuries) in large quantities. Grain was imported for the increasing population from the shores of the Black Sea, and exports included figs, olive oil, wine, honey, pottery, metal-ware, and textiles.

Greek armies marched into Persia, Central Asia, and India, and brought back luxury goods such as spices, drugs, and silk.

The Roman Empire (27 B.C. – 476 A.D.) was the next big trading community.

The city of Rome itself produced little, but it imported a lot. It was the political capital and financial centre of the Empire. Increasing quantities of luxuries were imported from the east and from North Africa, but these were not bought by the Romans. They were the tax paid to Rome by the various peoples that it had conquered. Imports included tin, slaves, cloth, and jewels.

The Romans traded with China, brought back silkworms to start a silk industry in Europe.

In the 5th century A.D., Byzantium (later called Constantinople, and now Istanbul) became the political capital of the Roman Empire, and remained the world's commercial capital until the 12th century. Its importance was founded on manufacturing – textiles, leatherwork, armour, pottery, and artistic metalwork. The Byzantine coin, known as the bezant, became the first single currency of European business.

In the 12th and 13th centuries, Venice and Genoa became the world's leading trade centres. In 1271, the Venetian, Marco Polo, went by land and sea to China and helped establish trading links. Venice was well placed to be the main European commercial centre. It had, of course, the sea, and it was by sea that luxuries such as spices and silks arrived from the East. These were then re-exported in fleets of ships to ports in Spain, England, and Flanders. During the late Middle Ages, Bruges became the leading trade centre in northern Europe. Other goods went overland, across the Alps to French and German cities.

The modern world began as the *Age of Discoveries*. The great voyages of Spanish and Portuguese explorers, such as Christopher Columbus (1492), Vasco da Gama (1498), and Ferdinand Magellan (1519), opened up new trade routes to the Americas, Africa, and India.

This was the beginning of ocean travel. Britain & other countries of northern Europe formed big companies, and each was given a certain part of the world to explore and exploit. The new companies penetrated into distant lands, and brought back their products, many of which were new and unknown: tomatoes, potatoes, cocoa, green beans, and corn.

By the 17th century, the Dutch dominated the world's trade, with the French and the English as their close rivals. All three nations opened up the topical lands of the East and West Indies, and imported sugar, tobacco, tea, and coffee into Europe.

Today, mass advertising persuades people of many different nationalities to use the same products. Millions of people around the world drink the same soft drinks, drive the same cars, wear the same clothes, and eat the same hamburgers.

In previous centuries, trade was local, and people's tastes varied from one country to another. Imports used to bring diversity. It is ironic that today's vast international markets have resulted in a world with more homogeneous tastes.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Look at the chapter titles of a book on the history of civilization and decide, which chapter you would find well-known tourist attractions from these ten countries.

BRITAIN CHINA EGYPT FRANCE GREECE ITALY PERU RUSSIA SPAIN USA

| | |
|---|---|
| Chapter 1 | Chapter 6 |
| Ancient Civilization – Egypt & Assyrian | Byzantium & Islam |
| Chapter 2 | Chapter 7 |
| Chinese Civilization | The Middle Ages - Renaissance |
| Chapter 3 | Chapter 8 |
| Ancient Greece | The Enlightenment & the French Revolution |
| Chapter 4 | Chapter 9 |
| Ancient Rome | The Industrial Revolution |
| Chapter 5 | Chapter 10 |
| The Holy Roman Empire & Christianity | The Early 20th Century |

Exercise 3. Transfer the given information from the passages onto a table.

| № | Activity | | | |
|----|----------|-------|------|-------|
| | Event | Where | When | Score |
| 1. | | | | |

EMERGENCE OF LEISURE TRAVEL

Leisure travel was associated with the Industrial Revolution in the United Kingdom – the first European country to promote leisure time to the increasing industrial population. Initially, this applied to the owners of the machinery of production, the economic oligarchy, the factory owners and the traders. These comprised the new middle class.

Cox & Kings was the first official travel company to be formed in 1758. The British origin of this new industry is reflected in many place names. In Nice, France, one of the first and best-established holiday resorts on the French Riviera, in many other historic resorts in continental Europe, reflecting the dominance of English customers.

A pioneer of the travel agency, Thomas Cook's idea to offer excursions came to him while waiting for the stagecoach on the London Road at Kibworth. With the opening of the extended Midland Counties Railway, he arranged to take a group of 540 temperance campaigners from Leicester Campbell Street station to a rally in Loughborough, 11 mi away.

On 5 July 1841, Thomas Cook arranged for the rail company to charge one shilling per person that included rail tickets and food for this train journey. Cook was paid a share of the fares actually charged to the passengers, as the railway tickets, being legal contracts between company and passenger, could not have been issued at his own price.

This was the first privately chartered excursion train to be advertised to the general public; Cook himself acknowledging that there had been previous, unadvertised, private excursion trains. During the following three summers he planned and conducted outings for temperance societies and Sunday-school children.

In 1844, the Midland Counties Railway Company agreed to make a permanent arrangement with him provided he found the passengers. This success led him to start his own business running rail excursions for pleasure, taking a %age of the railway tickets.



Leicester railway station - this was built between 1892 and 1894 to replace, largely on the same site, Campbell Street station, the origin for many of Cook's early tours.

Four years later, he planned his first excursion abroad, when he took a group from Leicester to Calais to coincide with the Paris Exhibition. The following year he started his "grand circular tours" of Europe. During the 1860s he took parties to Switzerland, Italy, Egypt and the United States.

Cook established *inclusive independent travel*, whereby the traveller went independently but his agency charged for travel, food and accommodation for a fixed period over any chosen route. Such was his success that the Scottish railway companies withdrew their support between 1862 and 1863 to try the excursion business for themselves.



Prinzessin Victoria Luise, the first cruise ship of the world, launched in June 1900 in Hamburg (Germany)

Leisure cruising services were introduced by the *Peninsular & Oriental Steam Navigation Company* in 1844. The company offered sea tours to destinations such as Gibraltar, Malta and Athens, sailing from Southampton. In 1891, German businessman Albert Ballin started from Hamburg with the ship *Augusta Victoria* in the Mediterranean Sea. In 1900, one of the first purpose-built cruise ship, *Prinzessin Victoria Luise*, was built in Hamburg. Cruise shipping is a popular form of water tourism.

Many leisure-oriented tourists travel to the tropics, both in the summer and winter.

Places of such nature often visited are: Bali in Indonesia, Colombia, Brazil, Cuba, Ecuador, Grenada, the Dominican Republic, Malaysia, Mexico, the various Polynesian tropical islands, Queensland in Australia, Thailand, Saint-Tropez, Cannes in France, Florida, Hawaii, Puerto Rico, in the USA, Saint Vincent and the Grenadines, Barbados, Trinidad & Tobago, Jamaica, St. Lucia, Saint Maarten, St. Martin's Island in Bangladesh, Saint Kitts & Nevis, The Bahamas, Anguilla, Antigua and Barbuda, Aruba, Turks and Caicos Islands, Boracay Island in the Philippines & Bermuda.

In 1936, the League of Nations defined a *foreign tourist* as *someone travelling abroad for at least twenty-four hours*. Its successor, the United Nations, amended this definition in 1945, by including a maximum stay of six months.

There has been an up-trend in tourism over the last few decades, especially in Europe, where international travel for short breaks is common. Tourists have a wide range of budgets and tastes, and a wide variety of resorts and hotels have developed to cater for them. For example, some people prefer simple beach vacations, while others want more specialised holidays, quieter resorts, family-oriented holidays or niche market-targeted destination hotels. The developments in technology and transport infrastructure, such as jumbo jets, low-cost airlines and more accessible airports have made many types of tourism more affordable.

On 28 April 2009 *The Guardian* noted that *the WHO estimates that up to 500,000 people are on planes at any time*.

There have been changes in lifestyle, for example some retirement-age people sustain year round tourism. This is facilitated by internet sales of tourist services.

Some sites have now started to offer dynamic packaging, in which an inclusive price is quoted for a tailor-made package requested by the customer upon impulse.

There have been a few setbacks in tourism, such as the September 11 attacks and terrorist threats to tourist destinations, such as in Bali and several European cities.

On 26 December 2004, a tsunami, caused by the 2004 Indian Ocean earthquake, hit the Asian countries on the Indian Ocean, including the Maldives.

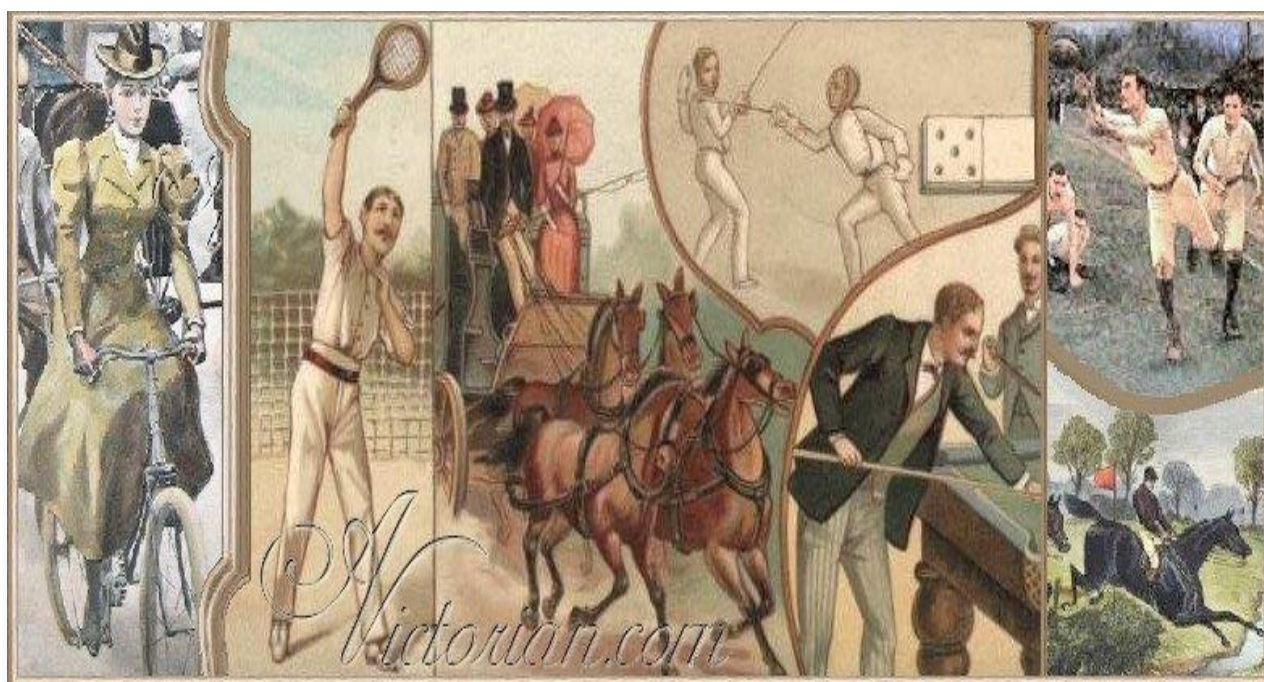
Thousands of lives were lost including many tourists. This, together with the vast clean-up operations, stopped or severely hampered tourism in the area for a time.

The terms *tourism* and *travel* are sometimes used interchangeably. In this context, travel has a similar definition to tourism, but implies a more purposeful journey.

The terms *tourism* and *tourist* are sometimes used pejoratively, to imply a shallow interest in the cultures or locations visited by tourists.

Adjectival tourism refers to the numerous niche or specialty travel forms of tourism that have emerged over the years, each with its own adjective. Many of these have come into common use by the tourism industry and academics. Others are emerging concepts that may or may not gain popular usage. Examples of the more common niche tourism markets include:

- | | |
|---|--|
| <ul style="list-style-type: none">• Agritourism• Birth tourism• Culinary tourism• Cultural tourism• Extreme tourism• Geotourism• Heritage tourism | <ul style="list-style-type: none">• Medical tourism• Nautical tourism• Pop-culture tourism• Religious tourism• Slum tourism• War tourism• Wildlife tourism |
|---|--|



FOOTPRINTS IN THE SANDS OF TIME

Charlie Howard takes a gentle look at the history of the world's largest industry

A bit of time off work, a little too much to eat, some relaxing entertainment, loose cotton clothes, and a pair of sandals – the tourist of today isn't very different from those of nearly 3,000 years ago. I do it, you do it, and even the ancient Greeks did it.

Travelling for pleasure, travelling to experience new places and events, travelling to relax and get away from it all – in other words, tourism.

Ever since man first emerged from his cave – dwelling, it seems he felt the urge to travel. However, tourism had to wait for the civilisation of ancient Greece before it really got moving. The Olympic games of 776 B.C. were the first international tourist event, with people travelling from many countries to watch and take part. Of course if you want to travel from A to B, a good road is always an advantage, and we have a lot to thank the Romans for here. During the heyday of the Roman Empire, they built thousands of roads.

Some of the first people to take advantage of these roads were religious travellers visiting cathedrals, shrines, or holy sites – the word *holiday*. Pilgrims like Geoffrey Chaucer would tell each other story to entertain themselves on the road. Nowadays we have the in-flight movie – in medieval times they had the Canterbury Tales!

Gradually, more and more people caught the travel bug. At first it was the nobility who set out in the 17th and 18th centuries on their Grand Tours – an essential part of every young gentleman's education. At the same time the upper classes were flocking to spa towns like Bath and Cheltenham. They also enjoyed the healthy pleasures of sea-bathing at Brighton and other resorts. However, it was developments in transport that really opened up the tourist industry. First, there were stage-coaches and coaching inns. Then came steam, and suddenly the world was a smaller place.

Steamboats crossed the English Channel, and railways stretched their iron webs across the civilized world. No sooner had the first railways been built in the 1830s than enterprising men like Thomas Cook in England began to exploit their potential by selling organised tours.

With excursions across continental Europe, the building of hotels and resorts to cater for the tastes of the pleasure-seekers, and the introduction of hotel vouchers and traveller's cheques, the tourist industry in its modern form was born. By the end of the 19th century the middle classes had joined the tourist classes, and mass tourism was a reality. If the 19th century saw the birth of mass tourism, then the post-war years have witnessed its coming of age.

Soon after the end of the Second World War, paid holidays became normal in Britain and many other countries. People now had more disposable income to spend on leisure time, and travel and tourism were available to the many rather than the elite few.

Holiday camps sprang up, offering the masses an affordable accommodation – and – entertainment package. Television sets were appearing in more and more homes, bringing the attractions of distant lands into people's living rooms. Package holidays abroad began to appear in the 1950s. However, it wasn't until the introduction of the first commercial jet airlines that the idea of foreign holidays really took off. In recent decades things have only got better for the tourist: faster and cheaper travel options, a wider range of suitable accommodation, more time and money to spend on their holidays. Tourism has come a long way from its distant, humble beginning. So when you're next wandering along a sun-kissed foreign beach sipping your cocktail, gazing at the sunset.

Trying to forget your worldly cares, remember you may be treading in the footprints of a 19th century adventurer, a gentleman on his Grand Tour, a pilgrim or a crusader, or even a Roman soldier or an ancient Greek!

Active vocabulary

Travelling for pleasure, travelling to experience new places, events, travelling to relax, dwelling, ancient Greece, the Olympic Games, international tourist event, a good road, the Roman Empire, to build, an advantage, holiday, entertainment package.

Exercise 1. Now read the article & list the key events mentioned for each of these periods.

Ancient Greece – early Christianity – the Romans – 17th and 18th centuries – 19th century – post-World War II.

Exercise 2. Answer the questions.

I. 1. What reasons are given for people wanting to travel? 2. Find four examples of improvements in transport. 3. What were the Canterbury Tales? 4. Why was the introduction of hotel vouchers and traveller's cheques so important? 5. What technical development helped the expansion of package holidays abroad? 6. Why were holiday camps so popular? 7. What did Thomas Cook do?

II. Explain these expressions.

- Travelling to relax and get away from it all.
- More and more people caught the travel bug.
- The idea of foreign holidays really took off.
- Trying to forget your worldly cares.

Exercise 3. Here some of the possible effects of these key events. Match them with the correct event. Try to think of some more of your own.

- a. Air travel became quicker and cheaper.
- b. Faster booking and reservations systems.
- c. Tourists didn't need to carry cash (therefore safer to travel).

Exercise 4. Find synonyms for words from the text.

Entertainment, to spring up, beginning, humble, to gaze, to begin, enterprising, to be available to, potential, distant, to cater for, to stretch, to take advantage.

Exercise 5. Explain the notion.

Voucher – A certificate usable in place of money, but only for a specific purpose. It has been proposed, for example, that parents or guardians should be issued with education vouchers to cover the cost of educating their children. It is claimed that such a system could combine the advantages of universal state funding of education with competition in its provision. The point of using vouchers rather than simply paying out money is to avoid the money being diverted to other purposes. It is a small printed piece of paper that entitles the holder to a discount or that may be exchanged for goods or services. It is a document serving as evidence for some claimed transaction, as the receipt or expenditure of money: a ticket or card serving as a substitute for cash a gift voucher; a person or thing that vouches for the truth of some statement, etc.

Exercise 6. Add some information & make up a small report and give a talk in class.

Exercise 7. Read the information & pick up the essential details in the form of quick notes.

THOMAS COOK

Thomas Cook founded the travel agency *Thomas Cook & Son* (popularly nicknamed *Cook's Tours*). For million of people around the world, the name Thomas Cook means traveller's cheques and travel agencies – but who was Thomas Cook?

He was the first person to develop mass tourism. He organised excursions and tours, which opened up the world of travelling for pleasure to the middle classes. Many of the things, which we now take for granted in modern tourism date back to Thomas Cook – things like traveller's cheques, hotel vouchers, and chartered transport.

Thomas Cook lived in Leicester in the centre of England in the mid-19th century. He organised his first tour, a railway excursions from Leicester to Loughborough, in 1841.

A total of 570 passengers joined it. The excursion was so successful that Cook organised other similar events. All of the early tours used the newly – invented railways.

Cook organised his first major continental tour in 1855 but it lost money. However, by 1862 he had managed to negotiate cheaper rates for crossing the English Channel.

The cheaper rates were in return for a guarantee that he would bring large numbers – the essence of mass tourism.

Tours to France and to Switzerland became regular events. The Swiss in particular quickly recognised the need to build the things that the tourists wanted – hotels and other facilities – so a whole tourist industry began to develop. After the opening of the Suez Canal in 1869, Egypt also became a popular destination for Cook's tours.

In the early 1870s he organised the first round – the world tour, lasting 222 days. So in a little over thirty years the foundations of modern mass tourism were established.

Thomas Cook was born to John and Elizabeth Cook, who lived at 9 Quick Close in the village of Melbourne, Derbyshire. The couple's first child, he was named after Elizabeth's father, Thomas Perkins. Sadly, John Cook died when Thomas was three years old, and his mother remarried later that same year. At the age of 10, Cook started working as an assistant to a local market gardener for a wage of six pence a week.

At the age of 14, he secured an apprenticeship with John Pegg, and spent five years as a cabinet maker. He was brought up as a strict Baptist, and joined his local Temperance Society. In February 1826, Cook became a preacher, and toured the region as a village evangelist, distributing pamphlets, and occasionally working as a cabinet maker to earn money. After working as a part-time publisher of Baptist and Temperance pamphlets, he became a Baptist minister in 1828.

In 1832, Cook moved to Adam and Eve Street in Market Harborough. Influenced by the local Baptist minister Francis Beardsall, he took the temperance pledge on New Year's Day in 1833. As a part of the temperance movement, he organized meetings and held anti-liquor processions. On 3 March 1833, Cook married Marianne Mason. John Mason Cook, their only son, was born on 13 January 1834. Thomas Cook died on 18 July 1892, having been afflicted with blindness in his declining years.

Active vocabulary

To invent railways, a cabinet maker, to become a preacher, a Baptist minister, hotels, other facilities, distributing pamphlets, to toured the region.

Exercise 1. Digest the information briefly in English.

Exercise 2. Explain the essence of mass tourism.

DAVID LIVINGSTONE

David Livingstone was one of the most important Victorian explorers. He spent thirty years travelling in Africa. He was born in Scotland in 1813. He studied medicine, and in 1841 he sailed to South Africa to join a Christian mission in Botswana. He married soon after he arrived, and with his wife he travelled into regions where no Europeans had ever been. He went to the Kalahari Desert, the Zambezi River, and the Victoria Falls. His second expedition, up the Zambezi River by canoe, was a disaster.

His wife, Mary, died of a fever, and many other lives were lost. A few years later he set out to discover the source of the River Nile on foot. He vanished, and some people thought he had died. In 1871 the American journalist Henry Morton Stanley greeted him on the shore of Lake Tanganyika with the famous words *Dr Livingstone, I presume*. He died in 1873, in modern Zambia. His followers buried his heart at the foot of the tree where he died. His remains were buried at Westminster Abbey, in London.

David Livingstone was a Scottish Congregationalist pioneer medical missionary with the London Missionary Society and an explorer in Africa. His meeting with H. M. Stanley on 10 November 1871 gave rise to the popular quotation

Dr. Livingstone, I presume? Perhaps one of the most popular national heroes of the late 19th century in Victorian Britain, Livingstone had a mythic status, which operated on a number of interconnected levels: Protestant missionary martyr, working-class *rags to riches* inspirational story, scientific investigator and explorer, imperial reformer, anti-slavery crusader, and advocate of commercial empire. His fame as an explorer helped drive forward the obsession with discovering the sources of the River Nile that formed the culmination of the classic period of European geographical discovery and colonial penetration of the African continent. At the same time his missionary travels, *disappearance* & death in Africa, subsequent glorification as posthumous national hero in 1874 led to the founding of several major central African Christian missionary initiatives carried forward in the era of the European *Scramble for Africa*. Although Livingstone was wrong about the Nile, he discovered for Western science numerous geographical features, such as Lake Ngami, Lake Malawi, and Lake Bangweulu in addition to Victoria Falls mentioned above. He filled in details of Lake Tanganyika, Lake Mweru and the course of many rivers, especially the upper Zambezi, and his observations enabled large regions to be mapped which previously had been blank.

Even so, the farthest north he reached, the north end of Lake Tanganyika, was still south of the Equator and he did not penetrate the rainforest of the River Congo any further downstream than Ntangwe near Misisi. Livingstone was awarded the gold medal of the Royal Geographical Society of London and was made a Fellow of the society, with which he had a strong association for the rest of his life.

Exercise 1. Add some information & make up a small report and give a talk in class.

Exercise 2. Render the main idea of the information briefly in English.

Exercise 3. Analyze the text above and make up the chart about Livingstone's life.

| No | When | Where | Score |
|----|------|-------|-------|
| 1. | | | |

MICK WATTS – BACKPACKER IN ASIA

Michael J. Watts is *Class of 1963* Professor of Geography & Development Studies at the University of California, Berkeley, a leading critical intellectual figure of the academic left. Mick Watts is in Melbourne. He is on a nine-month backpacking trip round Australia and Southeast Asia. He flew into Bangkok five months ago. Since then he has been to Kuala Lumpur, Singapore, Java, and Bali. He has visited temples in Thailand, and seen giant turtles in Indonesia. He's been staying in cheap hostels, along with a lot of other young people.

"I've met a lot of great people, but it hasn't all been easy", said Mick. "I've had diarrhoea a few times, and I've been mugged once, which was really scary."

Apart from that, his only worry is the insects. He has been stung all over his body.

He's been travelling mainly by public transport – bus, train, and ferry – except in Bangkok, where he got around by river taxi. For him, the best part of the trip so far has been learning to scuba dive on the Great Barrier Reef. He's looking forward to taking things easy for another week, and then setting off again to New Zealand. "Once you've got the travel bug, it becomes very hard to stay in the same place for too long", he said.

Raised between Bath and Bristol in the UK, Watts received his bachelor's degree in geography and economics from University College London in 1972 and his PhD in 1979 from the University of Michigan. He joined the faculty of the Geography Department at UC Berkeley in 1979, and served from 1994 to 2004 as Director of the Institute of International Studies, a program that promotes cross-disciplinary global and transnational research and training. He has supervised 75 PhD students and post-docs.

He retires from Berkeley in 2013. Watts was named a 2003 Guggenheim fellow for his research on oil politics in Nigeria, a Fellow of the Centre for Advanced Study in the Behavioural Sciences at Stanford University (2004), the Smuts Lecturer at Cambridge University in 2007.

In 2004 he was awarded the Victoria Medal of the Royal Geographical Society. On July 25, 2007, he was shot in the hand in Nigeria by unknown gunmen. An intensively productive scholar, he works on a variety of themes from African development to contemporary geopolitics, social movements and oil politics. As Tom Perrault notes, his work charted a *rigorous and wide-ranging theoretical engagement with economy* with contributions to the development of political ecology, struggles over resources, and – more recently – how the politics of identity play out in the contemporary world. His first major study, *Silent Violence*, dealt with the effects of colonialism on the susceptibility of Northern Nigerians to food shortage and famine. Over the last decade, he has continued to work in Nigeria, but on the political ecology of oil and the effect of oil exploitation on Ogoni peoples. Watts's work has been much debated in the social sciences, in terms of in terms of the appropriate role for academic thinking in contemporary struggles against inequality and poverty alleviation.

Exercise 1. Analyze the texts and fill in the information for the person in this chart.

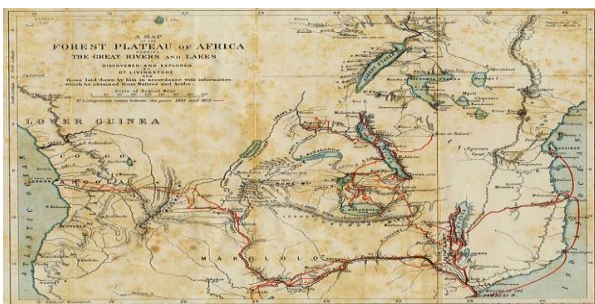
| | |
|------------------------|--|
| Name | |
| Date | |
| Job or role in tourism | |
| Achievements / events | |
| General contribution | |



Exercise 2. Find out about the other pioneers of tourism. Discuss the different contribution made by each of the pioneers. Who do you think made the most valuable and why?

Exercise 3. Key events in the development of tourism. Put them in chronological order. What effect did they have on the development of tourism?

- The invention of television.
- The invention of steam engine and railways.
- The invention of the motorcar.
- The introduction of computer technology.
- The introduction of holidays with pay.
- The invention of the jet engine.
- The building of roads.
- The building of great pyramids, temples, and cathedrals.
- The introduction of traveller's cheques.
- The development of the stagecoach and horses transport system.
- The Second World War.
- An increased standard of living and a rise in disposable incomes.



Map of Livingstone's travels



Livingstone Memorial in Ujiji, Tanzania



FREDDIE LAKER

Freddie Laker was one of the pioneers of modern passenger air travel. He was born in England in 1922, and from an early age he was involved with aircraft. He was an aircraft engineer in the Second World War and learnt to fly.

Laker's business ability appeared soon after the war ended. In the Berlin airlift of 1948, he was one of a number of businessmen who bought and chartered planes to take food and supplies to the people of Berlin when the Russians blockaded the city.

This early entrepreneurial experience led Freddie Laker to increased business activity in the 1950s he was one of a number of businessmen who helped the rapid expansion of air travel, using recent developments in aircraft technology.

In 1955, for example, he set up an air service carrying passengers and cars across the Channel between England and France. It was in the 1960s and 1970s that the real growth in charter air travel happened, as more and more people wanted to go on package holidays. Laker was at the forefront of this. He ran British United Airways from 1960 to 1965, and Laker Airways from 1966 to 1982. His main achievement was to set up companies, which were independent of the big state corporations, and to offer cheap flights for thousands of people. Perhaps the best example of this was the Skytrain passenger service to the USA, which started a price war on the transatlantic routes from 1977 to 1982.

Freddie Laker helped to make air travel a realistic and fairly cheap possibility for many travellers and tourists. Freddie Laker began flying his Laker Skytrain planes from London to New York. With tickets costing J118, it was the first low cost operation of its type, and attracted huge public support. Other airlines lowered their fares in response, and by 1982, Skytrain had gone bust. A court later ruled that the other established airlines had been using illegal price pressure to put Laker out of business.

Laker, who was knighted in 1978, had already become an icon of free enterprise.

Embraced as an underdog, ordinary members of the public donated more than a million pounds to help keep his business afloat.

Sir Freddie is now 80, and living in the Bahamas. He opted out of the low fares boom which has seen EasyJet and Ryanair become big players in the market, and instead runs a small airline – Laker Airways – in the Caribbean.

He says the anniversary makes him feel proud, sad and nostalgic – but he still has strong feelings about how the established airlines behave. "I feel rather pleased to think there are some low fare operations out there, but at this moment in time almost all the world's airlines are begging once again for the governments of the world to help them out."

None of them seems to have the idea that perhaps they had too many aeroplanes; perhaps they were spending too much money on aeroplanes and not enough getting the aeroplanes in the air for the right number of hours. I can't see it stopping because the governments seem to love it."He applauds the work of the low cost operators, but is sad that none has gone as far as he did. "I'm not jealous in any shape or form, I'm just not that type of person. I think it's great they are still doing it and have produced low fare operators, but if you think about this low fare operation in Europe and even the US, it's still on short haul journeys. There's no-one with a dedicated low fares operation across the Atlantic."

Exercise 1. Read the text & pick up the essential details in the form of quick notes.

Exercise 2. Choose the keywords and phrases that best convey the gist of the information.

CESAR MANRIQUE

The tribute most often paid to Cesar Manrique is that without his efforts tourist development on Lanzarote would have followed the high-rise, high-density route and the island would have lost its identity. In the environmentally conscious 1990s Lanzarote is studied by other countries that are developing tourism, and is issued as a role model.

Manrique was born in Arrecife in 1919 and studied art in Madrid and New York, at a time when surrealism was a major influence. He returned to his beloved island in 1968, determined to preserve its natural beauty in the face of tourism.

His major set-price visitor attractions, Jameos Del Agua, Mirador del Rio, and Jardin de Cactus are masterpieces of design, which are totally in harmony with the landscape.

The hallmarks of any Manrique project are the use of local, and a completely peaceful atmosphere (often helped by ethereal *mood music*, all finished with a flourish of his own brand of surreal art. Manrique was far more than just an artist and designer, however. He was the driving force behind the island's whole tourism development philosophy. He was a fiery orator and a tireless promoter of the island.

It is thanks to him that almost all the architecture on Lanzarote is in traditional style, and that there is still a total ban on advertising hoardings. Cesar Manrique died in a car accident just outside his Taro de Tahiche home in September 1992. He was aged 73. His influence has been so pervasive throughout Lanzarote that his philosophy is sure to live on. Manrique grew up in the area of San Gines lagoon. He fought in the Spanish Civil War as a volunteer in the artillery unit on Franco's side.

At age 23, he participated in his first exhibition in Arrecife. He attended the University of La Laguna, but transferred to Escuela Superior de Bellas Artes de San Fernando in Madrid for five years in 1945. With Nelson Rockefeller in 1964, he visited Houston and New York in the "Catherine Viviano" gallery. Manrique had a major influence on the planning regulations in Lanzarote, when he recognised its tourist potential and lobbied successfully to encourage sympathetic development of tourism.

One aspect of this is the lack of high rise hotels on the island. Those are in keeping with the use of traditional colours in their exterior decoration.

Exercise 1. Complete the sentences with the facts from the passage.

Cesar Manrique was born _____.

is studied by other countries _____.

is issued as a role _____.

studied art in Madrid and New York, at a time _____.

returned to his beloved island in _____.

determined to preserve its natural beauty in the face of _____.

used local and a completely peaceful atmosphere _____.

finished all his projects with a flourish of his own brand of _____.

was far more than just an artist and _____.

was the driving force behind the island's whole tourism _____.

was a fiery orator and a tireless promoter of _____.

fought in the Spanish Civil War as a volunteer in _____.

had a major influence on the planning regulations in _____.

he recognised its tourist potential and lobbied _____.

THE SILENT CITY IN THE SEA

Once it was a busy, noisy town, where large crowds gathered to welcome pirate ships that dropped anchor, full of treasure. Now it lies 18 meters under the sea, and tourists gaze through glass-bottomed boats at old walls, covered with coral, while fish swim through empty windows and doorways. The undersea town lying off the coast of Jamaica famous as Port Royal, headquarters of most terrible of all buccaneers, Captain Henry Morgan. When Morgan arrived from attacking and looting the Cuban port of Puerto Principe in 1668, he brought such an enormous treasure that his own share was fifty thousand gold coins.

No one knows where he concealed this treasure or what happened to it. Many have searched for Captain Morgan's gold, but it has never been found. Port Royal stood on an island of coral sand at the mouth of a sheltered harbour.

The first settlement began more than four and a half centuries ago, when Spanish captains dragged their ships ashore on the island to clean them of shellfish and weeds.

A century and a half after the first Spaniards landed, there was a small permanent town known as Cagway. Later, when the English captured the island, they changed its name to Port Royal. It was they who turned it into a pirate base. The English Government of those days found pirates very useful for attacking the enemy. Pirate captains were given letters of authority permitting them to attack Spanish ships. Because these pirates smoked their meat supplies over small fires known as *boucans*, they became known as *boucaners* (buccaneers).

Later, when England had signed a treaty with Spain, she agreed to suppress the buccaneers of Port Royal. However, Captain Morgan broke the treaty by attacking Spanish Panama and capturing over three-quarters of a million of gold coins.

The Spaniards were furious, so both Morgan and the governor of the island were arrested and shipped to London. King Charles II protected Morgan, who had promised the king a great sum of money, and the unfortunate governor was blamed for everything instead of Morgan. He was imprisoned in the Tower, while Morgan was knighted and sent back as the Lieutenant Governor and Chief Judge of Port Royal.

The end of the buccaneer town came in June 1692, when a sudden earthquake opened wide cracks in the earth. Great waves tore shops from their anchorage, and swept them out to sea.

Those that struggled back to port again found that the land had sunk, and most of the town was gone. Streets of buildings, people, treasure, all had disappeared under the waves. Today, the town of Kingston has replaced Port Royal, and only a few hardy fishing people live on the remains of the sandy island where bloodthirsty pirates drank and fought with each other. The town they built is now a playground for skin-divers, underwater photographers and seekers of lost pirate treasure. It is one of the sights of modern Jamaica that all tourists go to see.

Buccaneers – буканьери (морські розбійники XVII в., що влаштувалися на островах Вест-Індії та нападники на іспанські колонії в Америці).

Buccaneer – a pirate, originally one operating in the Caribbean; a person who acts in a recklessly adventurous and often unscrupulous way, especially in business. Origin: mid-17th century (originally denoting European hunters in the Caribbean): from French *boucanier*, from *boucan* a frame on which to cook or cure meat. A buccaneer was a pirate, especially one who attacked and stole from Spanish ships in the 17th and 18th centuries. If you describe someone as a buccaneer, you mean that they are clever and successful, especially in business, but you do not completely trust them.

THE WORLD TRAVEL & TOURISM COUNCIL (WTTC)

London, UK – November 17, 2004 – The World Travel & Tourism Council (WTTC) today released the 2004 World Travel & Tourism Competitiveness Monitor.

The new statistics reveal that Brazil and India are the most price competitive countries in terms of Travel & Tourism, while Norway is the most competitive in terms of social development for the second year running. The World Travel & Tourism Competitiveness Monitor tracks a wide range of information, which indicates to what extent a country offers a competitive environment for Travel & Tourism development. Tourism & Travel Research Institute at the University of Nottingham, WTTC's updated and expanded Monitor aims to highlight the importance of long-term planning and the need to factor Travel & Tourism into all government policy developments and decisions.

The Competitiveness Monitor is based on a set of social and economic data that are available and comparable across countries. It is useful for governments, policy makers, Travel & Tourism companies, investors, academics and all other interested parties. The constituent data is grouped into eight categories, as described below.

Tourism Price Competitiveness Index (TPCI) shows the tourism price index across countries. It is computed using the Hotel Price Index and Purchasing Power Parity Index.

The International Human Tourism Index measures the achievement of human development in terms of tourism activity. The Travel & Tourism Sector takes account of people's influence in various areas of tourism activity. It includes indices that look at the economic impact of Travel & Tourism demand, consumption, exports, imports, balance, personal and business travel and the numbers of arrivals and departures.

The Infrastructure Index shows the level of infrastructure development, combining the Road Index, the Sanitation Index and the Water Access Index. The Railway Index is not included because of the limited data available. Human resources development is an important part of Travel & Tourism. Using data regarding life expectancy, illiteracy rates, education, employment, population, training, skills and gender indicators this indicator shows the competitiveness of the quality of human resources in each country.

This indicates governments' awareness towards environmental aspects of development using population density, CO2 emissions and the ratification of environmental treaties as appropriate indicators. These indices take into account tourism openness using data including: visa requirements, the extent to which a country is open to international tourism, trade openness and taxes on international trade. This information has often been ignored in past research. It accords with the economic growth literature findings that a country's openness to trade is a further significant determinant of growth. This index shows the advances in modern technological systems and infrastructure, using data regarding telephone mainlines, mobile phones, high technology exports and Internet hosts.

The Social Development indicator uses data from daily newspapers, personal computers, television sets and total crimes recorded.

The World Travel & Tourism Council (WTTC) is the forum for global business leaders comprising the presidents, chairs and CEOs of 100 of the world's foremost companies. It is the only body representing the private sector in all parts of the Travel & Tourism industry worldwide. Its members are leaders in all sectors of the industry, including accommodation, catering, entertainment, recreation, transportation and other travel-related services.

WTTC's mission is to raise awareness of the full economic impact of the Travel & Tourism industry, employing some 200 mln people and generating over 10 % of the world's GDP. Governments are encouraged to unlock the industry's potential by adopting the Council's policy framework for sustainable tourism development.

TOP TEN COUNTRIES FOR EACH COMPETITIVENESS INDICATOR

Price Competitiveness

Human Tourism

| | | | |
|-----------|--------------|------------|------------|
| India | South Africa | Fiji | Hungary |
| Ethiopia | Burkina Faso | Maldives | Luxembourg |
| Sri Lanka | Ghana | Seychelles | Malta |
| Pakistan | Cambodia | Vanuatu | Mauritius |
| Brazil | South Africa | Iceland | Malaysia |

Infrastructure

Environment

| | | | |
|-------------|--------------------------------|------------------|----------------|
| Malta | Grenada | Finland | Luxembourg |
| Singapore | Switzerland | Norway | New Zealand |
| Barbados | St. Vincent and the Grenadines | French Polynesia | United Kingdom |
| Belgium | Hungary | Panama | Puerto Rico |
| Netherlands | Austria | Spain | Netherlands |

Technology

Human Resources

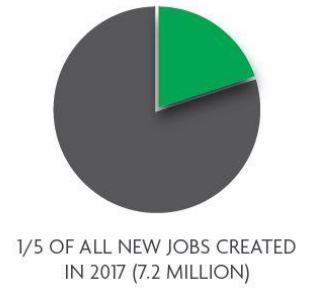
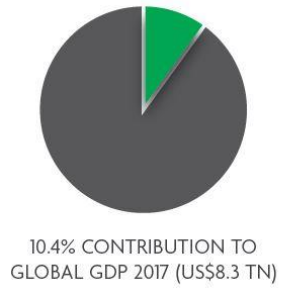
| | | | |
|------------|-------------|-------------|----------------|
| San Marino | Netherlands | Australia | Norway |
| Monaco | Korea, Rep. | Belgium | Sweden |
| Singapore | Denmark | Finland | United Kingdom |
| Luxembourg | Iceland | Netherlands | Canada |
| Malta | Sweden | New Zealand | Denmark |

Openness

Social

| | | | |
|---------------------|-----------------------|------------------|-------------|
| Aruba | Mongolia | Norway | Denmark |
| Macao, China | Mauritania | Japan | USA |
| Hong Kong, China | Guinea-Bissau | Sweden | Finland |
| Cyprus | Seychelles | United Kingdom | Switzerland |
| Antigua and Barbuda | Sao Tome and Principe | Hong Kong, China | Iceland |

TRAVEL & TOURISM: ECONOMIC IMPACT 2018



Jordan in the Middle East



However, there must be natural and socio-cultural constraints that set limits on what activities will hang together and dictate the nature of their integration.

What is the central principle that informs the various elements of a given tourist complex? Some notion of such a principle must have guided a consulting agency to recommend three centres of tourism development for Third World locations, in a situation known to the author. One centre would be concerned with the active renewal of the individual, another for rest and relaxation, and another for promoting family vacation life.

Each of these centres would offer a range of presumably compatible activities. An interesting line of research would attempt to uncover the underlying principles involved.

Our awareness of the variety of touristic forms has been increased still further by cross-cultural investigation. Initial research on tourism tended to concentrate on more developed metropolis such as in Europe and the USA and their domestic or foreign host satellites. This research has been expanded to include contemporary metropolis at all levels of development ranging from hunting and gathering to industrial.

There have been studies that involve tourist-generating situations in Sri Lanka, India, Japan and Mexico. And at last we are becoming acquainted with the tourism of centrally planned economies. Further information about tourism's variability has come from historically oriented scholars. As far as Western history is concerned, we now know more about tourism in Salzburg from the Middle Ages to the present; aristocratic tourism in Nice from the eighteenth to the 20th century; the famous Grand of Europe; and tourism in the Middle Ages, ancient Rome, and ancient Greece.

There is a growing body of information about the variety of tourism in contemporary and past societies. We now know a good deal more than we did before, but how sound is the information at our disposal? Dann, Nash, and Pearce do not give the field of tourism studies very high marks for methodological rigor.

Until we are reasonably certain of the empirical grounding of our data, it will not be possible to make kind of comparisons on which the analytical approach called for by Crick depends. At this stage of tourism study, inadequacy of data should make us about explanations. From some specific theoretical viewpoint then, one can propose a series of hypotheses that account for the variability of tourism as superstructures in terms of infrastructural differences. Consider discretionary income, which has been proposed by Grabum as a factor that generates and maintains touristic patterns.

Clearly, it helps to explain why some people take vacations and others do not; moreover, it sets up an array of explanations of touristic forms in terms of income. This line of explanation has been used by the Research Department of the National Tourism Administration, China by employing standard of living as an infrastructural element.

This is only a simple beginning, of course, but it shows how a theoretically oriented research program could proceed. At this moment, no one specific theoretical viewpoint seems to provide the best orientation for such a research program.

This would seem to be due to the fact that research on tourism by social scientists has not so far been very sophisticated theoretically. Consider the article by Patricia Alberts and William James on picture postcards of the Great Lakes Indians, which fits nicely into the infrastructural-super-structural perspective.

These authors see picture postcards as reflecting and reinforcing the stereotyped image of the American Indian generated in American society.

However, what infrastructural aspect of that society best explains the production of this image, and thus, touristic preoccupations? A good deal of theoretical work needs to be done before questions like this can be answered. At the host end of the touristic process, particularly in a place like the U.S. Virgin Islands where tourism has become the dominant institution, tourism acts in the way infrastructures are supposed to act. That is, it plays a significant role in shaping the society as a whole and its environment.

What are the consequences of different kinds of touristic input for different host societies and their environment? On this important question, the Alternative Tourism movement is not alone in rushing to judgment. As has been mentioned above, early tourism researches often jumped to scientifically unjustified conclusions.

As Dann, Nash, and Pearce make clear, the demonstration that a particular touristic input has a particular consequence is not always easy to accomplish.

Studies are more adequate methodologically and theoretically sophisticated and need to be carried out. Hypotheses raised by earlier research, as, for example, in the well-known compendiums edited by de Kadt and Smith, can serve as a useful starting point.

Such research can also be made to address the applied issue raised in this volume by Bryan Farrell and Richard Butler concerning sustainability. It now seems possible to envisage research in various host situations that will help us form a working understanding of the range of possibilities here. But such research will have to keep in mind the constituent elements of the touristic system that are operative in a given case.

From a broad, Olympian perspective, one might be able to ask: what are the infrastructural elements that generate the tourism that out to host satellites to produce certain consequences for them? It should be clear by now that research on any aspect of tourism requires an understanding of where it fits into some touristic system and its context as well as an identification of the relevant actors in it.

Viewed this way, the kind of tourism a society gets, the manner in which it operates, and the effects that follow are mostly dictated by outside centres.

Active vocabulary

Existence, multiplicity, tourism forms, contemporary world, to point out, tourism in society, pre-modern societies, to agree with, social differentiation, to increase, to make affirmative generalization, to establish, touristic variability, host situations, touristic system, to research, infrastructural elements, to generate, operative.

Exercise 1. Explain the score of the article in English.

Exercise 2. Discuss likely future developments in the world tourism.

- In fifty years' time, where will the most popular tourist destinations be?
- Which new countries will tourists come from in the next fifty years?
- What kinds of holiday will these new tourists be looking for?
- Will these new tourists be attracted to your country?
- What things will you need to develop in order to attract them?

Exercise 3. Make up the chart about the thoughts of the authors on the touristic problems.

| № | Who | Score |
|----|-----|-------|
| 1. | | |

CLASSIFYING TOURISM

A wide range of variables has been used to classify different types of tourism.

Some, such as those relating to scale & ownership, have been used more frequently than others (context or markets), but none occurs consistently from one classification to the next. This may suggest either a marked disagreement among the authors as to what is relevant or, as is perhaps more likely, it may reflect the complex multifaceted nature of tourism. The diversity of criteria used may also result from the availability of relevant material.

Assembling the data or information on each of these variables so as to incorporate them in the classification of tourism for any particular area or study is obviously a challenging task.

A useful approach in addressing this array of potential variables is to go through a series of basic questions as follows:

What is the context, in which tourism has developed?

Consideration of contextual characteristics, such as the physical, social, cultural, and economic environments, is important because the context will influence the way in which tourism evolves and will condition the impact which tourism will have.

What is being developed?

Surprisingly little attention has been given to important aspects of this question. The type of facility considered is usually limited to different means of accommodation, but significant variations also occur in the attractions sector (natural, constructed, public, private, purpose built (converted, shared), modes and types of transport, supporting services, and infrastructure. The scale of development of these facilities is a crucial factor.

Where is tourism being developed?

First, a distinction can be made between different physical regions such as coastal, alpine, rural and urban areas. Second, the localized or extensive nature of the development is related to this to the extent to which the tourism projects are isolated or incorporated into the existing settlement network.

Who are the developers?

There has been increasing recognition over the past decade that the nature of the developers and the form of ownership and control are critical factors, which influence the nature and extent of tourism's contribution to development. Questions to be asked here relate to the origin and type of developer (public, private, foreign, local, individual, corporate) and developers' attitudes to tourism and the host society (profit or people oriented, aggressive, defensive).

How has tourism developed?

The way in which tourism develops can be described in terms of the inter-relationship of a number of factors, such as the economic and physical inputs required, the rate of development, the nature of planning, the processes involved, and the form of the resulting resorts.

Who are the tourists?

As well as estimating the numbers and spending patterns of tourists, information is also needed on their characteristics and motives. Attention should also be directed at how these tourists travel and how their trips and vacations are promoted and packaged.

While an extensive tourism marketing literature exists, this has often not been incorporated into broader classifications of tourism.

What impacts are generated?

Tourism impacts have been widely studied, but comparatively few attempts have been made to incorporate these impacts into tourism typologies.

If this were more commonly done, it would facilitate bringing together cause and effect in the manner outlined by the authors cited. Of course, derivation of a classification of tourism types involves more than just asking these questions.

In each case, specific measures of each variable used must be established, either in quantitative or qualitative terms. For instance, how big must development be to be classified as large or small scale? As Britton notes: There are alternative definitions of scale (physical size, retail turnover, minimum capital requirements and tariff of product sold) and ownership (varying degrees and forms of control, shareholding, management contracts, joint-stock holding, and family, individual, cooperative, or public proprietorship). Moreover, different units of measurement might be used.

The average second home as an individual unit is small compared with most commercial accommodation forms but, in the aggregate, second homes may constitute a very sizeable proportion of total capacity in particular resorts. Likewise, should a chain hotel be considered separately or part of a larger organization? Are 500 beds in a single hotel the same as 500 beds in one hundred second homes? Such questions need to be asked with regard to each of the variables to be used. Having established the different criteria to be taken into account, how are the different variables to be combined?

While there may be a general tendency for certain classes to come together – large hotels may be owned by external developers and oriented largely to foreign markets, while small guest houses are locally owned and serve predominantly domestic tourists – it would be a mistake to assume that this pattern is universal and that all forms of tourism can slot neatly into a series of logically defined categories.

Bromberger and Ravis-Giordani, for example, cite the case of Savines (Provence) where the Socialist mayor encouraged the development of a social tourism center, bringing into the development process a major developer but one who was not profit oriented, rather than permitting the proliferation of second homes, as this may more readily have resulted in the loss of local control (second-home owners have local voting rights and may *take over* a council if they become numerous).

In other examples, Bromberger and Ravis-Giordani also show that local control is not per se the *good thing* that many writers imply, particularly where that control is in the hands of development-driven local politicians.

A similar point is made by Morris and Dickinson regarding the Costa Brava.

The challenge here with classification is to be as comprehensive as possible without succumbing to unwieldy complexity. One response to this problem has been to reduce the range of variables used and to limit the number of examples included, as when threefold typology is illustrated by three examples.

Consideration must also be given to the appropriate scale of analysis. While Barbaza's classification of the Costa Brava holds up at the level of the Mediterranean-Black Sea, closer inspection shows significant local variations. Likewise, Barker's division of the western and eastern Alps is useful at one scale, but the more detailed analysis within the French Alps also highlights the existence of different forms of tourism there.

Active vocabulary

Tourism impacts, to study widely, significant local variations, scale of analysis, classification, to limit, control, external developers, and domestic tourists.

Exercise 1. Translate the single-root words.

Vary – varietal – various – varied – variegate – variegated – variety – varying – variously.

Exercise 2. Summarize the information briefly in English.

Exercise 3. Analyze the topical vocabulary, learn it and make up sentences with it.

tourist – мандрівник, турист *Syn. hiker, traveller, tourer*

tourist trade – туризм

tourist industry – туристичний бізнес

tourist agency – бюро подорожей, туристичне агентство

tourist cabin – місце другого класу (на пароплаві)

tourist class – другий клас (на океанському лайнері чи у літаку)

tourist fare – туристичний тариф

tourist court – мотель амер.

tourist guide – амер. туристичний гід; довідник

tourist ticket – зворотній квиток без зазначеної дати

tourist visa – туристична віза

tourist base – туристична база

tourist car – залізничний вагон, призначений для туристів

touristy – залюднений туристами

The town is very touristy. – Місто перенасичене туристами.

tourist trap – *пастка для туристів* (магазин\ ресторан із високими цінами)

touristy restaurant – ресторан, який часто відвідують туристи

touristy behaviour – поведінка, типова для туристів

to travel tourist class – подорожувати туристичним класом

tourist-class passenger – пасажир туристичного класу

touring car – туристичний автомобіль

touring – туризм

touring bus (coach) – туристський автобус

touring car – автомобіль для далеких поїздок

health **tourism** – оздоровчий туризм, подорож із лікувальною метою (на курорт, до санаторію та ін.) *туризм із лікувальною метою* (подорож до країни, де можна отримати кваліфіковану безкоштовну чи порівняно дешеву медичну допомогу)

to boost tourism – сприяти зростанню (популярності) туризму

to develop tourism – розвивати туризм

border tourism – прикордонний туризм

foreign tourism – іноземний туризм

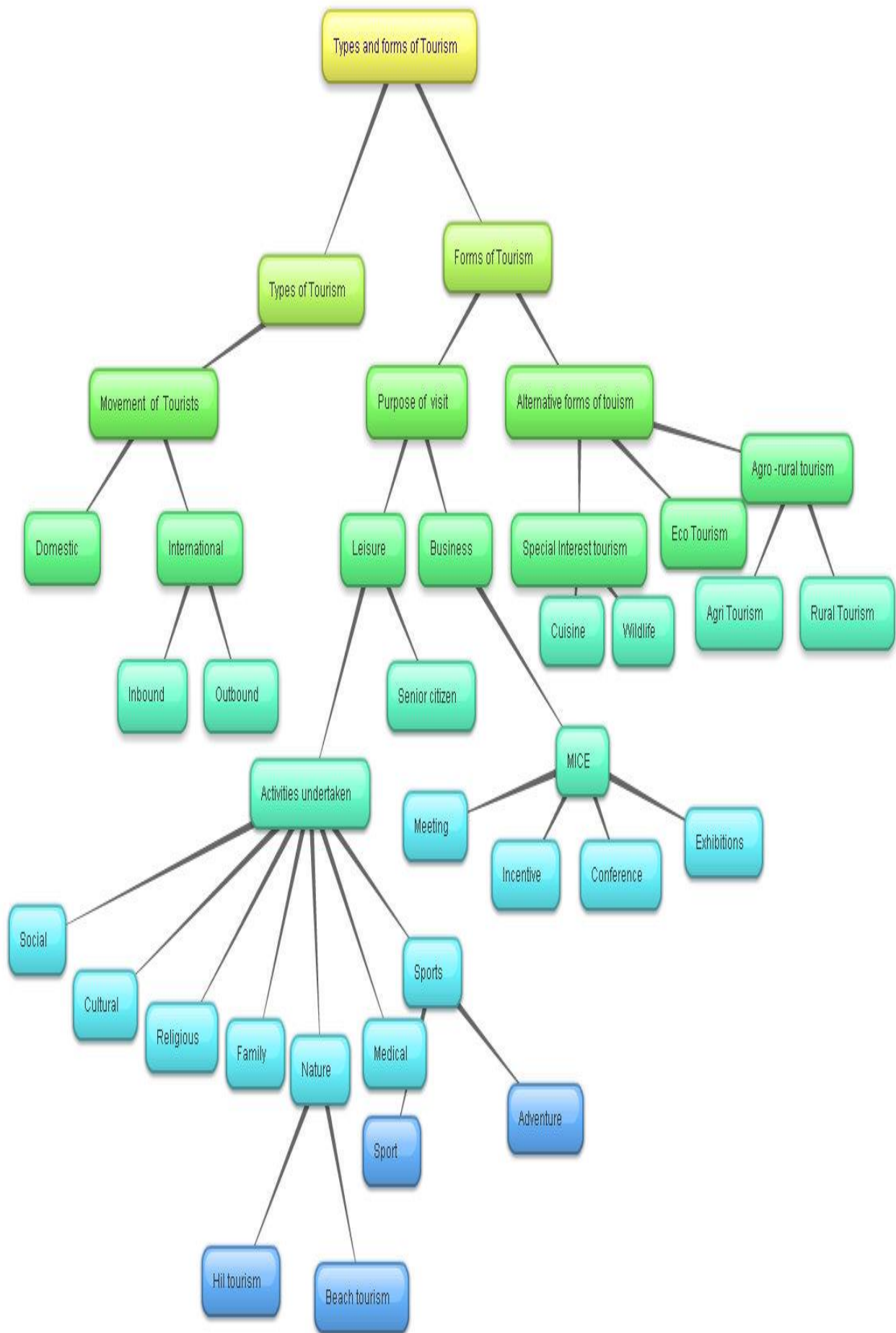
promotion of tourism – підтримка туризму

international **travel** guide – путівник з міжнародного туризму

international travel – міжнародні подорожі

travel limitations (travel limitations for foreigners) – обмеження свободи пересування іноземців по країні)

travel document – проїзний документ



COUNTRIES & NATIONALITIES & LANGUAGES

A. Using *the*

Most names of countries are used without *the*, but some countries and other names have *the* before them, e.g. The USA, The United Kingdom / UK, The Commonwealth. Some countries may be referred to with or without *the* (the) Lebanon, (the) Gambia, (the) Sudan.

B. Adjectives referring to countries & languages

With *-ish*: British; Irish; Flemish; Danish; Turkish; Spanish. With *-(i)an*: Canadian; Brazilian; American; Russian; Australian. With *-ese*: Japanese; Chinese; Burmese; Maltese; Taiwanese.. With *-i*: Israeli; Iraqi; Kuwaiti; Pakistani; Yemeni; Bangladeshi. With *-ic*; Icelandic; Arabic. Some adjectives are worth learning separately e.g. Swiss, Thai, Greek, Dutch, Cypriot.

C. Nationalities

Some nationalities have nouns for referring to people, e.g. a Finn, a Swede, a Turk, a Spaniard, a Dane, a Briton, an Arab. For most nationalities we can use the adjective as a noun, e.g. a German, an Italian, a Belgian, a Catalan, a Greek, an African.

Some need woman/man/person added to them (you can't say *a Dutch*), so if in doubt, use them, e.g. a Dutch man, a French woman, an Irish person, an Icelandic man.

D. Peoples & Races

People belong to ethnic groups and regional groups such as Afro-Caribbeans, Asians and Orientals and Latin Americans. What are you? (e.g. North African, Southern African, European, Melanesian). They speak dialects as well as languages. Everyone has a mother tongue or first language; many have second and third languages. Some people are perfect in more than one language and are bilingual or multilingual, name: Wanija Krishnamurthan second/third languages: English, Malay nationality: Malaysian type or dialect of English: Malaysian mother tongue: Tamil (S. India) ethnic group: Asian (Tamil Indian)

Exercise 1. Get the information.

Exercise 2. Form adjectives from nouns in the brackets.

Can you name a famous ...

e.g.: Argentinean sportsman or woman? – *Diego Maradona*

(China) politician? –

Black (Southern Africa) political figure? –

(Poland) person who became a world religious leader? –

(Italy) opera singer? –

(Ireland) rock-music group? –

Exercise 3. All the nationality adjectives have a change in stress and / or pronunciation from the name of the country. Make sure you can pronounce them. Use a dictionary for any you don't know. Use phonetic script if possible.

Iran – Iranian, Panama – Panamanian, Cyprus – Cypriot, Ghana – Ghanaian, Jordan – Jordanian, Egypt – Egyptian, Fiji – Fijian.

Exercise 4. Add some information & make up a small report and give a talk in class.

Exercise 5. Read the text & pick up the essential details in the form of quick notes.

Exercise 6. Analyze the information, which is in the highlight, and use it in practice.

Exercise 7. Correct the mistakes in the newspaper headlines.

- Madonna is married a French? Hollywood sensation.
- Britains have highest tax rate in EC.
- Vietnamese refugees leave Hong Kong camps.
- Police arrest Danish on smuggling charge.
- Iraqian delegation meets Pakistanian President.

Exercise 8. Answer the questions for world quiz.

- What are the main ethnic groups in Malaysia?
- Which countries, strictly speaking, are in Scandinavia?
- What are the five countries with the highest population?
- How many languages are there in the world?
- Where is Kiribati?
- Where do people speak Inuit?
- What are the five most widely spoken languages?

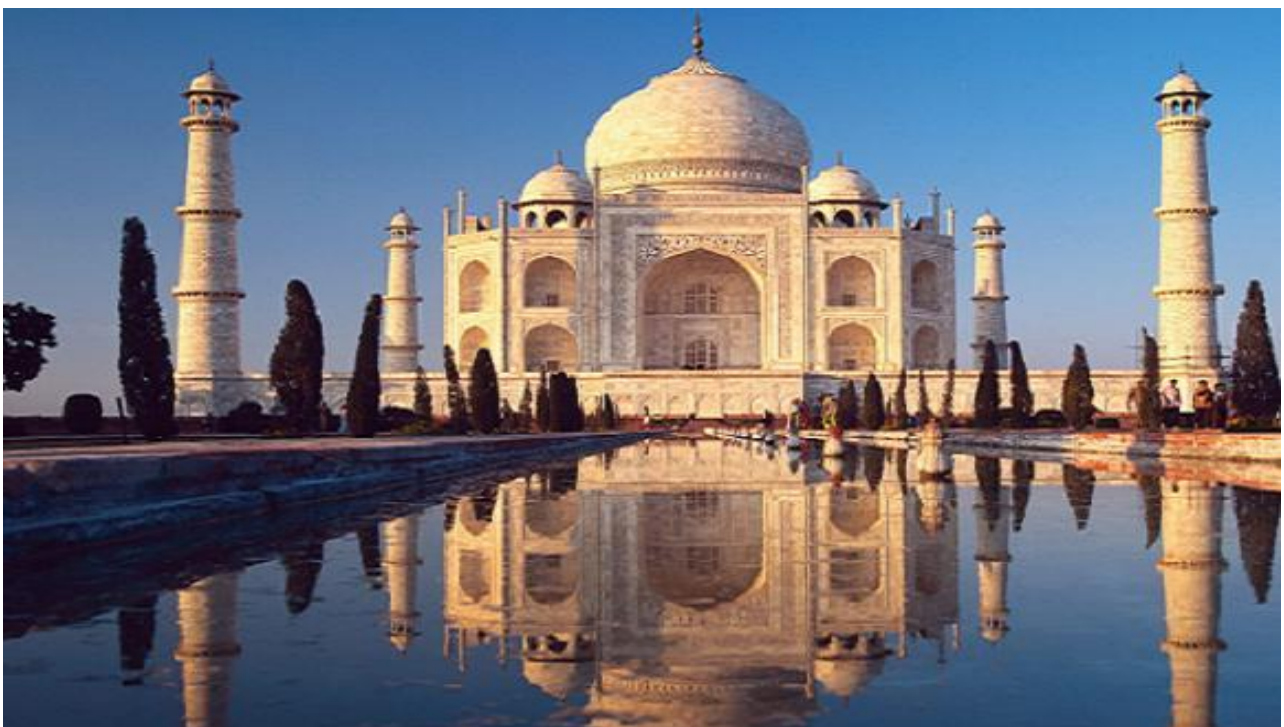
Exercise 9. Give the English for:

Уникати чого-небудь; бюро подорожей; обходити магазини; в результаті; сісти в туристичний автобус; за останні кілька років; взимку / в зимовий сезон; всі кудись їдуть; американці, німці, англійці; туристичний довідник; розширювати кругозір; уникати іноземців; зупинятися в готелях; персонал; по всій Європі; закордон; мати на увазі; сусідня вулиця; сусіди; з'явитися; рано чи пізно.

Exercise 10. Describe the picture below.

Exercise 11. Remember that.

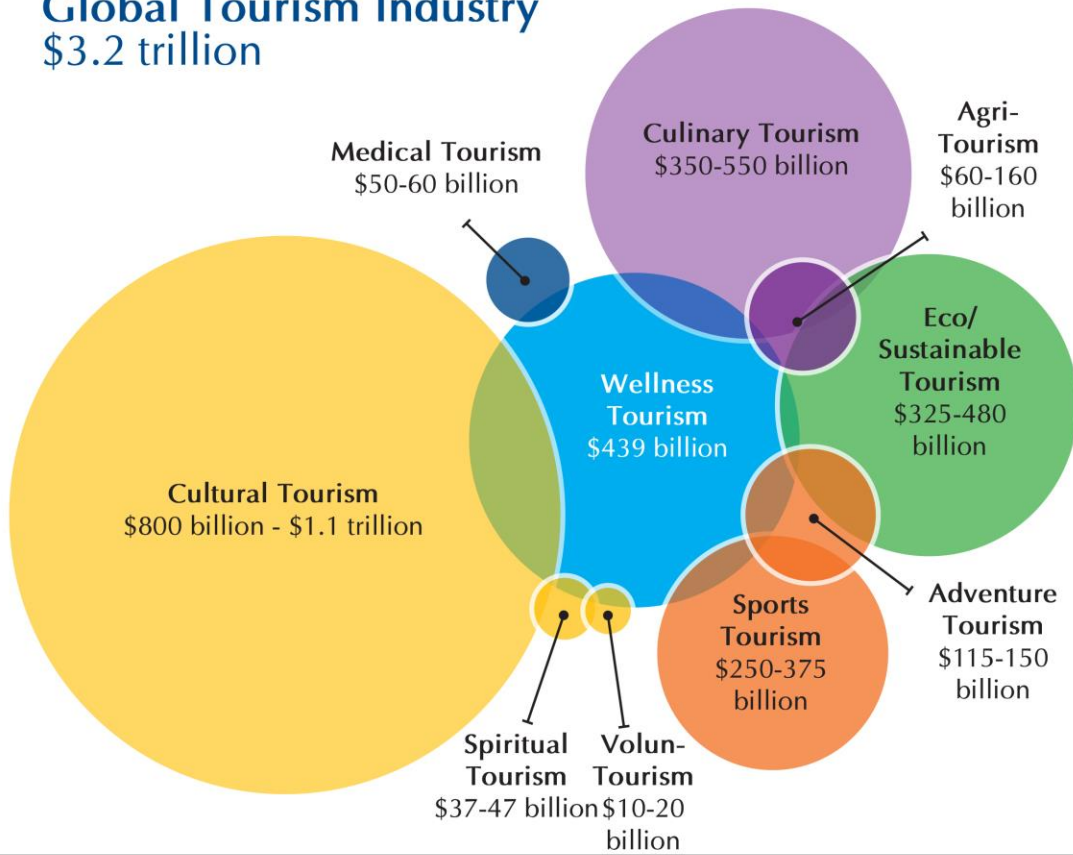
World Tourism Organization (WTO) – Всесвітня організація туризму (міжурядова міжнародна організація, яка розглядає питання, пов'язані з політикою та практикою туристичної діяльності; започаткована у 1925 р.; до організації належать 150 країн).





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WHAT IS TOURISM?

Tourism refers to the business of providing accommodation & associated services to the people visiting places. Tourism involves two elements i.e. the journey to the destination & stay. Tourism is a temporary short term moment of people of destinations outside the place of their residence. Tourism is undertaken for recreation, sight seen, pilgrimage for medical reasons, for adventure etc. **Types of tourism:**

Recreational tourism: Tourism is an often activity for recreational purpose. Most tourism took for a change and rest; this is the reason why package tours have become so popular.

Environmental tourism: Rich and affluent tourist are preferred to spend more visits to remote places where they get pollution free airs to breath.

Historical tourism: Tourist is interested to know how our forefather lived and administered in a particular area. They visit heritage locations, temples, churches, museums, forts etc.

Ethnic tourism: This refers to people traveling to distance places looking to their routes and attending to family obligations. Marriage and death bring people together to their native places. Persons who are settled overseas during later part of life visit place of their birth for giving boost to ethnic tourism.

Cultural tourism: Some people are interested to know how other people or communities stay, survive and prosper. The kind of culture they practice their art and music is different from ours. So in order to acquire knowledge, understands culture well, to become familiar with the culture, they undertake journey.

Adventure tourism: There is a trend among the youth to take adventure tour. They go for trekking, rock climbing, river rafting etc. They organized camp fire and stay under the blue sky. This tourism is meant for people with strong nerves who can tolerate stress.

Health tourism: In recent years, health tourism has become highly popular. People visit nature cure centers and hospitals providing specialist treatment. Many foreigners visit India for treatment because similar services in their country are costly.

Religious tourism: Many countries represent multi-religious composition of population. Various package tours are organized to enable people to attend the religious duties and visit places of religious importance.

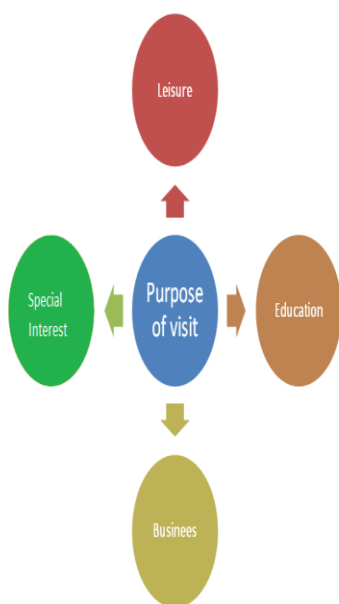
Music tourism: It can be part of pleasure tourism as it includes moment of people to sing and listen music and enjoy it.

Village tourism: It involves traveling and arranging tours in order to popularize various village destinations.

Wild life tourism: It can be an Eco and animal friendly tourism. Wild life tourism means watching wild animals in their natural habitat.



| Types Based on Nature | Types Based on Culture | Types Based on Education | Types Based on a Hobbies |
|---|--|--|--|
| <ul style="list-style-type: none"> • Botanical Tourism • Farm Tourism • Mountain Tourism • Nature Tourism • Air Sports Tourism • Winter / Ski Tourism • Village Tourism • Bird Watching • Water sports Tourism • Agricultural Tourism • Highland Tourism | <ul style="list-style-type: none"> • Dark Tourism • Ethnic Tourism • Festival Tourist • Silk Road Tourism • Faith Tourism • Cultural Tourism • Third Age Tourism • Cultural Heritage Tourism | <ul style="list-style-type: none"> • Educational Tourism • Youth Tourism • Congress tourism | <ul style="list-style-type: none"> • Shopping Tourism • Hunting Tourism • Golf Tourism • Gambling Tourism • Adventure Tourism • Cave Tourism • Rafting Tourism • Wine Tourism • Yacht Tourism |



Land Adventure

water Adventure

Aerial Adventure



WHY TOURISM MATTERS

WORLDWIDE TOURISM

In essence, preservation for tomorrow drives most of the discussion about a kinder and gentler tourism. For the future, balances need to be struck between our interest in visiting a place, the carrying capacity of the destination, and the well-being of all that live there. Worldwide tourism posted positive results in 2011 with international travel increasing 1.5% for a total of 620 million arrivals.

This compared with 2.8% growth in 2010 and 5.6% in 2011. The lower growth rate for arrivals was mainly attributable to the Asian financial crisis, which resulted in five million fewer foreign tourists visiting East Asia and the Pacific during the year.

The majority of the world's destinations, however, continued to experience an upward trend in arrivals. In Africa devaluation of its currency allowed South Africa to offer competitive prices to tourists. Tanzania's wildlife-based tourism surged by 30% as Kenya's tourism operators sought government assistance to resuscitate an industry preoccupied with security. Arrivals in Morocco and Tunisia grew by 11% and 8%, respectively, and in West Africa, Côte d'Ivoire welcomed 10% more foreign visitors. Anticipating an end to UN sanctions, Libya prepared a five-year plan for tourism development.

In the Americas, the U.S. hosted a record 24 mln overseas visitors in 2010. During 2011 a modest slowdown was expected because of a decline in Asian tourists.

In the absence of a federal tourism administration, U.S. states were obliged to invest heavily in travel promotion. The weakness of the Canadian dollar helped overnight trips to Canada to surge by 11% in 1998. Spending by U.S. travellers offset lower earnings from other visitors. Mexico, where tourism surpassed oil as a foreign currency earner, welcomed 20 million foreign visitors in 2011 investing a great deal of money in new tourism facilities during the year.

In Chile tourism increased by 7%. Caribbean destinations experienced mixed trends; Barbados (+10%) and Cuba (+11%) reported the best results. Nicaragua was among Central American tourism destinations adversely affected by the devastating Hurricane Mitch in November. In East Asia & Oceania countries dependent on regional tourism were strongly affected by the aftermath of the financial crisis. They included Hong Kong (-13%), New Zealand (-10%), Singapore (-16%). Civil unrest threatened Indonesia's 5 mln-visitor market. Even in Bali, the country's most popular destination, hotel occupancy was down to 30%.

Australia and the Philippines also reported a difficult year but experienced declines of only 5% and 1%, respectively, in overseas arrivals. Thailand, by contrast, reported a 6% increase in arrivals, a result of currency devaluation and a successful "Amazing Thailand" promotion, while in South Korea arrivals rose 7% as currency depreciation made shopping visits attractive. China welcomed 12% more tourists from overseas. Japan projected a 5% decline in overseas travel by its citizens, down to 16 million. In South Asia India planned to introduce new luxury tourist trains. In Myanmar (Burma) a new resort near Mandalay reflected the growing interest in ecotourism. (Maldives tourism surged by 9%.)

Europe continued to represent 60% of world tourist arrivals and half of global receipts. The region's prime tourist country, Germany, accounted for 56 million overseas trips and 50 million visits by tourists in 2011. The Baltic Tourism Commission, comprising nations on the Baltic Sea, met in September in St. Petersburg to review their marketing options; boating and culture were among the promising offerings.

Visiting heritage sites was the most popular pastime of visitors to Great Britain, though tourists were attracted by fashion, architecture, and the performing arts.

The opening in June of Europe's longest suspension bridge linking eastern Denmark (where Copenhagen is located) with the Jutland Peninsula, increased tourism to Denmark by more than 40%. Other Nordic countries also fared well, with Norway's arrivals increasing 5% and Sweden's 8%. Despite Switzerland's strong currency the nation's hotels recorded 4% more tourist nights than in 2010.

Europe's Mediterranean islands experienced a good tourist season; arrivals increased 7% in Cyprus and 5% in Malta. Among countries forming part of the former Yugoslavia, Croatia's tourism grew by 7%, as that Adriatic Sea nation drew up a long-term strategy to upgrade tourism facilities and services. Romania's hotels reported a 6% increase in occupancy. Although tourism had been among the fastest developing sectors during the 2000s, Russia's economic crisis left its travel sector badly crippled.

Finally, Spain experienced a boom tourism year in 2011 with 10% more foreign tourists. In the Middle East the political situation continued to affect tourism. Israel began the year below 2010 levels, though Jordan reported a recovery of 13% above the previous year. The opening in November of the new Gaza International Airport was seen as bringing tourism benefits to the Palestinian people.

Active vocabulary

Discussion, kinder and gentler tourism, the future, balances, the carrying capacity of the destination, well-being of all, worldwide tourism, to post, positive results, international travel, to increase, arrivals, financial crisis, foreign tourists, tourism operators, government assistance, security, heritage sites, travel sector, experienced.

Exercise 1. Digest the information briefly in English.

Exercise 2. Analyze the figures in the text and make a chart.

| № | Activity | | | |
|----|----------|-------|------------|-------|
| | Country | Where | Percentage | Score |
| 1. | | | | |



INTERNATIONAL TOURISM

The interest in international tourism has always been strong. Not in the last place for economic reasons: this form of tourism plays an important role in trade and monetary flows among nations. In 1994, total international tourism receipts were estimated to be \$336 billion U.S. International tourism differs from domestic tourism in the sense that the travelers cross a country's border. It will be clear that not every international traveler is a visitor as well. Anyone traveling outside his/her own country of residence, irrespective of the purpose of travel, is an international traveler. The traveler is a visitor only if the trip takes him outside his/her usual environment.

This is why border workers are by definition not visitors. Furthermore, the stay in the place visited should not last 12 consecutive months or more (the reason why immigrants are not visitors) and the main purpose of the visit should be other than the exercise of an activity remunerated from within the place visited (the reason why seasonal workers are not visitors). In line with the general principles and criteria the main concepts with respect to international tourism can be defined as follows:

International traveler refers to any person on a trip outside his/her own country of residence (irrespective of the purpose of travel and means of transport used, and even though traveling on foot).

International visitor refers to any person who travels to a country other than the one in which she/he has his/her usual residence, but outside his/her usual environment, for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.

International tourist (overnight visitor) refers to an international visitor who stays at least one night in a collective or private accommodation in the country visited.

International same-day visitor refers to an international visitor who does not spend the night in a collective or private accommodation in the country visited. The country of residence of a person consists of the country where s/he has lived for most of the past 12 months or for a shorter period if s/he intends to return within 12 months to live there.

International Tourism is when people travel globally outside of their region and home country. This means a temporary movement of people from the resident place to another place for different reasons. International Tourism refers to travelling from one country to another for recreational or business purposes. It's an essential activity to the countries being visited as it provides social, cultural, educational and economic benefits.

International tourism has been on the rise in the recent years in most countries worldwide. Nowadays, international tourism is the biggest industry in the world.

Unfortunately, international tourism creates tension rather than understanding between people from different cultures. Globalization makes the world seem smaller and encourages people's mobility on a global scale. International tourism, which becomes increasingly popular is considered both vitally important for a better mutual understanding between nations and harmful in that it creates cultural conflicts. On the one hand, it is justified that global tourism promotes and encourages a better understanding between people from different cultures. As a saying goes, travel broadens the mind, tourists to a country can learn much about the host culture, and local people. Unlike cultural knowledge attained from books, experience in the real contexts is much more vivid & all-sided.

More importantly, a visit strengthens the two-way communication between visitors and local people, which broadens the mind of not only travellers but also the host. As a result, a better mutual understanding between them is attainable.

Responding to the tourism advocates, some people argue that international tourism, on the other hand, leads to conflicts. As a matter of fact, tourism is sometimes simply considered a means of entertainment, not a form of education.

Thus, tourists may pack their luggage without an intention of opening their mind, but for relaxation only. In fact, many tourists and local people are not ready for cultural communication because they lack certain knowledge such as special customs in other cultures, languages, etc. Therefore, they are likely to misunderstand each other & experience communication breakdown which may lead to cultural conflicts.

Moreover, a short visit to other countries is not enough for a better mutual understanding.

On the contrary, it is more likely that culture shock occurs. The past 20 years have seen a considerable increase of international tourism. There is a highly controversial issue whether its popular demand brings advantage trend or drawback trend. In my opinion, everything has two sides and this problem is not an exception.

On the one hand, it is an undeniable fact that global tourism has significant benefits, especially economy and culture. Indeed, tourism is a key element that could boost economy. When outside visitors, for example, travel to local areas, it will enhance such infrastructure as hotels, hospitals, roads, and facilities as well as make more money for host residents. In addition, thanks to international tourism, culture of host country is know-well.

As a result, we could exchange a lot of beautiful cultures and become more closet, which helps relationship between nations to be more friendly.

On the other hand, global tourism can have a negative effect on the natural environment.

Too many travellers living in fragile regions such as mountain range, desert has impacted on physical areas. Much attention has focused on erosion along major trails, but perhaps more important are the deforestation and impacts on water supplies arising from the need to provide tourists with cooked food and hot shower.

Consequently, habitat of wild animal is threatened and main resources may be limited or vulnerable to degradation through heavy use.

By way of conclusion, I firmly believe that international tourism need be seen both tow aspect, therefore the government should find the right balance between beneficial tourism; its negative impact. Since 1980, the UNWTO has celebrated **World Tourism Day** on September 27. This date was chosen as on that day in 1970, the Statutes of the UNWTO were adopted. The adoption of these Statutes is considered a milestone in global tourism.

The purpose of this day is to raise awareness on the role of tourism within the international community and to demonstrate how it affects social, cultural, political and economic values worldwide. At its Twelfth Session in Istanbul, Turkey, in October 1997, the UNWTO General Assembly decided to designate a host country each year to act as the Organization's partner in the celebration of World Tourism Day.

At its 15th Session in Beijing, China, in October 2003, the Assembly decided the following geographic order to be followed for World Tourism Day celebrations: 2006 in Europe; 2007 in South Asia; 2008 in the Americas; 2009 in Africa and 2011 in the Middle East. International travel makes people prejudiced rather than broad-minded. What are its causes and what measures can be taken to solve this problem?

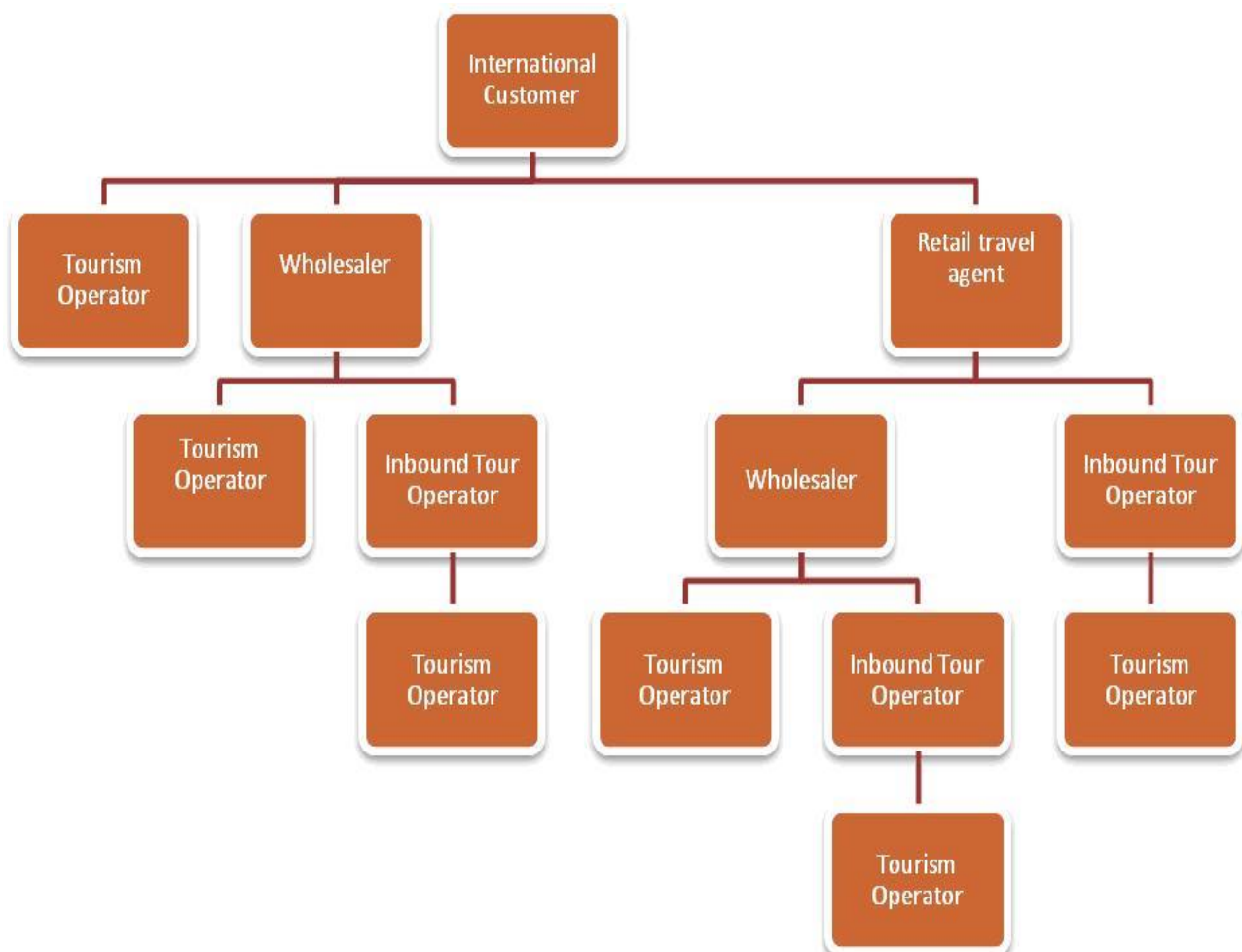
It is irrefutable that international tourism has taken mammoth dimensions.

Unfortunately, sometimes, international tourism creates tension rather than understanding between people from different cultures. In this essay, I intend to delve into the causes of this situation and suggest some ways forward. The most important reason why some are opposed to international tourism is that tourists may unknowingly show disrespect for local culture. For instance, we generally cover our heads in a religious place. A tourist may not do so or take his shoes inside a temple.

This may offend the local people. Sometimes, youngsters may be attracted towards the western culture which the tourists bring with them and many may find this as a threat to the local culture. The solutions are not simple. We cannot discourage tourism. It is the backbone of many economies of the world. First of all, the tour operators should take the onus of guiding the tourists about the main things of local culture.

Secondly, the tourists should stay with locals as paying guests. This would be a win-win situation for both. Local people would earn and the tourist would taste the local culture.

Finally, ecotourism should be promoted. For example, if an elephant ride is possible, the tourist should avoid using car. After all a good tourist is one – who takes away nothing but photographs and leaves behind nothing but footprints. Summing up, international tourism does have a downside to it but many steps can be taken to lessen the negative effects.



International distribution channel

Active vocabulary

International tourism, to travel globally, outside of their region, home country, temporary movement, resident place, to another place, for different reasons, travelling, recreational, business purposes, essential activity, to provide, social, cultural, educational, economic benefits, worldwide, the biggest industry in the world.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Find out in the information what the most popular destinations in the world are.

Exercise 3. Explain the advantages and disadvantages of international tourism.

| № | Advantages | Disadvantages |
|----|------------|---------------|
| 1. | | |



DOMESTIC TOURISM

The interest in domestic tourism for the purpose of international comparisons has long been overshadowed by the interest in international tourism. Domestic tourism seemed to have little or no international impact and statistics on the subject were felt to be a country's own business. However, it has become clear that international and domestic tourism do relate to each other.

Domestic tourism can be substituted for international tourism and vice versa under the influence of external factors, such as relative growth in real incomes, price differences between countries, and international political conditions. Over the past few decades, many western countries showed how domestic holidays were largely replaced by outbound holidays, under the influence of the rise in living standards and other factors.

Moreover, many developing countries have seen sharp increases in domestic tourism, which merits study. The concepts and criteria used for domestic tourism do not substantially differ from those used for international tourism. The only real difference is that there is no direct trade or monetary flows between countries since no national borders are crossed. For the rest, the difference is a matter of scale. In line with the general principles and criteria of Section 3.1, the main concepts in domestic tourism on a country level can be defined as follows:

Domestic traveler refers to any person on a trip between two or more places in his/her country of residence (irrespective of the purpose of travel and means of transport used, and even though s/he may be traveling on foot).

Domestic visitor refers to any person residing in a country who travels to a place within the country outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.

Domestic tourist (overnight visitor) refers to a domestic visitor who stays at least one night in a collective or private accommodation in the place visited.

Domestic same-day visitor refers to a domestic visitor who does not spend the night in a collective or private accommodation in a place visited.

The place of residence of a person consists of the place where she/he has lived for most of the past year (12 months). For a century, domestic tourism was the norm, with foreign travel being reserved for the rich or the culturally curious.

A number of inland destinations, such as the English Lake District, and Snowdonia appealed to those who liked the countryside and fine scenery. The holiday camp began to appear in the 1930s, but this phenomenon really expanded in the post-war period. Butlins and Pontins set this trend, but their popularity waned with the rise of overseas package tours and the increasing comforts to which visitors became accustomed at home.

Towards the end of the 20th century, this market has been revived by the upmarket inland resorts of Dutch company Centre Parcs. Cox & Co, the forebear of Cox & Kings were in existence from 1758 largely entwined with the travel arrangements for the British Army serving around the Empire. While acting as *agents* for various regiments, they organised the payment, provision, clothing and travel arrangements for members of the armed forces. In the 19th century their network of offices contained banking and also travel department.

The company became heavily involved with affairs in India and its Shipping Agency had offices in France and the Middle East.

Other phenomena that helped develop the travel industry were paid holidays: 11 mln manual workers in Britain had paid holidays by 1939 (30% of the population in families with paid holidays). NGOs and government agencies may sometimes promote a specific region as a tourist destination, and support the development of a tourism industry in that area.

The contemporary phenomenon of mass tourism may sometimes result in overdevelopment.

Alternative forms of tourism such as ecotourism seek to avoid such outcomes by pursuing tourism. Domestic tourism remains the biggest component of tourist spending in the UK, with 2011. The national statistical agency estimates that there were 126,006,000,000 trips made in 2011. The busiest period for domestic travel in the UK is during bank holidays and the summer months, with August being most hectic. There is a longstanding history in the UK of travel to coastal resorts such as Blackpool, Lancashire and Swansea, Wales, with many families staying at accommodation called holiday camps. This tradition has faded significantly due to competition from overseas package holiday operators, rising operational costs, and rapidly changing demand which forced many holiday camps to close.

The United Kingdom is the world's 8th biggest tourist destination, with 29.2 million visiting in 2011. Visit England data shows that the US remains the most-valuable inbound market, with American visitors in 2010. Nevertheless, the number of travellers originating from Europe is larger than those travelling from North America – 21.5 million compared to 3.5 million American/Canadian visitors.

The country's principal tourist destinations are in London, with the Tower of London being the single most visited attraction in the country. Visit England has released figures showing that the trend to holiday at home is holding strong. The latest results from the Great Britain Tourism Survey reveal that Britons took 104 million overnight trips in England last year; which is on par with 2011. Domestic tourism spend in England grew by 9 % in 2012. Considering Britain as a whole, the number of domestic overnight trips taken in 2012 fell slightly by 0,5%, with spend up 6 %.

Active vocabulary

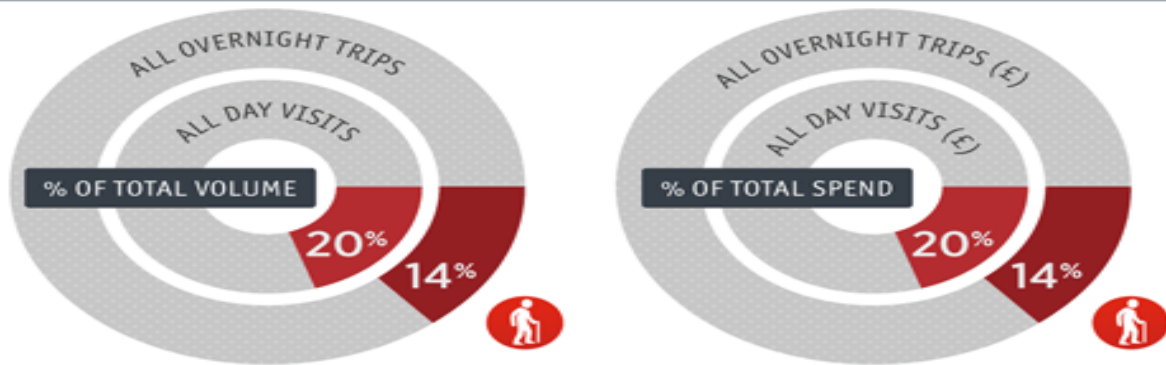
Contemporary phenomenon, mass tourism, competition, domestic, the most-valuable inbound market, visitors, tourist destinations, holiday camps, domestic overnight trips, accommodation, government agencies, travel arrangements.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

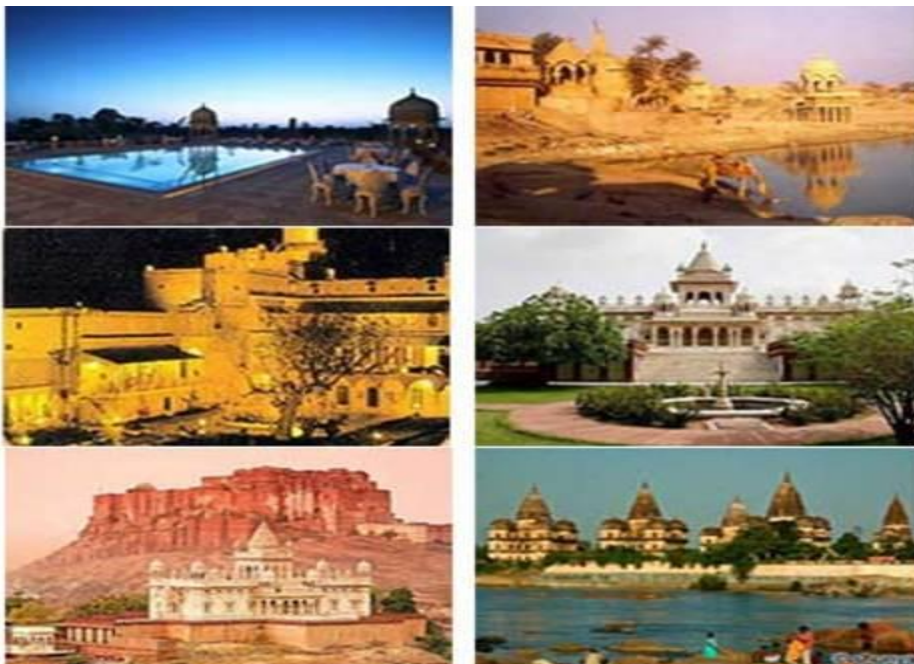


Contribution to domestic tourism

Trip groups where a member of the party has an impairment



Source: GBTS 2013



Exercise 2. Transfer the given information from the text onto a table. Correct it.

| No | Events | When |
|----|--|----------------|
| 1. | The holiday camp began to appear | 3.5 mln. |
| 2. | Cox & Kings Company was in existence | in the 1930s. |
| 3. | Paid holidays had of the population in families. | from 1758 |
| 4. | The busiest period for domestic travel in the UK is during | 30% of |
| 5. | The number of travellers originating from Europe is | 21.5 mln. |
| 6. | The number of American/Canadian visitors is | bank holidays. |
| 7. | Domestic tourism spend in England grew in 2012. | by 9 % |

INTERNATIONAL & DOMESTIC TOURISM

Though there are no data of similar detail for domestic tourist movements (residents of a country making trips within the same country which involve staying at least one night in a collective or private accommodation in the place visited), WTO estimates for the past five years suggest that:

- Domestic tourist movements outnumber international tourist arrivals by a factor of 10:1.
- International tourism is growing more rapidly than domestic tourism.
- Europe and the Americas are the two principal generating regions both for international and domestic tourism, though the relative importance of the Americas region is much more marked for domestic tourism as a result of the large land masses of the USA and Canada. By contrast, Europe has many countries with small land areas. The whole of Europe (West & East, excluding the former USSR) will *fit* almost twice into either the USA or Canada. When the EU's frontier border formalities are finally abolished for travel between EU countries, Europe's volume of domestic tourism will rise as significant levels of arrivals switch from the international to the domestic category.

There is less variation between the six WTO regions in the rate of expansion in domestic tourism than for international tourism movements.

South Asia (from a small base volume), East Asia & the Pacific, and the Americas all exceeded the average annual rate of growth in domestic tourism between 1987 and 1992 but in no instance by as much as a whole percentage point.

The above-average performing regions for international tourist movements over the past five years were Africa, East Asia and the Pacific, the Middle East and the Americas, with the rate of expansion achieved by Africa (12.3 % a year) more than double the global average of 5.6 % a year. Strategic areas of inquiry. The current market dynamics will force National Tourism Organizations to adapt and to make major changes.

The exact nature of these changes is not easy to forecast at the present time. For example, will it still be in the interest of governments to entrust market communication and public relations in tourism to such state-supported organizations? Will the traditional NTOs carry out these tasks in the usual way or in the context of a more broadly defined *marketing of places*? Or will they simply be replaced by a new type of business units operating in the private sector and marketing destination-oriented, products and services?

The way in which the NTOs of the future carry out their duties will depend on a great many factors. There are already a number of discernible trends, which might provide a few clues concerning the challenges that these organizations will have to face. To begin with there is the question of what the state and the tourism industry, as the mandating authorities, will expect of the NTOs of the future. This will depend to a great deal on the political framework conditions, on the development of tourism's world market in conditions of global competition as well as on the innovations brought about by technical progress.

The future of the NTOs will also depend of course on how well they perform the duties entrusted to them. In this context, the question the NTOs of today need to ask themselves is how they intend to meet the challenge of generating new tourism demand. Their choice of strategy will naturally affect their future organizational structures.

A related question, of equal importance, is whether or not it is possible to manage these non-profit organizations like companies.

NTOs must reflect how they wish to approach it in future. Lack of a fully functional private-public partnership can only diminish the survival chances of the national tourism organizations.

Active vocabulary

Domestic, tourist movements, to outnumber, international, tourist, arrivals, to depend, tourism organizations, private-public partnership, functional, to diminish, survival chances, innovations, technical progress, development of tourism's world market.

Exercise 1. Choose the keywords and phrases that best convey the gist of the information.

Exercise 2. Translate the passage.

While domestic travel clearly involves travel within a nation's own borders and international travel involves a crossing of national borders. The decline in long-haul international travel was partially compensated for by a growth in demand for domestic travel or international short-haul travel. Domestic travel is existing or occurring inside a particular country; not foreign or international.

Exercise 3. Explain the advantages are beneficial for domestic & international tourism.

| | Domestic | International |
|---|----------|---------------|
| Employment | | |
| Profits for hundreds of businesses | | |
| Revives depressed areas | | |
| Invisible export source of foreign currency | | |
| Peace through understanding other people | | |
| Cultural interpretation | | |
| Preservation of culture | | |
| Education | | |
| Freedom from local constraints | | |
| May help protect | | |
| Create awareness and appreciation | | |
| Sustainable development more important | | |

Exercise 4. Answer the questions.

1. What is not easy to forecast at the present time? 2. What will the way in which the NTOs of the future carry out their duties depend on? 3. How many discernible trends might provide a few clues concerning the challenges? 4. What will depend on the political framework conditions? 5. What will depend the state and the tourism industry on? 6. How do the NTOs intend to meet the challenge of generating new tourism demand? 7. Is it possible to manage these non-profit organizations like companies? 8. What must reflect on the current concept of destination management? 9. What will they do to operate efficient and results-oriented?

Exercise 5. Add some information & make up a small report and give a talk in class.

Exercise 6. Read the text & pick up the essential details in the form of quick notes.

Exercise 7. Analyze the information, which is in the highlight, and use it in practice.

Exercise 8. Make the sentences below as true (T) if they give the message of the text, and false (F) if they change the message.

1. International tourist movements have maintained an average annual rate of expansion of more than 7.2 % 2. There are data of similar detail for domestic tourist movements 3. Domestic tourist movements outnumber international tourist arrivals by a factor of 10:5. 4. International tourism is growing more rapidly than domestic tourism. 5. Europe and the Americas are the two principal generating regions 6. The whole of Europe will "fit" almost twice into either the USA or Canada. 7. There is more variation between the six WTO regions in the rate of expansion in domestic tourism than for international tourism movements. 8. All exceeded the average annual rate of growth in domestic tourism between 1990 and 2012. 9. The current market dynamics will force National Tourism Organizations to adapt and to make major changes. 10. The exact nature of these changes is easy to forecast at the present time.

Exercise 9. Translate the words and word-combination with the keyword «domestic».

Domestic; domestic chores; domestic appliances; domestic trade; domestic industry; domestic flight; domestic company; domestic exports; domestic life; domestic law; domestic products; domestic goods; domestic cares (functions); domestic comedy; domestic cycle; to buy domestics instead of imports; US domestic affairs; domestic airport; domestic interbank market; domestic consumption; domestic price; domestic labour; domestic demand; domestic violence; water for domestic use; domestic gas; domestic appliances; domestic electrical installation; domestic trade; domestic industry; domestic flight; domestic business; domestic experience; domestic policy; domestic affairs of a country; domestic outlet; domestic service; domestic articles; domestic man (woman); domestic women's magazine; domestic waste; tackling domestic waste; domestic advertising; domestic manufacture; domestic electronic equipment.

Exercise 10. Translate the sentences into your native language.

1. The transfers of funds from domestic accounts to offshore accounts will only be permitted for transactions initiated prior to December 1, 1986. 2. The State of California has adopted domestic partnership legislation that provides gay and lesbian couples with most of the rights given to heterosexual couples. 3. The report documents the staggering amount of domestic violence against women. 4. In 2017/18 we recycled over 6,500 tonnes of domestic waste.



Exercise 11. Explain which of following disadvantages are more damaged for domestic and which for international tourism.

| | Domestic | International |
|---|----------|---------------|
| Inflation | | |
| Replaces traditional work | | |
| Cultural Impacts | | |
| Stereotyping of different nationalities | | |
| Environmental Impacts | | |
| Pollution, noise, overuse | | |
| Use of sensitive areas | | |
| Increased crime | | |
| Sex tourism | | |
| Resentment due to gap | | |
| Demonstration effect | | |
| Servile attitude | | |
| May help protect | | |

Exercise 12. Analyze the tourism performance and directional trends.

Though international tourism is growing slightly more rapidly than domestic tourism, the scale of domestic tourism is ten times that of international tourism. International tourism receipts grew faster than world trade (i.e. commercial services, merchandise exports) in the 1980s. They now constitute a higher proportion of the value of world exports than all sectors other than crude petroleum/petroleum products, and motor vehicles.

Europe and the Americas dominate international tourism; attracting 83 % of worldwide arrivals in 2018 (inbound). Residents of these two regions accounted for 84 % of all international tourist arrivals in 2018 (outbound). These shares are in decline, however.

The fastest growing tourist receiving region is East Asia and the Pacific, which increased its share of arrivals from 1 % in 1960 to 13 % in 2018.

Interregional tourism is the leading category of tourism in all regions except South Asia. One quarter of all international tourism activity is in developing countries.

However, whereas their share of arrivals is growing (1985: 23.3 %, 1992: 24.2 %), developing countries lost ground in recent years in tourism receipts (1985: 28.4 %, 2018: 25.2 %). Analysis of the 1980-2018 performance of the six export category groupings of countries identified by the World Bank shows that the most rapid rates of tourism growth were achieved by non-fuel primary products export countries.

Member airlines of the International Air Transport Association boosted their capacity at a much more rapid rate than they attracted increased custom between 1988 and 2018 (capacity up 7.5 % a year, air traffic up 5 % a year). Between 1980 and 2018, international tourist accommodation capacity expanded at an average annual rate of 4.5 %, from 8.4 mn rooms to 21.3 mn rooms (most rapidly in the East Asia and the Pacific region). The worldwide economic recession has caused a sharp reduction in occupancy levels.

INBOUND TOURISM

Headline trends in inbound tourism to UK

| Year | Number of Visits (millions) | Spend (£billions) | Average Spend per Visit | Average Nights per Visit | International balance of payments (£ billions) |
|-------------|-----------------------------|--------------------|-------------------------|--------------------------|---|
| 2002 | 24.180 | £11.737 | £481 | 8.2 | - £15.225 |
| 2003 | 24.715 | £11.855 | £475 | 8.2 | - £ 16.695 |
| 2004 | 27.755 | £13.047 | £466 | 8.2 | -£ 17.238 |
| 2005 | 29.971 | £14.248 | £471 | 8.3 | -£ 17.906 |
| 2006 | 32.713 | £16.002 | £486 | 8.4 | -£ 18.409 |
| 2007 | 32.778 | £15.960 | £487 | 7.7 | -£ 19.053 |
| 2008 | 31.888 | £16.323 | £511 | 7.7 | -£ 20.515 |
| 2009 | 29.889 | £16.592 | £554 | 7.7 | -£ 15.102 |
| 2010 | 29.803 | £16.899 | £563 | 7.6 | - £14.921 |
| 2011 | 30.798 | £17.998 | £584 | 7.6 | -£ 13.703 |
| 2012 | 31.084 | £18.640 | £600 | 7.4 | -£ 13.810 |

The table below shows trends in inbound tourism for the period 2002 to 2012 based on the Office for National Statistics International Passenger Survey. The number of visits peaked in 2007 at 32.8 mln, since when there were several years of slight decline followed by small increases in 2011 and 2012. After a long period during which the average spend per visit hovered at a little under £500 there has been a marked increase in the past four years, driven on by the relative weakness of sterling.

The long-term trend is for the average length of time each inbound visitor stays in the UK to decline, however the figure has been fairly stable for the past six years.

In line with many other developed economies the UK has an international tourism balance of payments deficit. This increased both rapidly and consistently in the decade to 2008, but has shrunk by over a third in recent years as Britons took fewer overseas trips.

The top ten inbound markets for the UK in terms of number of visits during 2012 accounted for two in three visits (66%). It is noteworthy that only two long-haul markets, the USA and Australia, appear in the top ten. Looking at spending by inbound visitors, the top ten markets account for 54% of all spending, with the USA worth almost £1 billion more than the next most valuable market, France.

All of the top ten markets measured in terms of value are 'developed' rather than 'emerging' source markets for international tourism. Two out of the five markets which have recently shown the highest absolute growth in value (on average during the last five years) are markets in close proximity to the UK, namely France and Switzerland.

The "relative" growth in value on average over the last five years shows the rapid rise in importance of emerging markets China, UAE and Brazil. Whilst both the USA and Japan have shown growth in recent years in terms of visits both markets are considerably smaller than in the 1990s.

Exercise 1. Comment the given details about inbound tourism.

Exercise 2. Analyze the information, which is in the highlight, and use it in practice.

TOP TEN MARKETS BY VOLUM

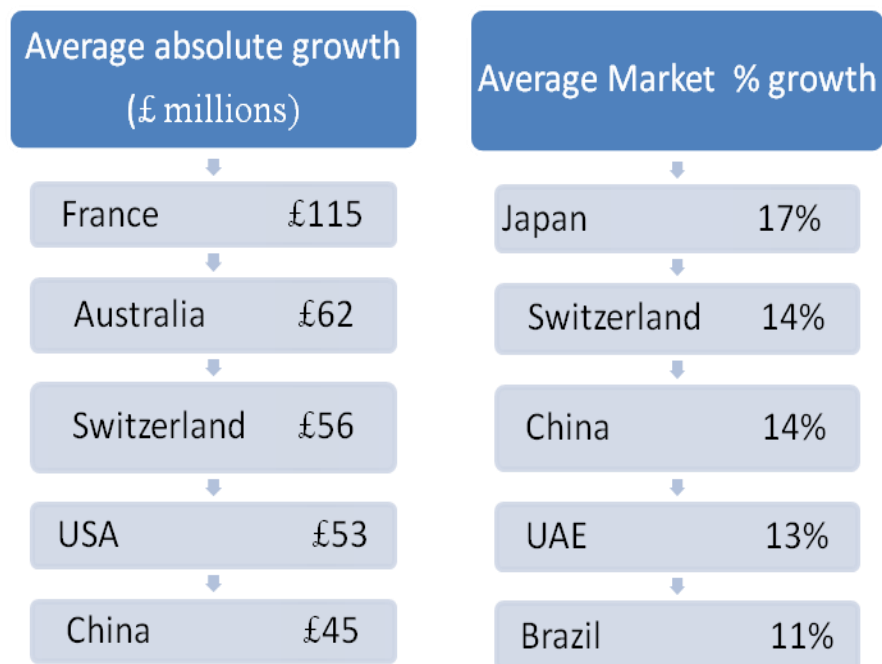
| From | Visits thousands | % of all visits | |
|------|------------------|-----------------|-----|
| 1 | France | 3,787 | 12% |
| 2 | Germany | 2,967 | 10% |
| 3 | USA | 2,840 | 9% |
| 4 | Irish Republic | 2,453 | 8% |
| 5 | Netherlands | 1,735 | 6% |
| 6 | Spain | 1,716 | 6% |
| 7 | Italy | 1,521 | 5% |
| 8 | Poland | 1,222 | 4% |
| 9 | Belgium | 1,113 | 4% |
| 10 | Australia | 993 | 3% |

TOP TEN MARKETS BY VALUE

| From | Spend (£millions) | % of all spend | |
|------|-------------------|----------------|-----|
| 1 | USA | £2,436 | 13% |
| 2 | France | £1,513 | 8% |
| 3 | Germany | £1,223 | 7% |
| 4 | Australia | £1,018 | 5% |
| 5 | Irish Republic | £797 | 4% |
| 6 | Spain | £776 | 4% |
| 7 | Italy | £760 | 4% |
| 8 | Netherlands | £627 | 3% |
| 9 | Canada | £559 | 3% |
| 10 | Switzerland | £547 | 3% |

The markets which have declined most on average across the last five years in terms of absolute reduction in spending are topped by the large Republic of Ireland market. The 'relative' decline figures show that the value of visits from Greece and Poland have decreased by 11% and 10% respectively on average each year across the last five years.

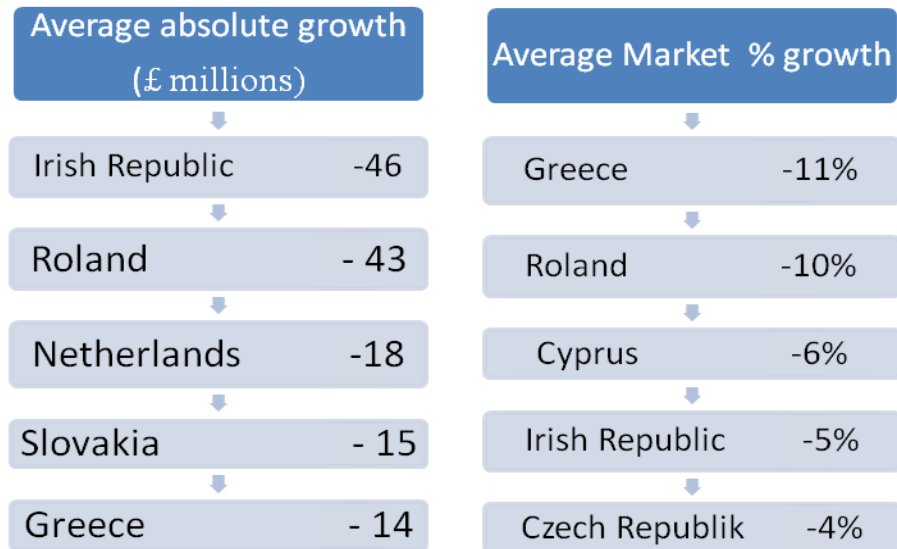
PRINCIPAL MAKEST SHOWING RECENT GROWTH



Exercise 3. Transfer the given information from the passages onto a table.

| No | Activity | | | |
|----|----------|-------|------|-------|
| | Country | Where | When | Score |
| 1. | | | | |

PRINCIPAL MARKETS SHOWING RECENT GROWTH



Journey Purpose & Seasonal Spread

In 2012 nearly two-in-five inbound visits to the UK were for a holiday (38%), while almost a quarter (24%) was for business. Looking at the share of visitor nights by journey purpose it is clear that trips to visit friends or relatives (VFR) account for the largest share (39%), thanks to the fact that these trips involve a longer than average length of stay.

By contrast VFR trips account for a lower share of inbound visitor spend (21%) than they do of visits (29%), while holiday and business spending (40% and 24% respectively) are in line with their respective share of visits (38% and 24%).

In 2012 the period April to September accounted for over three in five holiday visits (30% April to June, 32% July to September), whilst only around one-in-six (17%) were in the first three months of the year. By contrast business visits show a more even seasonal spread (23%-27%), while VFR trips are more likely to take place in the last two quarters of the year (27%, 26%) than the January to March (21%) period.

Breakdown by journey purpose



Journey purpose by season



Mode of Travel

The UK enjoys excellent global connectivity, with well over 100 countries having direct air connections to the UK in 2012. It can be seen from the pie chart that in 2012 almost three quarters of inbound visitors reached the UK by air. As visitors who travel by air tend to spend more per visit than those using other means of transport the share of visitor spend accounted for by visitors who fly to the UK stood at 84% in 2012.

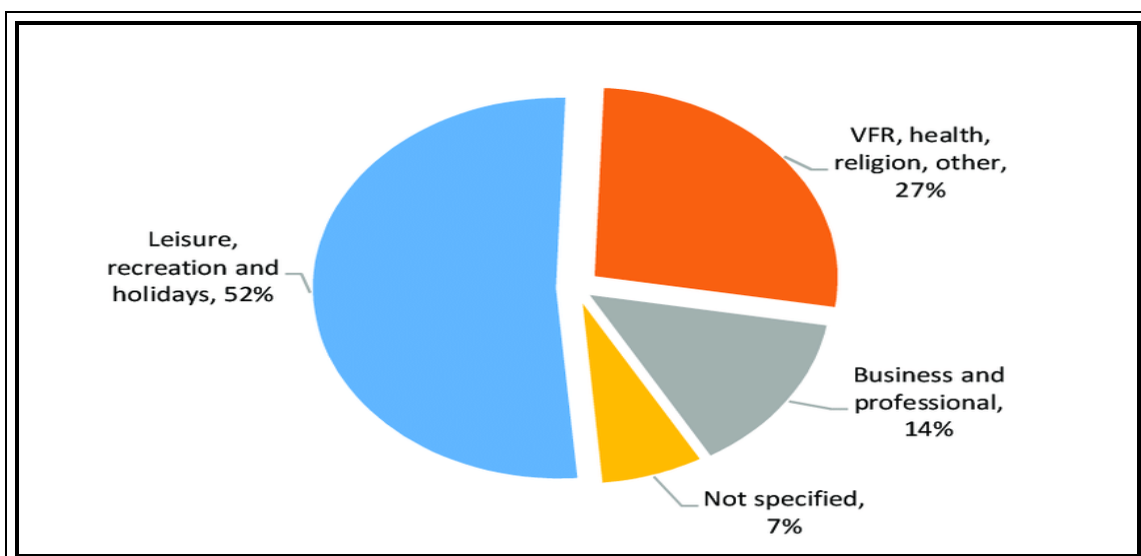
Visitors who do not travel by air are almost evenly split between those who travel by ferry (14%) or use the Channel Tunnel (13%).

London is a key destination for inbound visitors to the UK. In 2012 15.5 mln visitors spent time in the capital. This represents 54% of all inbound visitor spending.

The rest of England attracted 12.8 million inbound visitors, representing 33% of all inbound visitor spend. Scotland attracted 2.2 mln visitors and 8% of all visitor spending, with the equivalent figures for Wales being 0.9 mln visits and 2% of visitor spend.

The *other* category includes visits to the Channel Islands and Isle of Man, along with those visitors whose nights in the UK were spent travelling.

Note: 1.8 mln visitors from overseas made *day trips* to the UK in 2012.



Inbound tourism by purpose of visit

THE NUMBER OF INTERNATIONAL TRAVELLERS

The World Tourism Organization reports the following ten countries as the most visited in terms of the number of international travellers.

| No | Country | UNWTO Region | International tourist arrivals (2012) | International tourist arrivals (2011) | Change (2011 to 2012) | Change (2010 to 2011) |
|-----|--|--------------|---------------------------------------|---------------------------------------|-----------------------|-----------------------|
| 1. |  France | Europe | 83.0 mln. | 81.6 mln. | +1.8% | +5.0% |
| 2. |  USA | N.America | 67.0 mln. | 62.7 mln. | +6.8% | +4.9% |
| 3. |  China | Asia | 57.7 mln. | 57.6 mln. | +0.3% | +3.4% |
| 4. |  Spain | Europe | 57.7 mln. | 56.2 mln. | +2.7% | +6.6% |
| 5. |  Italy | Europe | 46.4 mln. | 46.1 mln. | +0.5% | +5.7% |
| 6. |  Turkey | Europe | 35.7 mln. | 34.7 mln. | +3.0% | +10.5% |
| 7. |  Germany | Europe | 30.4 mln. | 28.4 mln. | +7.3% | +5.5% |
| 8. |  UK | Europe | 29.3 mln. | 29.3 mln. | -0.1% | +3.6% |
| 9. |  Russia | Europe | 25.7 mln. | 22.7 mln. | +13.4% | +11.9% |
| 10. |  Malaysia | Asia | 25.0 mln. | 24.7 mln. | +1.3% | +0.6% |

INTERNATIONAL TOURISM RECEIPTS

| No | Country | UNWTO Region | International tourism receipts (2012) | International tourism receipts (2011) | Change (2011 to 2012) | Change (2010 to 2011) |
|----|--|--------------|---------------------------------------|---------------------------------------|-----------------------|-----------------------|
| 1. | USA | N.America | \$126.2 bn | \$115.6 bn. | +9.2% | +11.7% |
| 2. |  Spain | Europe | \$55.9 bn | \$59.9 bn | -6.6% | +14.0% |
| 3. |  France | Europe | \$53.7 bn | \$54.5 bn | -1.5% | +16.2% |
| 4. |  China | Asia | \$50.0 bn | 48.5 mln | +3.2% | +5.8% |
| 5. |  Macau, China | Asia | \$43.7 bn | \$38.5 bn | +13.7% | +38.3% |
| 6. |  Italy | Europe | \$41.2 bill. | \$43.0 bill. | -4.2% | +10.9% |
| 7. |  Germany | Europe | \$38.1 bill. | \$38.9 bill. | -1.9% | +12.1% |
| 8. |  UK | Europe | \$36.4 bill. | \$35.1 bill. | +3.7% | +8.2% |

HISTORICAL PERSPECTIVE OF WORLD TOURISM

The substantial growth of the tourism activity clearly marks tourism as one of the most remarkable economic and social phenomena of the past century. The number of international arrivals shows an evolution from a mere 25 mln international arrivals in 1950 to an estimated 806 mln in 2005, corresponding to an average annual growth rate of 6.5%

During this period, development was particularly strong in Asia and the Pacific (13% on average a year) and in the Middle East (10%) while the Americas (5%) and Europe (6%), grew at a slower pace and slightly below the world's average growth. New destinations are steadily increasing their market share while more mature regions such as Europe and the Americas tend to have less dynamic growth.

Europe's world share declined by over 10 % points since 1950 whereas the Americas lost 13 % points. Though the Americas' performance has been most affected by the declines suffered in the past years, the fact is that its annual average growth rate for the period 1950-2000 was 5.8%, also bellow the average for the world (6.8%).

Europe and the Americas were the main tourist-receiving regions between 1950 and 2000. Both regions represented a joint market share of over 95 % in 1950, 82% forty years later and 76% in 2000.



SOME TYPES OF TOURISM

Pro-poor tourism, which seeks to help the poorest people in developing countries, has been receiving increasing attention by those involved in development; the issue has been addressed through small-scale projects in local communities and through attempts by Ministries of Tourism to attract large numbers of tourists.

Research by the Overseas Development Institute suggests that neither is the best way to encourage tourists' money to reach the poorest as only 25% or less (far less in some cases) ever reaches the poor; successful examples of money reaching the poor include mountain-climbing in Tanzania and cultural tourism in Luang Prabang, Laos.

Recession tourism is a travel trend, which evolved by way of the world economic crisis. Identified by American entrepreneur Matt Landau (2007), recession tourism is defined by low-cost, high-value experiences taking place of once-popular generic retreats.

Various recession tourism hotspots have seen business boom during the recession thanks to comparatively low costs of living and a slow world job market suggesting travellers are elongating trips where their money travels further. When there is a significant price difference between countries for a given medical procedure, particularly in Southeast Asia, India, Eastern Europe and where there are different regulatory regimes, in relation to particular medical procedures (e.g. dentistry), travelling to take advantage of the price or regulatory differences is often referred to as **medical tourism**.

Educational tourism developed, because of the growing popularity of teaching and learning of knowledge and the enhancing of technical competency outside of the classroom environment. In educational tourism, the main focus of the tour or leisure activity includes visiting another country to learn about the culture, such as in Student Exchange Programs and Study Tours, or to work and apply skills learned inside the classroom in a different environment, such as in the International Practicum Training Program.

Creative tourism has existed as a form of cultural tourism, since the early beginnings of tourism itself. Its European roots date back to the time of the Grand Tour, which saw the sons of aristocratic families traveling for the purpose of mostly interactive, educational experiences. More recently, creative tourism has been given its own name by Crispin Raymond and Greg Richards, who as members of the Association for Tourism and Leisure Education (ATLAS), have directed a number of projects for the European Commission, including cultural and crafts tourism, known as sustainable tourism.

They have defined *creative tourism* as tourism related to the active participation of travellers in the culture of the host community, through interactive workshops and informal learning experiences. Meanwhile, the concept of creative tourism has been picked up by high-profile organizations such as UNESCO, who through the Creative Cities Network, have endorsed creative tourism as an engaged, authentic experience that promotes an active understanding of the specific cultural features of a place.

More recently, creative tourism has gained popularity as a form of cultural tourism, drawing on active participation by travelers in the culture of the host communities they visit. Several countries offer examples of this type of tourism development, including the UK, Austria, France, the Bahamas, Jamaica, Spain, Italy and New Zealand.

The growing interest of tourists in this new way to discover a culture regards particularly the operators and branding managers, attentive to the possibility of attracting a quality tourism, highlighting the intangible heritage (craft workshops, cooking classes, etc.) and optimizing the use of existing infrastructure (through the rent of halls & auditorium). One emerging area of special interest has been identified by Lennon and Foley (2000) as **dark tourism**. This type of tourism involves visits to *dark* sites, such as battlegrounds, scenes of horrific crimes or acts of genocide, for example: concentration camps. Dark tourism remains a small niche market, driven by varied motivations, such as mourning, remembrance, education, macabre curiosity or even entertainment. Its early origins are rooted in fairgrounds and medieval fairs.



Amalia Glacier, South Patagonia, Chile



Lonely Planet

Also known as ***Tourism of Doom***, or ***Last Chance Tourism*** this emerging trend involves travelling to places that are environmentally or otherwise threatened (the ice caps of Mount Kilimanjaro, the melting glaciers of Patagonia, or the coral of the Great Barrier Reef) before it is too late.

Identified by travel trade magazine Travel Age West editor-in-chief Kenneth Shapiro in 2017 and later explored in The New York Times, this type of tourism is believed to be on the rise. Some see the trend as related to sustainable tourism or ecotourism due to the fact that a number of these tourist destinations are considered threatened by environmental factors such as global warming, overpopulation or climate change. Others worry that travel to many of these threatened locations increases an individual's carbon footprint and only hastens problems threatened locations are already facing.

The World Tourism Organization forecasts that international tourism will continue growing at the average annual rate of 4%. With the advent of e-commerce, tourism products have become one of the most traded items on the Internet.

Tourism products and services have been made available through intermediaries, although tourism providers (hotels, airlines, etc.), including small-scale operators, can sell their services directly. This has put pressure on intermediaries from both on-line and traditional shops. It has been suggested there is a strong correlation between tourism expenditure per capita and the degree to which countries play in the global context.

Not only as a result of the important economic contribution of the tourism industry, but also as an indicator of the degree of confidence with which global citizens leverage the resources of the globe for the benefit of their local economies.

This is why any projections of growth in tourism may serve as an indication of the relative influence that each country will exercise in the future. There has been a limited amount of orbital space tourism, with only the Russian Space Agency providing transport to date.

Sport tourism. Since the late 1980s, sports tourism has become increasingly popular. Events such as rugby, Olympics, Commonwealth games, Asian Games and football World Cups have enabled specialist travel companies to gain official ticket allocation and then sell them in packages that include flights, hotels and excursions.

The focus on sport and spreading knowledge on the subject, especially more so recently, lead to the increase in the sport tourism.

Most notably, the international event such as the Olympics caused a shift in focus in the audience who now realize the variety of sports that exist in the world. In the United States, one of the most popular sports that usually are focused on was Football.

This popularity was increased through major events like the World Cups. In Asian countries, the numerous football events also increased the popularity of football. But, it was the Olympics that brought together the different sports that lead to the increase in sport tourism. The drastic interest increase in sports in general and not just one sport caught the attention of travel companies, who then began to sell flights in packages.

Due to the low number of people who actually purchase these packages than predicted, the cost of these packages plummeted initially. As the number start to rise slightly the packages increased to regain the lost profits. With the certain economic state, the number of purchases decreased once again. The fluctuation in the number of packages sold was solely dependent on the economic situation, therefore, most travel companies were forced to set aside the plan to execute the marketing of any new package features.

Latest trends

As a result of the late-2000s recession, international arrivals suffered a strong slowdown beginning in June 2008. Growth from 2017 to 2018 was only 3.7% during the first eight months of 2018. This slowdown on international tourism demand was reflected in the air transport industry, with a negative growth in September 2008 and a 3.3% growth in passenger traffic through September. The hotel industry also reported a slowdown, with room occupancy declining. In 2018 worldwide tourism arrivals decreased by 3.8%.

By the first quarter of 2019, real travel demand in the United States had fallen 6% over six quarters. While this is considerably milder than what occurred after the 9/11 attacks, the decline was at twice the rate as real GDP has fallen.

However, evidence suggests that tourism as a global phenomena shows no signs of substantially abating in the long term. It has been suggested that travel is necessary in order to maintain relationships, as social life is increasingly networked and conducted at a distance. For many vacations and travel are increasingly being viewed as a necessity rather than a luxury, and this is reflected in tourist numbers recovering some 6.6% globally over 2009, with growth up to 8% in emerging economies. A 2010 report into space tourism anticipated that it could become a \$1 bn market by 2030.

Exercise 1. Add some information & make up a small report and give a talk in class.

Exercise 2. Read the text & pick up the essential details in the form of quick notes.

Exercise 3. Analyze the information, which is in the highlight, and use it in practice.



CONCEPTUAL BASIS FOR TOURISM

The concept of mainstream and alternative tourism needs to be reviewed in theoretical perspective. Although European guidebooks date to the fourteenth century and European scholars began to write about the phenomenon of tourism as early as 1899, serious interest in tourism as an institution spans only two decades.

Analyzing the literature to date, Jafar Jafari has aggregated the individual opinions and writings about tourism into four groups, each with *a distinctive position or consolidated platform on tourism*. The four platforms appeared in chronological order but are not mutually exclusive. One has not replaced the other, and all four platforms are still being individually used:

The Advocacy Platform includes both private and public interests that "focus on tourism's importance to the economy" as a labour-intensive industry that generates foreign exchange, preserves environment, revives traditions of the past, and actively promotes cultural performances. This viewpoint became a strong voice in the 1960s as nationalism swept many countries into independence, heightening their need for funds, is still prevalent.

It was recently expressed as the route to success *with mass tourism as a ticket to development*. *The Cautionary Platform* grew out of research and case studies largely undertaken in the 1970s by social scientists that questioned the validity of the benefit claims as contrasted to the realities of commoditization of culture and other negative impacts on a host society. An extensive literature supports the voiced concerns and challenges the Advocates.

The Adaptancy Platform, benefiting from the arguments raised by its predecessors, seeks new strategies for tourism such as indigenous tourism, soft tourism, green tourism, sensitized tourism, responsible tourism, appropriate tourism, alternative tourism, cottage tourism, local level tourism. However, "the Adaptancy Platform has emerged as a partial remedy, but strategies have not been fully developed to accommodate the mass tourism generated globally. Tourism's forms and practices can be influenced but their volume cannot be curtailed". *The Knowledge-Based Platform* is the most recent development and "aims at positioning itself on a scientific foundation which simultaneously maintains bridges with other platforms. The many studies are intended to contribute to a holistic study or treatment of tourism.

The main goal is the formulation of a scientific body of knowledge on tourism".

CONCEPTUAL FRAMEWORK



THE ORIGINS OF MASS TOURISM

In the late 18th century, seawater gained a reputation for its medicinal properties and as a result, many British coastal fishing villages were transformed into fashionable resorts. Brighton and Weymouth both became popular with genteel holidaymakers after George III paid them a visit to try and cure the fits of madness from which he suffered.

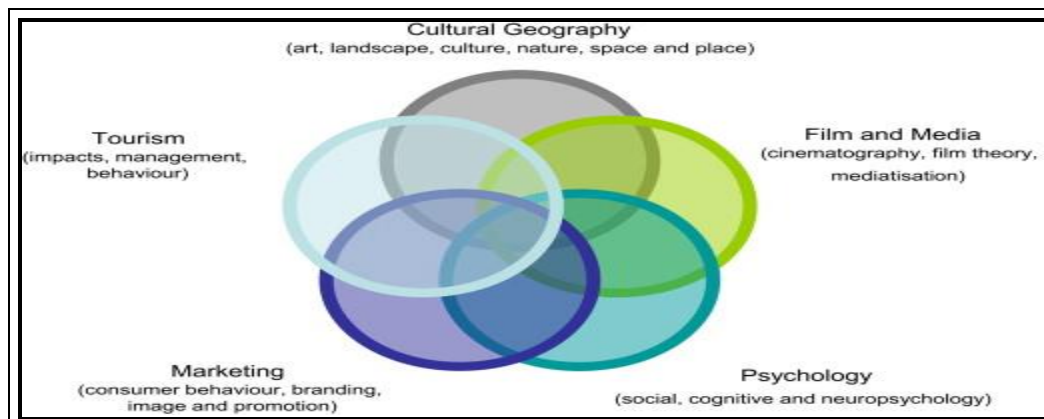
The earliest organisation of anything that we would recognise today as tourism started in the mid-19th century. Thomas Cook is historically credited with organizing the first ever tourist excursion in 1841 when he sold tickets for a train ride from Leicester to Loughborough as a means of promoting the Temperance cause. Methodist missionary Henry Lunn pioneered the skiing holiday just a few years later.

It was the Industrial Revolution that really began to open up tourism to the working classes. As a result of the widespread social and technological reforms a new middle class grew up, whose increased prosperity meant that they could afford to travel.

The Bank Holiday Act of Parliament in 1871, creating four annual public holidays and the Factory Act of 1901, which gave the first ever paid annual holiday allowance of six days, provided the necessary legislation to give the working British public leisure time at no financial loss. The new railways provided cheap travel to seaside resorts such as Scarborough and Blackpool. Public holidays would see a mass exodus from the large cities of Manchester, Liverpool and Leeds to the coast, for people to be entertained at fun-fairs and shows catering to the tastes of the working man.

People were also becoming aware of a world outside their own direct experience.

Soldiers travelling to foreign countries saw opportunities and wanted to return in peacetime. The colonial era brought India, Australia, Africa and other parts of the world into the spotlight of the European colonial powers. The advent of photography provided visual evidence of the existence of the exotic and began to stir interest among the more adventurous to see sights for themselves. The Taj Mahal, the Pyramids and the Sphinx and the Statue of Liberty are all examples of famous tourist attractions, which we travel to see in real life because we've seen pictures of them. In only a century the holiday has changed beyond recognition. In 1890 a typical family holiday would be a day trip to the nearest seaside town. Armed with bucket and spade and a picnic, the family would take advantage of the half-a-crown cheap-day excursions offered by the private companies who ran the new railway network. The 1990s family, however, is far more likely to take a two-week package tour to the Mediterranean, where the whole holiday will be paid for before leaving home and one can enjoy the guaranteed sunshine.



MASS TOURISM

Mass tourism is the act of visiting a destination with large amounts of people at one time, and the study of the effect that large amounts of people can have on a particular destination, or on a particular destination which has been over-exposed by single tourists having been there repeatedly. These tourists help other businesses such as telecommunication services. Traditional, large scale tourism commonly, but loosely used to refer to popular forms of leisure tourism pioneered in southern Europe, the Caribbean, North America in the 1960s and 1970s. Mass travel could only develop with improvements in technology allowed the transport of large numbers of people in a short space of time to places of leisure interest, and greater numbers of people began to enjoy the benefits of leisure time. In the United States, the first great seaside resort, in the European style, was Atlantic City, New Jersey, and Long Island.

In Continental Europe, early resorts included Ostend (for the people of Brussels), and Boulogne-sur-Mer (Pas-de-Calais) and Deauville (Calvados) (for Parisians).

The pioneer of modern mass tourism was Thomas Cook who, on 5 July 1841, organized the first package tour in history. He arranged for the rail company to charge one shilling per person for a group of 570 temperance campaigners from Leicester to a rally in Loughborough, eleven miles away. Cook was paid a share of the fares actually charged to the passengers, as the railway tickets, being legal contracts between company & passenger, could not have been issued at his own price. There had been railway excursions before, but this one included entrance to an entertainment held in private grounds, rail tickets and food for the train journey. Cook immediately saw the potential of a convenient *off the peg* holiday product in which everything was included in one cost. He organised packages inclusive of accommodation for the Great Exhibition, and afterwards pioneered package holidays in both Britain (particularly in Scotland) and on the European continent (Paris & the Alps were the most popular destinations). He was soon followed by others (the Polytechnic Touring Association, Dean and Dawson), with the result that the tourist industry developed rapidly in late Victorian Britain. Initially it was supported by the growing middle classes, who had time off from their work, and who could afford the luxury of travel and possibly even staying for periods in boarding houses.

The Bank Holidays Act 1871 introduced a statutory right for workers to take holidays, even if they were not paid at the time. By the last quarter of the nineteenth century, the tradition of the working class holiday had become firmly established in Britain. These were largely focused upon the seaside resorts. The spread of the railway network in the 19th century resulted in the growth of Britain's seaside towns by bringing them within easy distance of Britain's urban centres. Blackpool was created by the construction of a line to Fleetwood, and some resorts were promoted by the railway companies themselves – Morecambe by the Midland Railway and Cleethorpes by the Great Central Railway.

Other resorts included Scarborough in Yorkshire, servicing Leeds and Bradford; Weston-super-Mare in Somerset, catering for the inhabitants of Bristol; and Skegness, patronised by the residents of the industrial East Midlands. The cockneys of London flocked to Southend-on-Sea, mainly by Thames Steamer, and the South Coast resorts such as Broadstairs, Brighton, and Eastbourne were only a train ride away with others further a field such as Bournemouth, Bognor Regis and Weymouth.

ALTERNATIVE TOURISM

Alternative Tourism always has an antithesis: commercial, conventional, mass tourism. As lodging, *Alternative Tourism* refers to human scale, small and medium sized local, family, or community enterprises well integrated into the area.

As a tourist product, *Alternative Tourism* is expensive, sold by travel agents to a wealthy clientele or social leaders. *Cultural tourism is the key word.*

Tourism is not just a matter of national growth, but must be conceptualized as part of international relations. In spite of variation during economically or politically sensitive periods, tourism has enjoyed an average growth rate of 8% per annum since World War II.

In 1950, 25.3 mln people crossed borders as international tourists.

This number reached 390 million in 2010 and is projected to grow at 4 to 5% annum through 2011. *The World Tourism Organization* forecasts that tourism will take the first place among world economic activities, and no decline is in sight before 2020.

International tourism makes money and the industrialized nations are the main benefactors. Yet as early as the 1980s, one of the pioneers of the economic theory of tourism, advanced – revolutionary idea that the developing nations should benefit from international tourism. Soon thereafter, the United Nations Conference on Tourism and International Travel proclaimed, "*tourism makes a vital contribution to the economic development of Developing Nations*".

The imposition of international tourism on the developing nations suggests not only a change of scale, but also a turning point. International tourism is not just an international extension of domestic tourism, nor just a major contribution to foreign exchange, but is also a *transmission bed* connecting the developed and the underdeveloped worlds.

Tourism policy has become part of a global project, which lumps together seemingly contradictory economic interests: the organization of vacations and the aspirations for development of economically weak societies.

Thus, *free time* resulting from the exploitation of the surplus value of capital is put back into the calculation of economic productivity.

Societies inexperienced with industrialization are reoriented toward *touristification*, tourism comes to be judged by economic and political criteria within the international framework, a vector for global integration. It becomes a factor in the North-South dialogue and a component of the much-discussed *New World Economic Order*.

Since the 1980s, the Developing Nations have been persuaded to open themselves to international tourism, to give tourism a favoured place in their economy, to welcome foreign capital, and to make fiscal concessions. Many countries have responded enthusiastically, hoping to solve their problems endemic poverty. Immense resort projects were started on the Costa Brava and the Costa del Sol in Spain, on the Bulgarian and Romanian shores of the Black Sea, in Tunisia, the Antilles, the Caribbean, Mexico, Thailand.

At times of crisis, even the Developed Nations see tourism as a primary *export activity* worthy of subvention. Rich countries are adopting policies first intended for the poor, and tourism has become a development factor in post-industrial societies. Almost all nations promote tourism development as a protector of profit, leading to envy and stiff competition for foreign exchange and tourists. Much time and money is now devoted to the *remaking of memory* to create new marketable identities.

Thus, we restore, regenerate, conserve, and preserve works and events as identities for a touristic society. Anything can become a tourist product as long as it can be given value. We invent new deposits to be mined: forgotten folklore, buildings in ruin, and the sites of ancient cities. These accords connect with modern humanistic ecumenical and universalistic ideals whereby each culture is supported to make a special contribution to *universal culture*.

Active vocabulary

Commercial, conventional, mass tourism, economic productivity, development factor, protector of profit, to promote tourism, foreign capital, to create new marketable identities, revolutionary idea, global integration

Exercise 1. Make the sentences below as true (T) if they give the message of the text, and false (F) if they change the message.

1. Alternative Tourism is not expensive. 2. Tourism is not just a matter of national growth. 3. Tourism has enjoyed an average growth rate of 18% per annum since World War II. 4. Tourism will take the second place among world economic activities. 5. In 1970, 25.3 million people crossed borders as international tourists. 6. This number reached 390 million in 2010 and is projected to grow at 4 to 5% annum through 2011. 7. International tourism doesn't make money. 8. The industrialized nations are the main benefactors. 9. The imposition of international tourism on the developing nations suggests only a change of scale. 10. Tourism policy has become part of a global project. 11. Tourism policy lumps together seemingly contradictory economic interests. 12. Societies experienced with industrialization are reoriented toward tourism. 13. Tourism comes to be judged by economic and political criteria within the international framework. 14. A vector for global integration becomes a factor in the North-South dialogue. 15. Since the 1990s, the Developing Nations have been persuaded to open themselves to international tourism.

Exercise 2. Answer the questions.

1. What was done to give tourism a favoured place in their economy? 2. What was suggested to welcome foreign capital and make fiscal concessions? 3. What has responded hoping to solve their problems endemic poverty? 4. Where were immense resort project started? 5. When do the developed nations see tourism as a primary *export activity* worthy of subvention? 6. What kinds of countries are adopting policies first intended for the poor? 7. What connects with modern humanistic ecumenical and universalistic ideals? 8. Has tourism become a development factor in post-industrial societies?

Exercise 3. Analyze the information, which is in the highlight, and use it in practice.

Exercise 4. Add some information & make up a small report and give a talk in class.

Exercise 5. Read the information & pick up the essential details in the form of quick notes.

Exercise 6. Analyze the figures in the text and make a chart.

| № | Activity | | | |
|----|----------|-------|------|-------|
| | Event | Where | When | Score |
| 1. | | | | |

HISTORY OF ALTERNATIVE TOURISM

The flurry of research and publication concerning mainstream and alternative tourism in the past two decades can be placed in historical perspective.

Most analysts recognize that tourism takes on forms appropriate to an era, and therefore historic styles develop consistent with population size, economic status, available modes of transport, and geographical habitats of home in comparison with destinations abroad. Public participation creates mainstream tourism, usually in several variations at any given time; and the needed infrastructure develops accordingly.

In addition, the existence of *alternative* to mainstream tourism is not new.

Some scientists document the history of tourism from the time of the early Greeks to the period after World War II, and this chronology clearly shows both mainstream and *alternative* tourism for more than two millennia. During the Empire the seven hills of metropolitan Rome supported an estimated 1.5 million people, many of whom must have shared modern motivations for travel including the need for fresh air and a change of scene.

Wealthy Romans travelled to Naples, where their vacation homes were constructed on piers built over the water, providing a fine view of Vesuvius reflected in the Bay.

A fragment of etched glass depicting this salubrious scene may well be the first known tourist souvenir. Around this cluster of superior accommodations, lesser folk rented lodging in small rooms on side streets. The rich travelled by chariot from Rome to Naples and built private villas (*diversoria*) for their overnight stops along the highway.

Even though used only three or four nights per year, these en route accommodations were elegantly furnished and maintained by a permanent staff of servants. Their gardens were filled with fruit and flowers, but water was so scarce in the hill country that it was necessary to *water* the plants with wine! To house the commoners who also toured, farmers whose land fortuitously fronted the Roman highway built *tavernas* to provide lodging, meals, and stables and soon were in business as innkeepers.

Not all Romans could travel so far. Early in the Imperial era Tivoli (*originally Tibur*), only a few miles outside Rome became a popular holiday centre noted for its gardens and waterfalls. *Second home* tourism also dates at least to Roman times in the many villas and spas constructed outside every major city of the Empire. Near Rome, Hadrian's Villa, built between 125 and 135 A.D., is still a much-visited attraction.

Tourism became a major industry in the 19th century. The dictionary of 1876 defines tourists as "*people who travel for the pleasure of travelling, out of curiosity and because they have nothing better to do*" and "*even for the joy of boasting about it afterwards*".

Construction of railroads and the innovations of Thomas Cook and George Pullman created new forms of '*mainstream*' tourism such as group tours. In his first nine years in business (1857-1866), Thomas Cook alone handled more than a million customers, building an economic empire in mainstream tourism with his hotel vouchers, rail tickets, traveller's cheques, and a global travel agency network.

European aristocracy (together with the gamblers, ne'er-do-wells, and voyeurs who followed them) created at Nice the first European winter resort where a cluster of palatial hotels with ballrooms and adjoining concert halls provided annual recreation for some 60,000 *hivernants* (winter visitors) amidst opulence, indoor toilets, and a discriminating hotel staff.

And tiny adjacent Monaco attained its fame with the establishment of a resplendent casino to serve the so-called *international set*. However, *alternative* forms of tourism also developed in Europe during this same period. Noteworthy is the article on *tramping* by members of the British working classes for whom these "*tramp trips appear to have become rites of passage to full male adulthood*".

The similar French *Tour de France* & the German *Wanderpflicht* provided European journeymen with an opportunity to gain work experience away from home, and thereby served to "*regulate competition by geographically dispersing workers and delaying Entrance to master craftsman status*" for as long as four to five years.

Compagnonnage as a rite of passage into manhood is said to have been one of the most powerful working class institutions ever developed in France. For domestic tourism some scientists trace the rise of Europe's famous amusement parks, the forerunners of today's theme parks. In the 20th century, the first passenger jet service in 1958 is credited with inaugurating modern mass and charter tourism, with all its attendant problems of overcrowding and pollution. Thus, mainstream tourism in subsequent decades has used airplanes for long-haul travel and autos on the local scene.

The railroad, which reigned supreme during the 19th century, fell quickly into decline.

Mainstream tourism in this century has been primarily north south because of climate, and "*destination countries represent a much wider spread than originating countries, reflecting a spatial diffusion of tourist from the developed world across the globe, with fastest growth in the more remote regions of the Third World*".

Rapid development of resort infrastructure to receive and accommodate airborne guests in favoured spots was responsible for the Miami Beach atmosphere, advertising sun, sea, sand, and sex on beaches from Antigua to Zihuatanejo. Alternately, sun, ski, snow, and sex have become winter sports attractions in resorts from the Arlberg to Zermatt, with the attendant gridlock on mountain access roads.

By 1990s, there is a sense that the public has become *tired* of the crowds, weary of jet lag, awakened to the evidences of pollution, and in search of something *new*.

Innovative but rapidly gaining in popularity as *alternative* vacations for this decade are walking tours (some are very costly because of accommodations and cuisine), badge and canal tours (many are deluxe and expensive), bicycle tours, home and farm stays, and at least within the United States, an increase in domestic tourism.

Active vocabulary

Mainstream tourism, popularity, vacations, deluxe, expensive, rapid development, crowds, resort infrastructure, to accommodate, problems of overcrowding.

Exercise 1. Explain some notions in English.

Alternative – of one or more things available as another possibility the various alternative methods for resolving disputes; (of two things) mutually exclusive the facts fit two alternative scenarios; of or relating to activities that depart from or challenge traditional norms an alternative lifestyle¹; a possibility of choice, esp between two things, courses of action, etc.; denoting a lifestyle, culture, art form, etc., regarded by its adherents as preferable to that of contemporary society because it is less conventional, materialistic, or institutionalized, and, often, more in harmony with nature.

THE DEFINITIONS OF ALTERNATIVE TOURISM

The following article has the purpose of defining what *Alternative Tourism* is.

To understand this concept we should explore what tourism is and begin classifying in some way the diverse types of tourism. The diverse tourism types are created from the experiences that tourists want to experience; such are the cases of the nature tourism, cultural tourism, adventure tourism, among others. Each type of tourism is a way to give a denomination to a new market niche for a different experience. Such is the case of the two big types of tourism: (1) mass tourism, and (2) alternative tourism.

Mass Tourism or *Traditional Tourism* generally refers to the big conglomerates or tourist resorts in the world. Where the tourist companies are property of big transnational corporations, where one expects the same type of service and facilities whether in Bali or in New York, and where there is little interaction with the local communities.

On other a counterpart has arisen hence its name *Alternative Tourism*, concept that is defined as not being mass tourism.

Under the alternative tourism concept we can find a series of classifications and types of tourism. What characterizes the concept of *Alternative* is the existence of small or medium companies, created by families or friends, where there is the possibility of more contact with the communities and where most of the times there is a respect for the environment. This concept is generally used by government institutions and academics, and very rarely a traveller will ask in an information centre for places or activities of alternative tourism. Some researches have tried to define alternative tourism as a tourism that gives emphasis to the contact and understanding between the hosts and the tourist, as well as the environment.

Also as a tourism that is consistent with the natural, social and community values and that allows a positive relationship among locals and tourists. Alternative tourism includes micro and small companies of local inhabitants' property. Other characteristics of alternative tourism are smaller impacts in the natural and social environments, links with other sectors (agriculture, craft) of the local economy and retention of earnings in the region.

As we already mentioned government institutions use the concept and many times in an incorrect way, including in the *alternative* activities things like golf! In spite of these errors and the incorrect classifications that governments make of the different types of alternative tourism, we consider that the concept is useful.

The classifications that can be included under the concept of alternative tourism can be Natural, Cultural, Events and Others. The *Natural* tourism you can undertake in natural places, about the nature, and/or for the preservation of the natural environment includes: adventure tourism, ecotourism, and nature tourism.

The *Cultural* tourism involves contact and learning about a culture) it includes the archaeological, rural tourism, religious and ethnic. *Events* – tourism interested in experiencing characteristic events of an area or important annual events include sports, carnivals and festivals for example. In the classification of other everything enters that you cannot include in the other classifications like volunteering, farm stays, educational tourism, etc.

Tourism was not defined only by its counterpart *mass tourism*, but also through the type of experiences lived by the tourist, the way it is supplied through small and medium operators, as well as by whom is benefited with the revenues of these companies.

Although it is a concept many times criticized to be of little use by the operators and tourists it helps us to understand that the experiences searched for by the tourists are changing. Tourism is looking for an *alternative* both cultural and natural, both personal and authentic, an *alternative tourism*.

Exercise 1. Analyze the topical vocabulary, learn it and make up sentences with it.

Touristifying – to make suitable for tourists, especially by adding superficial frills at the expense of authenticity.

touristiques (touristlike) – resembling or characteristic of a tourist.

touristry – tourist industry

touristscape – any and all things of interest to a tourist, including attractions, cultural sites, restaurants and hotels, souvenir shops, tourist districts.

Staging Tourism: Bodies on Display from Waikiki to Sea World.

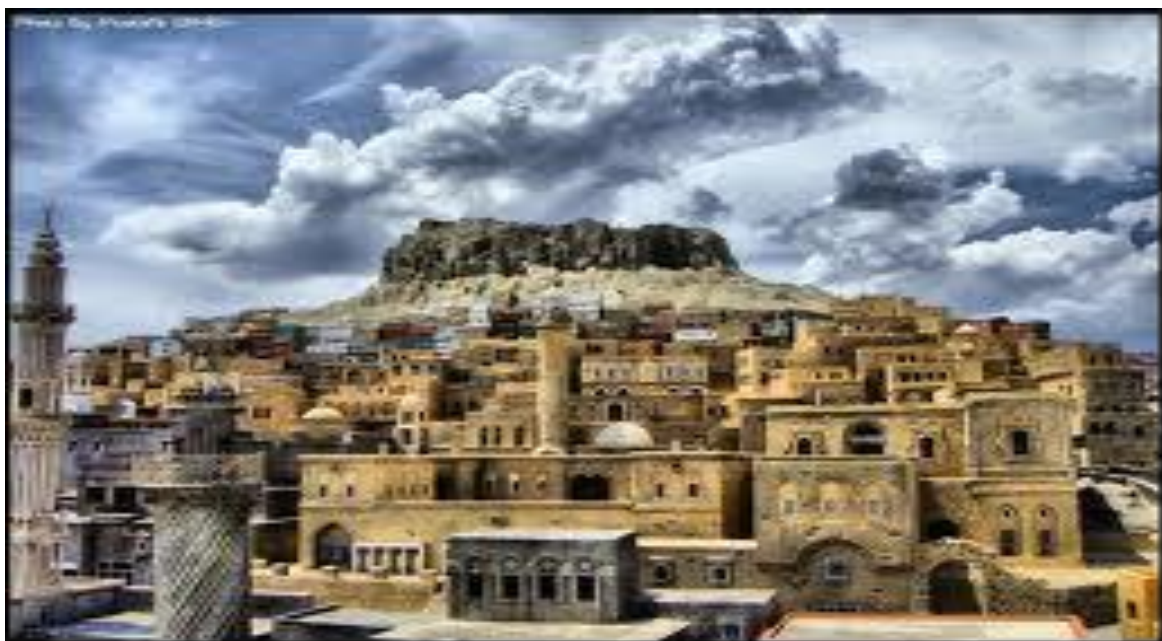
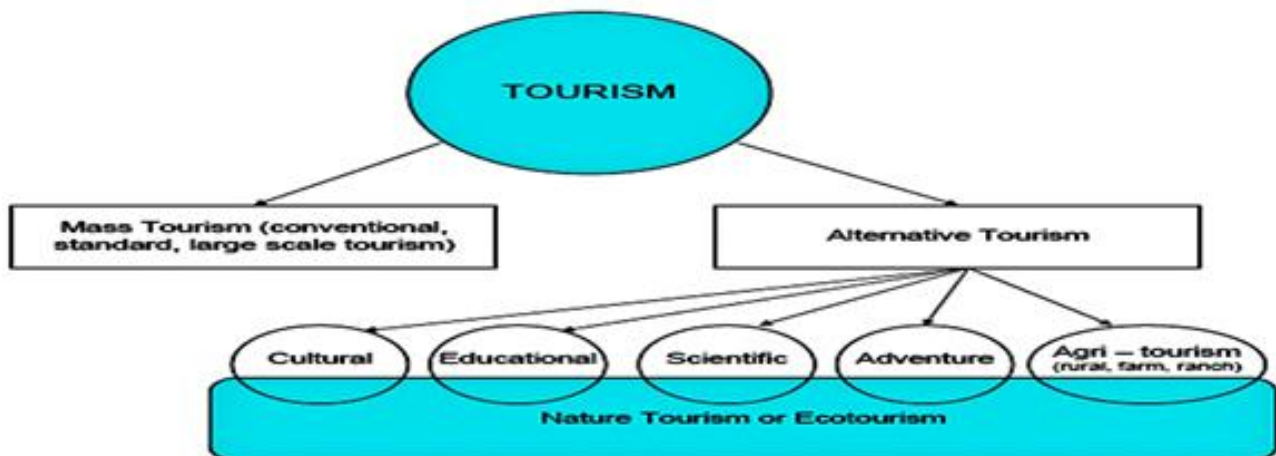
Strategic Management for Tourism Communities.

Tourists, Signs and the City: The Semiotics of Culture in an Urban Landscape.

touriere (French) – portress (female porter in a convent)

tourmate – a person with whom one goes on a tour.

tourment – torture, torment, discomfort, pain.



WHAT IS ALTERNATIVE TOURISM?

Alternative tourism has emerged as one of the most widely used and abused phrases of the last decade. Even the most ardent proponent of tourism or the ugliest of *ugly tourists* will probably acknowledge that tourism creates a wide range of problems, even though it may have tremendous economic and social benefits.

What is alternative tourism? Alternative to what? It is obviously not alternative to all other forms of tourism, but rather to the least desired or most undesired type of tourism, essentially what is known as mass tourism. The rejection of mass tourism is not new. Thomas Cook's tourists aroused great opposition from the elite individual tourists they encountered on their travels in the nineteenth century.

Social scientists have long expressed concern over the effects of tourist-related development and visitation on human values, traditions, and behaviour in host destinations.

These concerns have met two fairly significant problems: first, the economic value of mass tourism, at least at national and perhaps regional levels, and second, the fact that many people seem to enjoy being mass tourists. They actually like not having to make their own travel arrangements, not having to find accommodations when they arrive at a destination, being able to obtain goods and services without learning a foreign language, being able to stay in reasonable and sometimes considerable comfort, being able to eat relatively familiar food, and not having to spend vast amounts of money or time to achieve these goals.

Mass tourists are prepared to give up genuine one-on-one authentic local cultural contact and the harsh realities of the Third World or Old World existence in return for these conveniences, seen by them as benefits. A brief examination of what appear to be major effects resulting from tourism development is in order. They include

- price rises (labour, goods, taxes, land);
- change in local attitudes and behaviour;
- pressure on people (crowding, disturbance, alienation);
- loss of resources, access, rights privacy;
- denigration or prostitution of local culture;
- reduction of aesthetics;
- pollution in various forms;
- lack of control over the destination's future;
- specific problems: vandalism, litter, traffic, low-paid seasonal employment.

These problems are common to many forms of development and in many cases represent dissatisfaction with one or both of change from the status quo and overreaching of acceptable levels of impact. In many areas for many years, tourism was promoted as a panacea, a soft option, with few negative effects.

"Tourists take nothing but photographs and leave nothing but footprints" was until recently an advertising slogan of one Canadian provincial government trying to encourage its citizens to welcome visitors. Why anyone would want to welcome people leaving film wrappers and footprints was not clear, but a little note in the advertisement to the effect that tourists spent several *billion* dollars in Canada may be part of the explanation.

Alternative tourism is often used as a synonym for appropriate tourism. In this context, however, it is necessary to ask the question: appropriate for whom?

In fact, one might, argue that at the root of much of what is being proposed as alternative tourism is really disguised class prejudice. Large numbers of middle and lower class tourists are not welcome, nor are *hippies* in any number, but small numbers of affluent, well-educated and well-behaved tourists are welcomed. Even experienced researchers make similar comments.

Holder writes: "*The country resorts to mass tourism, attracting persons of lower standards of social behaviour and economic power. This leads to the socio-environmental degradation of the tourist destination.*" Alternative tourism is not effective if there are no tourists. There must be sufficient attractions to draw tourists. At present, most alternative tourists, like mass tourists, have many options open to them.

Despite the desire not to attract the mass market, it is necessary for even alternative tourism destinations to attract a market. The main problems include identifying the market, reaching only it, and maintaining it at an acceptable size for a long time.

A major concern is that the process of tourism development would appear to be unidirectional; that is, alternative small scale tourism can change to mass conventional tourism, and perhaps will inevitably do so without strict management and control, but mass conventional tourism is highly unlikely to be able to change to alternative small scale tourism. Two characteristics of destination area economies are felt to be significant in terms of potential changes caused by tourism: the sophistication of the host economy, and the degree of leakage of tourist expenditures from the destination area.

In the context of conventional tourism, local economies tend to become more sophisticated and more developed as tourism grows, but there is always some leakage.

In alternative tourism areas, the economies are normally very simple with high levels of leakage, thus retaining only a smaller amount of tourist expenditures in the area.

This greater leakage may reduce or contain the rate of change or it may mean a great deal of work for relatively little financial gain. Finally, with respect to the political arrangements of destination areas, the degree of local control and the extent of planning practices are two key factors. In most mass tourism areas, local control exists initially to varying degrees but tends to be less effective as development becomes international.

Similarly, the planning process often becomes more conceptual and less realistic, and finally completely reactive. In the alternative tourism scenario, local control over areas is quite common, in many cases because of the remoteness of such areas, but over time becomes equally vulnerable to external pressures.

Planning is often totally absent and, if introduced, may be too late and reactive.

One conclusion which can be drawn is that, at least potentially, alternative forms of tourism penetrate further into the personal space of residents, involve them to a much greater degree, expose often fragile resources to greater visitation, expose the genuine article to tourism to a greater degree, proportionally may result in greater leakage of expenditure, and may cause greater political change in terms of control over development than traditional or mass tourism.

Exercise 1. Pick up all the details associated with tourism from the text.

Exercise 2. Analyze the information, which is in the highlight, and use it in practice.

Exercise 3. Add some information & make up a small report and give a talk in class.

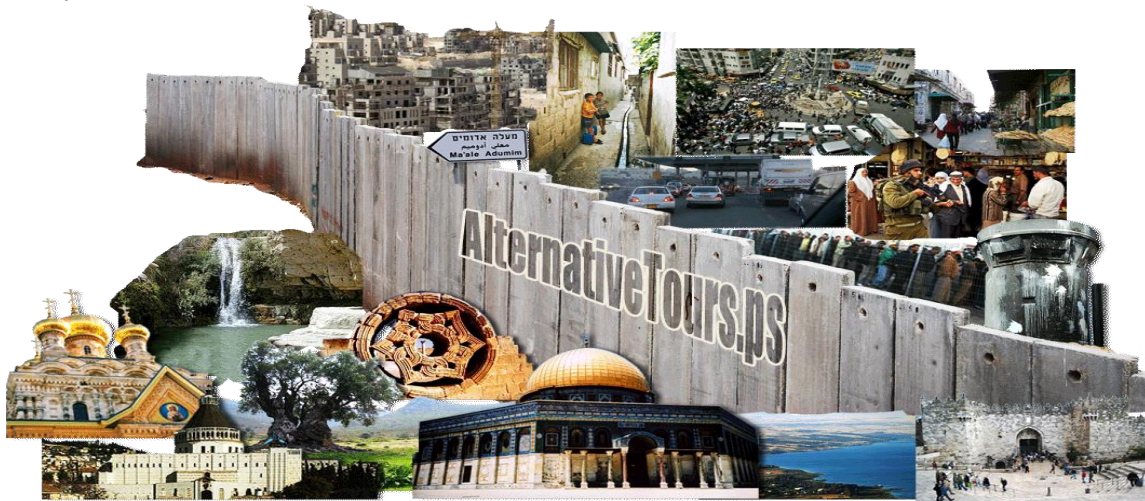
Exercise 4. Read the information & pick up the essential details in the form of quick notes.

Exercise 5. Answer the questions.

1. What is alternative tourism? 2. What will one acknowledge? 3. What is known as mass tourism? 4. Who aroused great opposition from the elite individual tourists? 5. Why have social scientists expressed concern over the effects of tourist-related development? 6. How many fairly significant problems have met these concerns? 7. What are mass tourists prepared to do? 8. What did they include? 9. These problems are common to many forms of development, aren't they? 10. How was tourism promoted in many areas for many years? 11. What was an advertising slogan of one Canadian provincial government like? 12. How is alternative tourism often used? 13. What kind of tourists are not welcome?

Exercise 6. Answer the questions.

1. Alternative tourism is not effective if there are no tourists, isn't it? 2. What must be to draw tourists? 3. Do alternative tourists have many options open to them? 4. What is it necessary for even alternative tourism destinations to do? 5. What is a major concern like? 6. How many characteristics of destination area economies are felt to be significant? 7. Local economies tend to become more sophisticated and more developed as tourism grows, don't they?



GREEK TRAVEL

ALTERNATIVE TOURISM: A NEW DIRECTION

Gone are the days when a country could rely on one asset to attract tourists. Today, destinations must offer variety, special interest niches, and new tourism products to maintain a healthy and vibrant tourism industry. Many investors and entrepreneurs in Greece clearly see the need to expand beyond unique beaches and move into areas, which complement a relaxing week by the seaside. The climate, beauty, history, cultural tradition, and abundant natural resources of Greece translate into many opportunities in alternative tourism offerings. In fact, alternative tourism has become a priority of Greece's tourist policy, backed up by major incentives for potential investors.

This new and rapidly growing sector of Greece's tourism industry includes health tourism, sports tourism, ecotourism, agro-tourism, religious tourism, conference tourism, and other non-traditional products. The kind of tourist who prefers alternative tourism tends to be better educated and is more affluent than most other tourists and it is this kind of tourist that Greece is trying to attract. Alternative tourists are interested in visiting areas where the traditional character of the environment has been retained and is not burdened by over-construction. Greece's policy during the last few years has been to support the restoration of traditional settlements and their buildings for use as hostels.



More than €2 bn is being funnelled into the Greek tourism industry from the EU's Third Structural Fund between 2000 and 2008. Half of this money is allocated for private participation and the Greek National Tourist Organization (GNTO) will be using part of this money to set up alternative forms of tourism.

The areas, which will directly benefit from this funding are eco-tourism, spa resorts, golf courses, marine tourism, congress tourism, and gastronomy. Government officials stress that alternative forms of tourism mean local development and closer co-operation with local authorities. One of the main initiatives in Greece recently was the setting up of a company called Agrotouristiki, which was formed to help in the development of eco-tourism. Through Agrotouristiki, more than 200 applications had been submitted for eco-tourism projects in Greece during 2008.

The purpose of Agrotouristiki is the promotion and development of Greek countryside and the advancement of alternative forms of tourism through high-quality projects. Incentives for alternative tourism investments come with cash grants & subsidies up to 40%. Some companies are playing a key role by offering nature and adventure holidays as alternatives to mass market destinations. These companies see that alternative tourism means sustainable development which must not only protect the natural environment; it must also enhance it. One initiative to call attention to areas of interest is the publication which promotes religious tourism in the region of Thessaloniki.

THE IMPLICATIONS OF ALTERNATIVE TOURISM

Conference tourism, catering to the academic, business, or cultural market, has also become a focal point of Greece's tourist policy. Local authorities and the business community fully support this policy and the government is offering lucrative cash subsidies, leasing subsidies, and tax allowances to build and expand conference facilities. Other markets where support is available include thermal springs & spas, golf-courses, health and beauty farms, and gastronomy.

The implications of alternative tourism need to be examined more closely. These include the reduction in numbers of tourists, the change in type of tourist, the education of all parties involved, and the impacts resulting from a new set of activities.

Reducing numbers of tourists has two aspects: reducing numbers in areas where numbers are currently too great and *limiting potential visitors* to levels compatible with capacity parameters. It is extremely difficult to reduce numbers in a free market situation without prejudicing the viability of the industry. Revenues can be expected to decline, which can result *in loss of employment and reduction in local standard of living*.

Local support is relatively unlikely, certainly not likely to be unanimous. A few places have seen this change, normally where relatively small numbers were involved, and even then not without opposition. Limiting numbers before they become a problem is more attractive but assumes that capacity levels can be identified and agreed upon.

Even if local preferences were accepted, there is no guarantee these would match the goals of alternative tourism proponents. In many cases, local entrepreneurs and politicians have been enthusiastic proponents of mass tourism development.

Politically, the implications of alternative tourism are even less clear but fascinating to speculate upon. Local control and initiative may be stimulated at first but lost to external institutions creating dissatisfaction. Preservation of resources and culture for alternative tourism may run counter to individual desires, and planning may be resented at the local level. More research is needed in this topic.

Changing the type of tourist is as difficult as limiting or reducing numbers.

Others have shown that different tourists have different preferences. Once an area is developed and markets are established, it is next to impossible to change the type of visitor back to that which had come earlier in search of *real tourism*. In addition, while mass tourists are for the most part sedentary and spend their money in a limited number of locations, much of the expenditure of the alternative tourist may be pre-spent *on packages* or spent in small amounts in a wide variety of locations.

Wall has shown that the true *wilderness tourist* spends little or nothing in the wilderness, because in the real wilderness there is nothing on which to spend money.

Most people would probably accept the wisdom of the concept of sustainable development and developing *suitable* and low impact forms of tourism, but short-term reality dictates that the window of opportunity is often limited and the time scales of most entrepreneurs are short. Perhaps not even naively optimistic, to expect a tourist wishing to lie on a beach in the Caribbean to be too interested in *the impact* he or she may have on the social fabric of the island visited, especially when they may not wish to associate with local residents or move out of the hotel complex. *The response* is, with some justification, more likely to be that tourism is supplying jobs and investment and, because the government of that location obviously wants tourists, there is no problem.

The much-needed jobs and income will not necessarily come from alternative tourism. One can therefore argue that tourism which places tourists in local homes, even when they are culturally sympathetic, and not desiring a change in local behaviour, is much more likely to result in changes in local behaviour in the long run than is a larger number of tourists in more conventional tourist ghettos. Where contact with locals is limited, if intensive, and in, what is to locals, and tourists, clearly artificial settings.

Exercise 1. Make the sentences below as true (T) if they give the message of the text, and false (F) if they change the message.

1. Reducing numbers of tourists has three aspects. 2. It is extremely easy to reduce numbers in a free market situation without prejudicing the viability of the industry. 3. Local support is relatively likely, certainly not likely to be unanimous. 4. Many places have seen this change, normally where relatively small numbers were involved. 5. Changing the type of tourist is as difficult as limiting or reducing numbers. 6. Educating people is an alternative that is hard for this author to reject, but it is a mammoth and short-term project. 7. The true local environment can still be found in areas into which tourists penetrate. 8. Tourism is supplying jobs and investment. 9. A few people would probably accept the wisdom of the concept of sustainable development. 10. Tourists are for the most part sedentary and spend their money in a unlimited number of locations.

Exercise 2. Summarize major points about the international and the domestic tourism.

Exercise 3. Find out some synonyms in the text to the following ones.

To maintain, expansion, capable, efficient, to support, to mandate, authorities, to continue, power, to decide, to diminish, survival, to entrust, to intend, importance, to reflect, structure, condition, to deal, development, framework, to forecast, to accept, concept, opportunity, entrepreneur, wishing, to be interested, impact, to associate, often, to supply, obviously, to result, resident, necessarily, income, probably, normally, influence.

Exercise 4. Find out some antonyms in the text to the following ones.

To maintain, expansion, capable, efficient, to support, to continue, to entrust, to intend, importance, to be interested, impact, opportunity, entrepreneur, obviously, to result, necessarily, income, influence, to reflect, structure, development, to accept, to supply, to reduce, probably, certain, difficult, limited, small, short-term, local, changing, normally, sustainable.

Exercise 5. Answer the questions.

1. How many aspects do reducing numbers of tourists have? 2. Is local support unanimous? 3. What are the implications of alternative tourism? 4. Where does a destination aim? 5. What kind of jobs comes from alternative tourism? 5. Who are enthusiastic proponents of mass tourism development? 6. What may be stimulated at first but lost to external institutions creating dissatisfaction? 7. What may run counter to individual desires? 8. Changing the type of tourist is as difficult as limiting or reducing numbers, isn't it? 9. What is it to impossible to change the type of visitor back if an area is developed and markets are established? 10. Are mass tourists for the most part sedentary? 11. What may be present on packages or spent in small amounts in a wide variety of locations? 12. How much does the true wilderness tourist spend? 13. Who would accept the wisdom of the concept of sustainable development? 14. What do impact forms of short-term tourism dictate? 15. Tourism is supplying jobs and investment, isn't it?

TOURIST DEVELOPMENT CLASSIFICATIONS

Most typologies have been confined to local and regional developments in particular environments, notably in *coastal and alpine areas*, with some research being carried out in the Third World destinations. Comparatively little attention has been directed to classifying *urban and rural tourism*. These later studies suggest that the depiction of the Costa Brava as a single region given over to *mass charter tourism* is an oversimplification.

Ski-field development in the French Alps has been examined and classified, identified differences in the scale, intensity, and form of tourist development between the western Alps (France, western Switzerland) and the eastern Alps (eastern Switzerland, northern Italy, Austria, Bavaria). Similar typologies of *rural tourism* are difficult to find, although two three-stage models of second home expansion in rural or peri-urban areas drawing on the Canadian experience and by examining the Paris basin.

All too often, tourism in developing countries is portrayed as being the exclusive realm of large multinational hotel chains or tour operators. Closer analysis in particular countries has shown that different forms of tourism do indeed exist. Large, intermediate, and small accommodation types have been identified within the Caribbean, where they derived categories of *comprehensive luxury and plantation tourism*.

Many *variables and techniques for distinguishing* among different groups of tourists and forms of tourism have been used for the purposes of analyzing *the spatial structures of tourism*. Included here are *measures of accommodation* (type, capacity, occupancy, ratio of beds to host population), attractions (type, number of visitors), *economic impact* (expenditure, employment, revenue,), and tourists (number, origin, seasonality, length of stay,).

Often, selected single measures are used to map spatial variations but occasionally more complex, composite classifications are attempted, as with *typologies of tourism*.

These diverse studies clearly show that many *different forms of tourism* and *types of tourist* can be identified. Many differences occur in the criteria used and *the types of classification* devised. Attempts at assessing the impacts of tourist development, a major preoccupation with tourism researchers, would clearly benefit from a more systematic appraisal of the different processes, which have given rise to those impacts in the same way that market researchers have increasingly emphasized the need for better segmentation in marketing tourism and understanding demand. It may be, for example, that the *deleterious effects of tourism*, such as *water pollution* through the discharge of inadequately treated sewage, are much less in a large, planned resort than with smaller scale *spontaneous developments* lacking appropriate infrastructure.

Exercise 1. Answer the questions.

1. What do most typologies confine?
2. What kinds of researches were carried out in the Third World destinations?
3. How much attention has been directed to classifying urban and rural tourism?
4. What do the later studies suggest?
5. Ski-field development in the French Alps has been examined and classified, hasn't it?
6. What and where do they identify?
7. Are similar typologies of rural tourism difficult to find?
8. How many three-stage models of second home expansion in rural or peri-urban areas are drawing on the Canadian experience?
9. Where is tourism portrayed as being the exclusive realm of large multinational hotel chains or tour operators?
10. What has been identified within the Caribbean?
11. What do these diverse studies clearly show?

MEDICAL TOURISM

Medical Tourism is a concept where a patient travels to another country for medical treatment in order to save costs, or get treatment faster or even to avail of better medical facilities. Most patients from countries like USA and UK travel to developing countries such as India for treatment because India offers some of the cheapest pricing options of treatment, offers a good holiday, there are no waiting lists or queues to stand in, the doctors are comparable to anyone in the world and finally, language does not pose a problem as most people speak English.

India is also working hard to increase its infrastructure to better suit the needs of patients coming to India for treatments such as heart surgery, knee replacement, other orthopaedic treatments, cosmetic surgery, eye care, dental treatment or any other treatment for that matter. This is one of the primary fields which India intends to explore during the coming years. Medical Tourism in India is a fast growing industry and the proposal of a new 1,000-bedded hospital in the capital to cater to visiting foreigners will give it an added fillip. Health care and tourism seems quite an odd couple, but with the growing needs in the health-care industry coupled with the idea of a holiday after, is irresistible and people are looking towards India both for allopathic and ayurvedic treatments.

Not very long ago, Indians used to travel abroad for treatments. The tables have turned now and people are looking to India for medical treatment, thanks to trained doctors, latest technology, lower cost of treatment, etc. India attracts more than a million tourists per year and Goa alone attracts about 1 mln. tourists every year.

Therefore, it is an ideal situation for conversion of tourism into medical tourism. Goa has a large number of resorts and hotels, right from 5-star deluxe to the budget hotels which cater to different classes of foreign tourists.

The idea of medical tourism never crossed the Goan mind until the setting up of the Apollo Victor Hospital at Margao which is the first super specialty, multi-specialty, tertiary care hospital in the state. With the advent of this hospital, Goa suddenly woke up to this new concept, which caters to people coming in either for planned treatments or for unplanned treatments. Goa is an ideal medical tourism destination taking into account its connectivity to many parts of Europe via convenient charter flights and several domestic flights every day from large cities of India. With the facilities Goa can offer, it could be easily converted into a centre of excellence for Medical Tourism. Add to it, the flavour of Goan hospitality, medical tourism could be made very attractive.

We therefore have an excellent opportunity to market health care in Goa, especially to the Britishers who consist of 60 % of the total tourists arriving in Goa. Add to it, the fact that presently in the UK, the queues to avail services from the national health services are very long and private health care costs at least four times more when compared to India. In Britain, the national health services patients have to sometimes wait for six months to a year to avail of treatments like hip replacement, heart surgeries etc.

Some who are already in the queue for many months do not survive the waiting period and those who survive end up paying four times more than the Indian equivalent for the same treatment. Keeping all these factors in mind, a planned surgery or treatment could be ideally undertaken in Goa with the bonus of a beach holiday thereafter. The Apollo Victor Hospital offers various treatments for the foreigners namely:

Orthopaedic treatments and joints replacement (hip/knee replacement), neurosurgery and spinal surgeries (cold and elective surgeries), cosmetic and plastic surgeries dentistry, ophthalmology and weight loss/bariatric surgery. At any given point of time, 15 to 20 % of the patients in the hospital are foreigners. To complement allopathic tourism, ayurveda treatments are also available in Goa.

It is holistic in nature and consists of not only treatments therapies but also wellness therapies including medication and yoga which are so essential to the well being of any person. Medical Tourism is still in a very nascent stage in Goa and except for a very few who have seen its vast potential, it can grow still more with the support of the government.

Therefore what is needed and what should be done by the government is to market Goa not only as a beach tourism destination but also as a medical tourism destination.

It needs a strong marketing strategy with a focus for the next 5-10 years and committed and aggressive marketing in order to attract more and more patients to Goa.

It is not a very difficult task taking into account the beauty of the state and the resources it has, and all it needs is political will.

Medical Tourism is a developing concept whereby people from world over visit India for their medical and relaxation needs. Most common treatments are heart surgery, knee transplant, cosmetic surgery and dental care. The reason India is a favourable destination is because of its infrastructure and technology in which is in par with those in USA, UK and Europe. India has some of the best hospitals and treatment centres in the world with the best facilities. Since it is also one of the most favourable tourist destinations in the world, Medication combines with tourism has come into effect, from which the concept of Medical Tourism is derived.

India is promoting the *high-tech healing* of its private healthcare sector as a tourist attraction. The government hopes to encourage a budding trade in medical tourism, selling foreigners the idea of travelling to India for low-cost but world-class medical treatment.

More and more people have started travelling to India for Medical Treatment and during the past year alone, over 150000 people travelled to India for their medical requirements.

Medical Tourism is finally coming of age. India boasts of several good private owned hospitals with facilities second to none. They have some of the best doctors, with most top end being educated in USA and UK. When it comes to becoming a doctor, India has some of the stringiest criteria. Language is another plus factor – English, which is widely spoken throughout the country and in all good hospitals. Furthermore, the costs are much lower than most countries and most importantly, there are no waiting lists. With all the media hype about medical tourism, most hospitals have geared themselves up for medical tourists from abroad.

For all those still hesitant to travel abroad for treatment, try getting a package deal with a company such as Health Line and you will get an idea of how much you can save.

No cost is incurred for getting a quote or medical advice over email. Doctors are very willing to help patients abroad feel comfortable and will be more than happy to respond to your queries through such medical tourism companies. With the introduction of the medical visa, it will now be easier than ever to travel to India. If your treatment requires an extension, the medical visa can be extended without any problem.

Exercise 1. Read the text & pick up the essential details in the form of quick notes.

Exercise 2. Make up an outline of the text and render the main idea of it.

Exercise 3. Read the text and answer the question: What exactly is medical tourism?

Broadly speaking, medical tourism is the practice of going abroad for medical care.

As a general way of life, medical tourism dates back to the earliest days of civilization when patients would travel far and wide in search of medical expertise and counselling. As an industry, however, it is only a few decades old.

Globalization and mass communication have helped many developing countries compete in the wider world of health care. Due to lower labour costs, more flexible malpractice laws, and heavy investing, certain medical tourism destinations have emerged as leaders in affordable health and medicine. Medical tourism is the practice of travelling to another country in order to receive medical attention, be it heart surgery, breast implants, a hip replacement, or dental work. Depending on the location and procedure, a medical vacation can cost 50%, 30%, or even 10% of what you would pay at home.

Even when you factor in air fare, hotels, travel insurance, car rentals, shopping, and dining, many medical vacations are substantially more affordable than domestic health care is. For example, a heart valve operation that might require \$100,000 in the States could cost well under \$10,000 in a country like India where lower labour costs help drive down the price considerably. The same is true in popular medical tourism destinations like Thailand, Argentina, Singapore, and Hungary.

Exercise 4. Read the text and explain the Booming Medical Tourism.

The concept of medical tourism is not a new one. The first recorded instance of medical tourism dates back thousands of years to when Greek pilgrims travelled from all over the Mediterranean to the small territory in the Saronic Gulf called Epidauria.

This territory was the sanctuary of the healing god Asklepios. Epidauria became the original travel destination for medical tourism. Spa towns may be considered an early form of medical tourism. Factors that have led to the recent increase in popularity of medical travel include the high cost of health care or wait times for procedures in industrialized nations, the ease and affordability of international travel, and improvements in technology and standards of care in many countries of the world.

Medical tourists can come from anywhere in the world, including Europe, the UK, West Asia, Asia, US and Canada. This is because of their large populations, comparatively high wealth, the high expense of health care or lack of health care options locally, and increasingly high expectations of their populations with respect to health care.

Health tourism providers have developed as intermediaries to unite potential medical tourists with provider hospitals and other organizations. It has been stated that "*medical tourism is promoted much more heavily in the United Kingdom than in the United States*".

A large draw to medical travel is convenience and speed. Countries that operate public health-care systems are often so taxed that it can take considerable time to get non urgent medical care. The time spent waiting for a procedure such as a hip replacement can be a year or more in Britain and Canada; however, in Singapore, Hong Kong, Thailand, Cuba, Colombia, Philippines or India, a patient could feasibly have an operation the day after their arrival. Additionally, patients are finding that insurance either does not cover orthopaedic surgery (such as knee/hip replacement) or imposes unreasonable restriction on the choice of the facility, surgeon, or prosthetics to be used. Medical tourism for knee / hip replacements has emerged as one of the more widely accepted procedures.

Exercise 5. Read the text & explain what quality vital for healthcare is.

Standards are everything when it comes to health care there are parallel issues around medical tourism, international healthcare accreditation, evidence-based medicine and quality assurance. Those people considering becoming medical tourists may be assisted in making rational choices by whether hospitals providing such services have been assessed and accredited by reputable and independent external accreditation bodies.

In the US, JCI (Joint Commission International) fulfils such a role, which in the UK and Hong Kong, the Trent International Accreditation Scheme is a key player.

The different international healthcare accreditation schemes vary in quality, size, cost, intent and the skill of their marketing. They also vary in terms of cost to hospitals and healthcare institutions using them. Increasingly, some hospitals are looking towards *dual international accreditation*, perhaps having both JCI to cover potential US clientele and Trent for potential British and European clientele. The society for international Healthcare Accreditation, or SOFIHA, is a free-to-join group providing a forum for discussion and for the sharing of ideas and good practice by providers of international healthcare accreditation and users of the same-the primary role of this organization is to promote a safe hospital environment for patients, wherever they travel to in the world for health care.

Health Care Tourism International, or HTI, is the first US-based non-profit organization to accredit the non-clinical aspects of health tourism such as language issues, business practices and false or misleading advertising prevention.

The group has accreditation for all the major groups involved in the health tourism industry from hotels, to recover facilities to medical tourism booking agencies, etc. Health tourism provides may provide potential medical tourists with some information about international healthcare accreditation and its importance, but some do not.

Ayurveda which is form of medical treatment originated from India has gained a lot of prominence in European world for health benefits. Ayurveda is defined as ayuh + veda. Ayuh means life and Veda signifies knowledge.

Therefore by its definition Ayurveda lifts itself beyond the realms of diseases and treatments. It treats life as a single composite phenomenon. After Kerala now Goa is one of India's best destination for combining Tourism with Ayurveda Treatment.



VARIOUS FORMS OF MEDICAL TOURISM

Dental Tourism

Although dental tourism is technically part of the larger medical tourism industry, many would argue that it deserves a category of its own due to its specialized nature. Dental Tourism relates to all Tourism activities revolving around Dental Treatment.

By P D'Souza

People in western countries find prices for medical services very high so they go to places where they can avail of these services at a lesser price and this flow of patients from one country to another is known as medical tourism. Overseas patients who come down for dental treatment mostly go in for implants, crowns, root canal, filling or teeth whitening and the period of this treatment ranges from ten days to three months, says Dr. Hubert Gomes a Goan dentist.

Talking about the price factor, Dr. Hubert says, "In the first instance the overseas patient should not compare the European rates to the rates of medical treatment in Goa, but should find out the rates which are prevailing in Goa. Also the overseas patient should double check the recommendations of other required elements like taxi drivers, tour guides and hotel stuff before they visit their required doctors and dentists, as many of them act as commission agent." Dr. Hubert is also of the opinion there should be a uniform pricing for the local patients and the overseas patient. Finally he says, "The Goa government's role in medical tourism is as a facilitator only".

Cosmetic Solutions

Medical Tourism is a new and developing concept worldwide and one of the major surgeries for which patients opt for Medical Tourism is Cosmetic Surgery, and what better place to get this done than India. Advantages include low cost, no waiting lists and a high quality holiday.

Yoga

Yoga has gain a lot of prominence for travellers from Abroad in to Goa as a motivation to visit India. Yoga is an ancient Indian body of knowledge that dates back more than 5000 years ago. The word *Yoga* came from the Sanskrit word *yuj* which means *to unite or integrate*. Yoga then is about the union of a person's own consciousness and the universal consciousness. Since Yoga helps in wellbeing of body as well a soul its been included in our Medical Tourism Section.

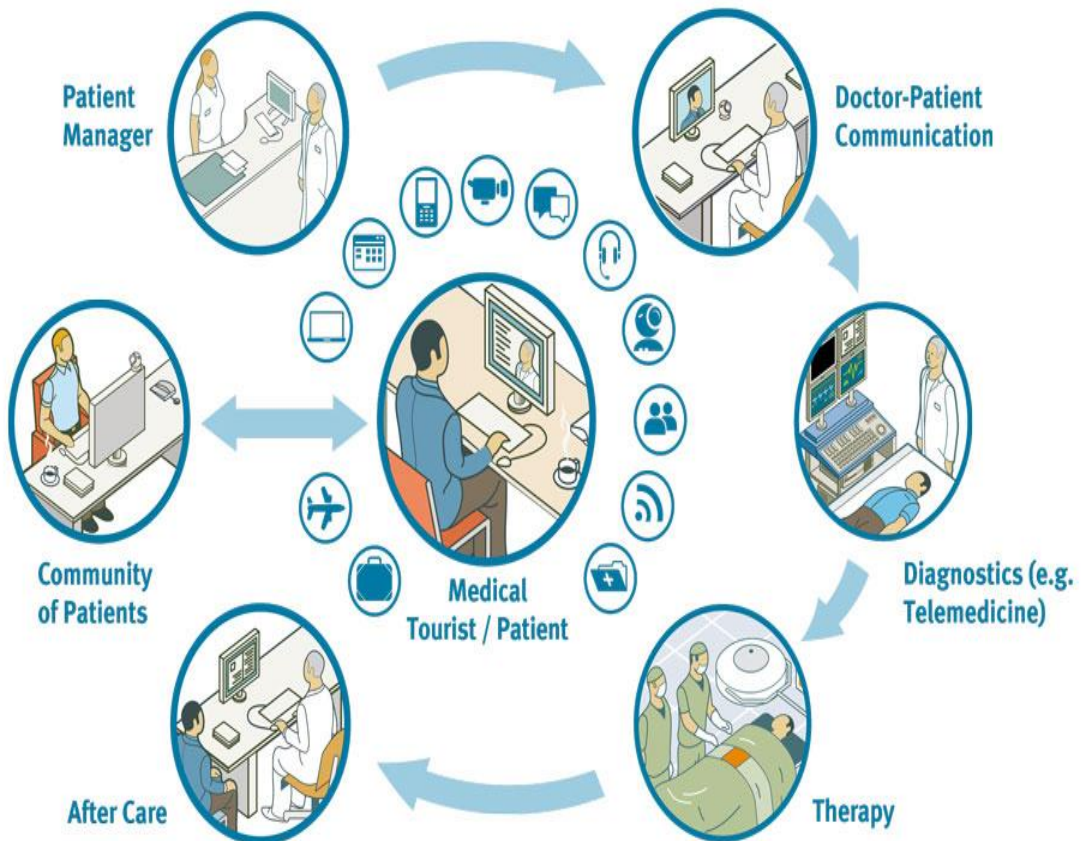
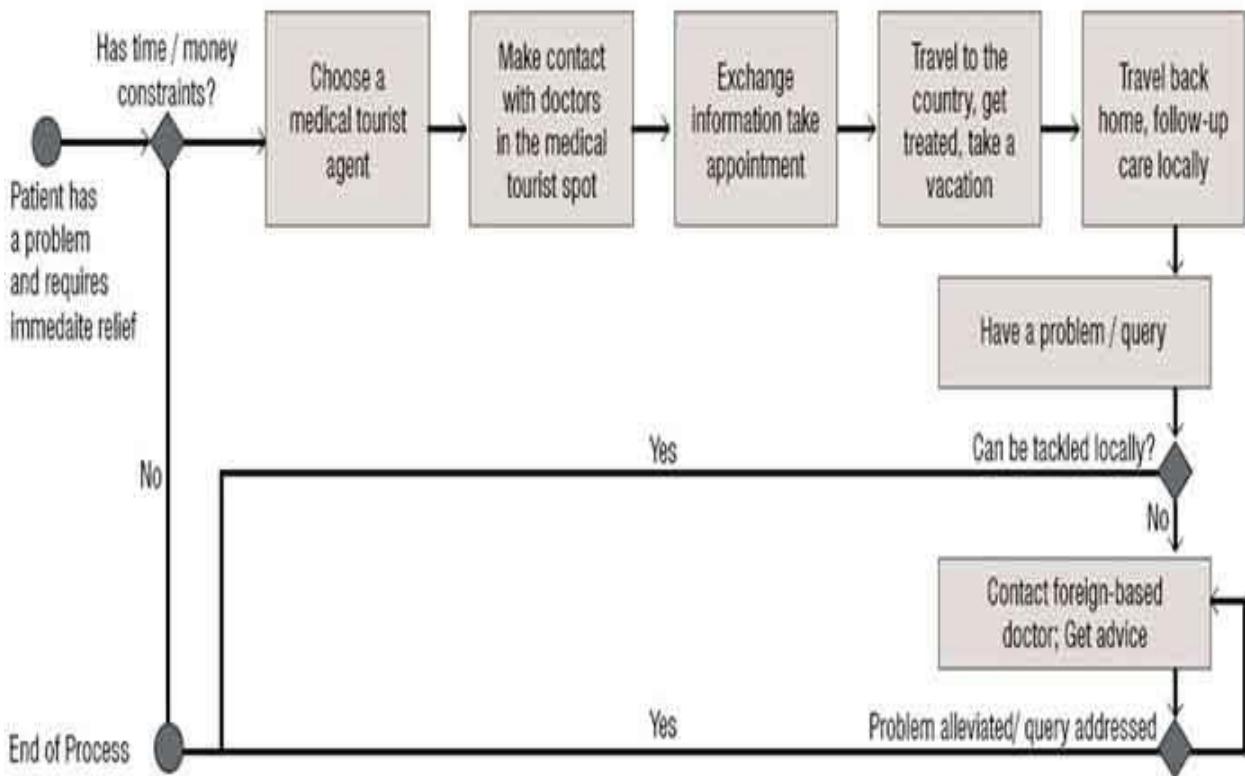
Exercise 1. Characterize all sub-fields of medical tourism briefly in English.

Exercise 2. Translate the words and phrases into your native language.

Medical aid / care; medical arrangement; medical attendance; the medical profession; medical examination / inspection; medical society; medical school; medical history; medical ward; medical service; medical assistance; medical assessor; medical assistants; medical benefit; medical board; medical coverage; medical care insurance; to have a medical; medical care policy; medical aid; medical staff; medical certificate; medical claim; medical centre; medical consultant; medic; medicable; medicable wound; medicaid; medical environment; medical diseases; medical data; medical expert; medical ethics; medical establishment; medical examination.

Exercise 3. Describe the medical tourism process with the help of the tables below.

Medical tourism process



BIRTH TOURISM

Birth tourism is a travel to a country that practices birthright citizenship in order to give birth there, so that the child will be a citizen of the destination country.

The 14th Amendment to the United States Constitution guarantees U.S. citizenship to those born on its territory, provided the person is *subject to the jurisdiction* of the United States.

This practice is believed to be popular among women in South Korea, Hong Kong, and Taiwan. According to Edward Chang, a scholar of Asian American Studies at the University of California, Riverside, the practice is popular among the elite & wealthy circles of South Korea.

Temporary homes for these mothers are often located in residential neighbourhoods, which neighbours allege decrease the quality of life in the neighbourhood, primarily due to increases in traffic and other business-like effects.

"It's easy. If you register the birth, it's automatic that your baby can get an American passport", said Kim Jeong Yeon, a South Korean woman who travelled to the United States on a tourist visa while six months pregnant. Like many other women, Kim spent thousands of dollars to have a company arrange the travel. "If they could afford it, all my friends would go to the United States to have their babies", she said.

It's called *Birth Tourism* one of those clever new terms the media coins to talk about a trend. Here in Southern California, communities have seen an influx of (largely) Asian families, bringing pregnant women into this country on tourist visas, giving birth in so called *maternity hotels*, typically run by overseas companies, then taking their newborns home.

They pay thousands of dollars to tour companies that facilitate these trips and these births. If you follow current law, you know that these babies are now U.S. citizens, some use the term *anchor babies*.

That leads to accusations, which are hard to refute that the system is being manipulated. The babies are US citizens they have the right to return and go to school here for example, and perhaps bring their parents here via *green cards* when the children become adults. Some call it a scam, but at this point it's a legal scam.

Under a 2009 South Korean law, a child born abroad as a result of birth tourism must choose by age 22 to retain either Korean citizenship or foreign citizenship.

In California, three Chinese-owned *baby care centers* offer expectant mothers a place to give birth to an American citizen, which includes shopping and sightseeing trips.

Other options exist where mainlanders can deliver babies in Saipan, U.S. Commonwealth does not require any U.S. citizenship. Congress representatives such as Phil Gingrey have tried to put an end to birth tourism, who said these people are "*gaming the system*".

Birth tourism from Turkey is also reportedly popular. A Turkish woman, who traveled to the United States to give birth last year, says that the process was easy.

Birth tourism can be a lucrative business for immigrants who facilitate the travel and birthing process for their former countrymen. Turkish doctors, hotel owners, immigrant families have reportedly arranged the U.S. birth of 12,000 Turkish children since 2003.

The Tucson Medical Center (TMC) in Arizona offers a *birth package* to expectant mothers, and actively recruits in Mexico. Expectant mothers can arrive a few weeks before their due date. Similarly, *birth packages* marketed towards Mexican tourists and tourists abroad are also available in El Paso, TX.

This recent generation of international obstetric services offers tourists low rates and a decreased amount of time required in the United States for their delivery.

The Nigerian media is also focused on birth tourism in the United States.

The practice referred to is "spreading so fast that it is close to becoming an obsession". Being U.S. citizens, these children do not have to meet the stricter international student rules to enter U.S. universities and colleges.

The Center for Health Care Statistics estimates that there were 7,462 births to foreign residents in the United States in 2012, the most recent year for which statistics are available. That is a small fraction of the roughly 4.3 mln total births that year.

Once these children turn 21, they are eligible to petition for their parents to join them as residents. The Center for Immigration Studies, a think tank which favors limits on immigration, estimates that there are approximately 40,000 annual births to parents in the United States as birth tourists. However, total births to temporary immigrants in the United States (e.g. tourists, students, guestworkers) could be as high as 200,000.

Canada's citizenship law has, since 1947, generally conferred Canadian citizenship at birth to anyone born in Canada, regardless of the citizenship or immigration status of the parents. The only exception is for children born in Canada to representatives of foreign governments or international organizations.

The Canadian government has considered limiting *jus soli* citizenship, and as of 2012 continues to debate the issue but has not yet changed this part of Canadian law.

Some expectant Chinese parents who have already had one child travel to Canada in order to give birth in order to circumvent China's one-child policy, additionally acquiring Canadian citizenship for the child and applying for a passport before returning to China.

According to the Basic Law of Hong Kong, Chinese citizens born in Hong Kong have the right of abode in the territory; i.e. all the citizenship rights accorded to residents of Hong Kong. As a result, there has been an influx of mainland mothers giving birth in Hong Kong in order to obtain right of abode for the child.

In 2009, 36% of babies born in Hong Kong were born to parents originating from Mainland China. This has resulted in backlash from some circles in Hong Kong of increase and potential stress on the territory's social welfare net and education system.

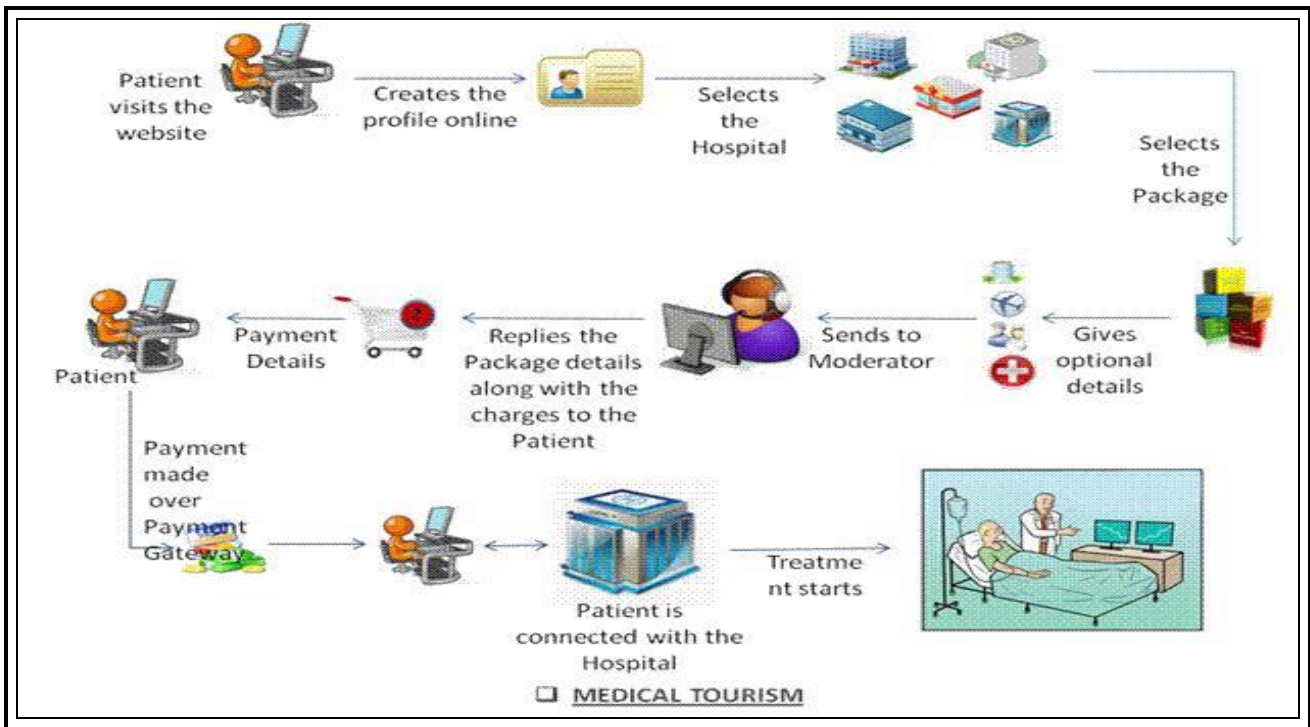
Attempts to restrict benefits from such births have been struck down by the territory's courts. Segments of the Hong Kong population have reacted negatively to the phenomenon, which has exacerbated social and cultural tensions between Hong Kong and mainland China. The situation came to a boiling point in early 2012, with Hong Kongers taking to the street to protest the influx of birth tourism from mainland China.

Irish nationality law included birth citizenship until the 27th Amendment was passed by referendum in 2004. The amendment was preceded by media reports of heavily pregnant women claiming political asylum, who expected that, even if their application was rejected, they would be allowed to remain in the country if their new baby was a citizen.

Active vocabulary

Birth tourism, birthright, citizenship, to give birth, citizen of the destination country, population, social, cultural tensions, to react negatively, media reports.

Exercise 1. Digest the information briefly in English.



medical Tourism



THOUGHTS ABOUT THE PROBLEM

- ♣ I think the issue is the culture clash that's similar to Muslims in France. They are educated in their home culture, then come to Canada and fight the native culture and then they bring parents with and the result is welfare without paying into the system.
- ♣ Canadians used to do this in the United States to have easy dual citizenship; I hardly think it's an epidemic, although it may be a bit of a problem.
- ♣ A lot of it wasn't by choice though. My grandpa was born in North Dakota only because it was the closest hospital, the dual citizenship things were just a side effect that he never took advantage. With US tax laws having dual citizenship aren't so great anymore anyways though.
- ♣ But these people aren't even sticking around. They pop the kid out, turn around and go home. Then when the kid hits 18, he/she comes over here, and sponsors mom and dad.
- ♣ Not necessarily, but when you grow up in a country, your parents pay that countries taxes, justifying your access to less expensive student loans and health care. Even if you are a citizen, but work with your family abroad, you still have to pay your home government money. I don't remember how much, but I *do* remember my dad having to submit yearly returns to Revenue Canada when we lived in Saudi Arabia, Colorado and Paris.
- ♣ You don't have to pay Canadian taxes just because you are a citizen of Canada. For the most part, non-residents do not have to file or pay Canadian taxes unless they are a *factual resident* or a *deemed resident* (though there are a few exceptions).
- ♣ I'm totally in favour of modifying our birthright laws. In this day and age where you can get to the other side of the planet in mere hours, it just makes sense.
- ♣ Speaking of travel, isn't it odd that these people from the same country (Nigeria) that complain about poverty (and apparently in constant need of food, medical aid and donations) can afford plane tickets costing at LEAST \$1000 ON TOP OF other costs of this illegal service to travel halfway across the globe to do this?
- ♣ Cut off the welfare and aid to that part of the world (Africa), bunch of liars complaining about *poverty*.
- ♣ Actually, it's usually a case of one Nigerian scamming another. The poor sap comes here believing the original scammer (who stole his/her money in Nigeria) and gets here only to soon be deported.
- ♣ Also, the reason why so many people come from the same country is because Nigeria is the most populous nation in Africa. 170 million people.
- ♣ *Birth tourists* believed to be using Canada's citizenship laws as back door into the West.
- ♣ It doesn't make sense that geography alone could dictate nationality. One parent at least should be a citizen.
- ♣ Most (or many) countries have a rule that a child born there who would otherwise be stateless will get citizenship.
- ♣ This is a dangerous precedent. What if both parents are immigrants and the place the immigrated from won't recognize the baby as a citizen if it is not born on home soil? You will be a stateless person in that case. What happens then?
- ♣ That's what the UN treaty on statelessness attempts to combat. No signatory country can allow a person to be stateless.
- ♣ Of course, this would require and assume the other nation will accept such a person for citizenship which is not necessarily the case for all nations.

- ♣ This happened to a friend of mine (sorta). He was born in the UAE where you have to be Muslim to be a citizen, but since his family is Catholic, he was given citizenship for his parent's home country of Pakistan even though he's never lived there.
- ♣ That's a terrible way to have nationality.
- ♣ Not exactly. I was born in Spain but only spent 2 weeks at birth there. Becoming a citizen simply requires me to become a resident (1 year). Neither my mother nor father are Spanish citizens.
- ♣ Some European countries, like Italy, have very generous immigration laws. It really varies drastically from country to country.
- ♣ I think a lot of countries in Europe path to citizenship is absolutely terrible and is the perfect example of how not to run an immigrant country.
- ♣ Honestly I don't think the birth tourists affect that much of the Canadians abroad.
- ♣ I think birth tourism is fine as long as they pay for it. Canada is still underpopulated, and like the USA, the immigration rules are part of what makes them so desirable a place to go.

Exercise 1. Translate the thoughts about medical tourism.

Exercise 2. After analyzing the text describe shortly medical tourism for life-saving procedures.

Medical tourists may seek essential health care services such as cancer treatment and brain and transplant surgery as well as complementary or 'elective' services such as aesthetic treatments (cosmetic surgery).

Ten years ago, medical tourism usually referred to cosmetic, plastic, or elective surgery, but increasingly, patients are receiving life-saving medical operations such as heart surgery. Hip replacements, fertility work, and cancer treatments have also become quite popular in recent years. In fact, some medical and dental destinations offer procedures that are unavailable in certain Western countries.

Hip resurfacing, for example, was only recently approved by the US Food & Drug Administration, even though it had been available in India for quite some time. We don't always recommend signing up for experimental treatments, but certain medical conditions warrant exploring any and all available options.

Thanks to Internet technology, more affordable international travel, and major advances in medical science, medical tourism is becoming less of a novelty and more of a global trend. But in truth, medical tourism has existed for millennia.



CULTURAL TOURISM

This article originally appeared in an Americans for the Arts publication. The fastest growing segment of America's tourism industry is cultural tourism.

Travellers seeking exciting and educational encounters with the people, traditions, arts and history of the United States have a tremendous economic impact on communities across America. According to the Travel Industry Association of America, one third of all adults (65.9 mln) were cultural tourists at least once during the past year, spending more than average U. S. tourists. With complex itineraries and a greater number and variety of destinations, there are travellers who love art and history.

This trend brings with it tremendous opportunity for growth and has tourism professionals increasingly turning to the arts to market their cities and states.

More than half of the nation's local arts agencies work in partnership with their Convention and Visitors Bureaus. Using the arts to market a community can benefit both the tourism industry (whose primary concern is *heads in beds*) and the arts industry (concerned about *cheeks in seats*). As a tool for sustainable community development, cultural tourism works to create partnerships among various segments of the community and region. Cultural tourism is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can include tourism in rural areas showcasing the traditions of indigenous cultural communities (festivals, rituals), their values and lifestyle. It is generally agreed that cultural tourists spend substantially more than standard tourists do. This form of tourism is also becoming generally more popular throughout the world, and a recent OECD report has highlighted the role that cultural tourism can play in regional development in different world regions.

Cultural tourism has been defined as 'the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs'. These cultural needs can include the solidification of one's own cultural identity, by observing the exotic *other*.

One type of cultural tourism destination is living cultural areas. Visiting any culture other than one's own such as travelling to a foreign country. Other destinations include historical sites, modern urban districts, *ethnic pockets* of town, fairs / festivals, theme parks, and natural ecosystems. It has been shown that cultural attractions and events are particularly strong magnets for tourism.



CULTURAL HERITAGE TOURISM

Cultural heritage tourism (diaspora tourism) is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring.

The National Trust for Historic Preservation in the United States defines heritage tourism as "*travelling to experience the places and activities that authentically represent the stories and people of the past*", and cultural heritage tourism is defined as "travelling to experience the places and activities that authentically represent the stories and people of the past and present". Culture has always been a major object of travel, as the development of the Grand Tour from the 16th century onwards attests.

In the 20th century, some people have claimed, culture ceased to be the objective of tourism: tourism is now culture. Cultural attractions play an important role in tourism at all levels, from the global highlights of world culture to attractions that underpin local identities.

According to the Weiler and Hall, culture, heritage & the arts have long contributed to appeal of tourist destination.

However, in recent years *culture* has been rediscovered as an important marketing tool to attract those travellers with special interests in heritage and arts. According to the Hollinshead, cultural heritage tourism defines as cultural heritage tourism is the fastest growing segment of the tourism industry because there is a trend toward an increase specialization among tourists. This trend is evident in the rise in the volume of tourists who seek adventure, culture, history, archaeology and interaction with local people.

Cultural heritage tourism is important for various reasons; it has a positive economic and social impact, it establishes and reinforces identity, it helps preserve the cultural heritage, with culture as an instrument it facilitates harmony and understanding among people, it supports culture and helps renew tourism.

As Benjamin Porter & Noel B. Salazar have ethnographically documented, however, cultural heritage tourism can also create tensions and even conflict between the different stakeholders involved. Cultural heritage tourism has a number of objectives that must be met within the context of sustainable development such as; the conservation of cultural resources, accurate interpretation of resources, authentic visitors experience, and the stimulation of the earned revenues of cultural resources.

We can see, therefore, that cultural heritage tourism is not only concerned with identification, management and protection of the heritage values but it must be involved in understanding the impact of tourism on communities and regions, achieving economic and social benefits, providing financial resources for protection, as well as marketing and promotion. Heritage tourism involves visiting historical or industrial sites that may include old canals, railways, battlegrounds, etc.

The overall purpose is to gain an appreciation of the past. It refers to the marketing of a location to members of a Diaspora who have distant family roots there.

Decolonization and immigration form the major background of much contemporary heritage tourism. Falling travel costs have made heritage tourism possible for more people. Another possible form involves religious travel or pilgrimages. Many Catholics from around the world come to the Vatican and other sites such as Lourdes or Fatima. Islam commands its followers to take the *hajj* to Mecca, thus differentiating it somewhat from tourism in the usual sense, though the trip can be a culturally important event for the pilgrim.

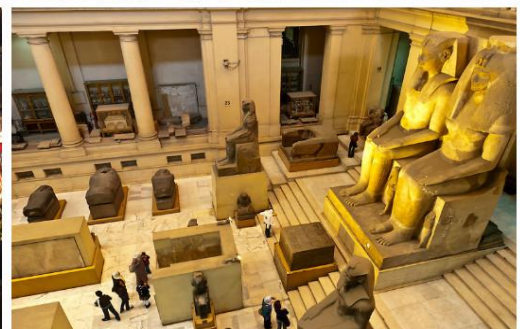
Heritage Tourism can also be attributed to historical events that have been dramatised to make them more entertaining. For example a historical tour of a town or city using a theme such as ghosts or Vikings. Heritage tourism focuses on certain historical events, rather than presenting a balanced view of that historical period.

Its aim may not always be the presentation of accurate historical facts, as opposed to economically developing the site and surrounding area. As a result heritage tourism can be seen as a blend of education, entertainment, preservation and profit.

Leone nous peoples whose land and culture is being visited by tourists. If the indigenous people are not a part of the majority, or ruling power in the country, they may not benefit from the tourism as greatly as they should. For example, in Mexico tourism has increased because of the predicted end of the Maya Calendar. However, the indigenous Maya are not benefitting from the increased traffic through the ruins and other cultural landmarks.

Active vocabulary

Cultural, heritage, the presentation of accurate historical facts, Diaspora, sustainable development, benefitting, economically developing.



CULINARY TOURISM

Culinary tourism or food tourism is experiencing the food of the country, region or area, and is now considered a vital component of the tourism experience. Dining out is common among tourists and "food is believed to rank alongside climate, accommodation, and scenery" in importance to tourists. Culinary or food tourism is defined by the World Food Travel Association (WFTA) as the pursuit of unique and memorable eating and drinking experiences. Culinary tourism is considered a subset of cultural tourism (cuisine is a manifestation of culture) whereas agritourism is considered a subset of rural tourism, but culinary tourism and agritourism are inextricably linked, as the seeds of cuisine can be found in agriculture. Culinary/food tourism is not limited to gourmet food.

The WFTA reports that *gourmet* comprises 8.1% of culinary travellers. France is a country that has been strongly associated with culinary tourism with both international visitors as well as French citizens travelling to different parts of the country to sample local foods and wine. Cultural tourism is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres.

It can include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle. It is generally agreed that cultural tourists spend substantially more than standard tourists do.

This form of tourism is also becoming generally more popular throughout the world, and a recent OECD report has highlighted the role that cultural tourism can play in regional development in different world regions.

Cultural tourism has been defined as "the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs". These cultural needs can include the solidification of one's own cultural identity, by observing the exotic *other*.

One type of cultural tourism destination is living cultural areas. Visiting any culture other than one's own such as travelling to a foreign country. Other destinations include historical sites, modern urban districts, *ethnic pockets* of town, fairs/festivals, theme parks, & natural ecosystems. It has been shown that cultural attractions and events are particularly strong magnets for tourism.

As the issue of globalization takes place in this modern time, the challenge of preserving the few remaining cultural community around the world is becoming hard. In a tribal based community, reaching economic advancement with minimal negative impacts is an essential objective to any destination planner. Since they are using the culture of the region as the main attraction, sustainable destination development of the area is vital for them to prevent the negative impacts (i.e. destroying the authentic identity of the tribal community) due to tourism. Certainly, the principle of *one size fits all* doesn't apply to destination planning. The needs, expectations, and anticipated benefits from tourism vary greatly from one destination to another. This is clearly exemplified as local communities living in regions with tourism potential (destinations) develop a vision for what kind of tourism they want to facilitate, depending on issues and concerns they want to be settled.

It is important that the destination planner takes into account the diverse definition of culture as the term is subjective. Satisfying tourists' interests such as landscapes, seascapes, art, nature, traditions, ways of life and other products associated to them, which may be categorized cultural in the broadest sense of the word, is a prime consideration as it marks the initial phase of the development of a cultural destination.

The quality of service and destination, which doesn't solely depend on the cultural heritage but more importantly to the cultural environment, can further be developed by setting controls and policies which shall govern the community and its stakeholders.

It is therefore safe to say that the planner should be on the ball with the varying meaning of culture itself as this fuels the formulation of development policies that shall entail efficient planning and monitored growth. While satisfying tourists' interests and demands may be a top priority, it is also imperative to ruminate the subsystems of the destination's (*residents*). Development pressures should be anticipated and set to their minimum level so as to conserve the area's resources and prevent a saturation of the destination as to not abuse the product and the residents correspondingly.

The plan should incorporate the locals to its gain by training and employing them and in the process encourage them to participate to the travel business. Travellers should be not only aware about the destination but also concern on how to help it sustain its character while broadening their travelling experience.

Tourism is coming to the previously isolated but spectacular mountainous regions of Central Asia, the Hindu Kush and the Himalayas. Closed for so many years to visitors from abroad, it now attracts a growing number of foreign tourists by its unique culture and splendid natural beauty. However, while this influx of tourists is bringing economic opportunities and employment to local populations, helping to promote these little-known regions of the world, it has also brought challenges along with it: to ensure that it is well-managed and that its benefits are shared by all.

As a response to this concern, the Norwegian Government, as well as the UNESCO, organized an interdisciplinary project called the Development of Cultural & Ecotourism in the Mountainous Regions of Central Asia and the Himalayas project.

It aims to establish links and promote cooperation between local communities, national and international NGOs, and tour agencies in order to heighten the role of the local community and involve them fully in the employment opportunities and income-generating activities that tourism can bring. Project activities include training local tour guides, producing high-quality craft items and promoting home-stays and bed-and-breakfast type accommodation. As of now, the project is drawing on the expertise of international NGOs and tourism professionals in the seven participating countries, making a practical and positive contribution to alleviating poverty by helping local communities to draw the maximum benefit from their region's tourism potential, while protecting the environmental and cultural heritage of the region concerned.



WHAT IS GASTRONOMIC TOURISM

Culinary culture has been an area that has been ignored until recently. However, culinary culture is always the longest-surviving part of a culture and tradition. To put it in a different way, cuisines where many different identities of a society merge together and national feelings are felt most are a mirror of daily life styles, religious beliefs, habits, traditions and customs. Changes of eating style in societies and rising the value of eating socially have been one of the reasons for movements in tourism activities.

Gastronomy tourism has become major and has become a rapidly growing component of the attractiveness of tourism destination in recent years. The marketing opportunities to gastronomy tourism are being developed by the countries given importance to that issue.

Tourists' wishes to experience the local tastes in the destinations & accommodation facilities have prepared the ground for the development of gastronomy tourism. Tourism businesses that realized the importance to gastronomy tourism given by local and foreign tourists have featured the gastronomic factors in their facilities.

Therefore, it is ensured that to take attention for gastronomy, tourism should be managed in coordination with all tourism-related foundations & civil society organizations and with the encouragement of relevant ministries. In addition, the promotional activities are required to be taken in measurable ways by

During the 20th Century, industrialisation began to threaten artisan producers and many abandoned their traditional techniques. But in the past two decades, there has been a resurgence in demand for quality products made by time-honoured methods.

Gastronomy is one of the elements incorporated in a new concept of cultural heritage & cultural tourism, driven by growing trends of a well-being lifestyle, authenticity, environmental protection and the need to have a high-quality experience.

Tourists increasingly want foods which emphasise the heritage and culture of a place, which assist the preservation of traditional forms of agriculture and cultural heritage.

Gastronomy, as a tourist resource, is appreciated not only for its own sake, but also for its ability to generate rural development. Gastronomic tourism is helping to increase rural revenue sources and improve income levels and employment of local labour (especially women). Food holds a key place in the *think globally, act locally* debate. Some buyers are keen to support local businesses, or protect the environment by avoiding foods which have been transported long distances.

Gastronomic tourism refers to trips made to destinations where the local food and beverages are the main motivating factors for travel. Estimate of Global Market Size.

Culinary **tourism** tends to be largely a domestic **tourism** activity, with consumers travelling to places to eat and drink specific (usually local) produce. Recently, an increasing emphasis has also been placed on experiences and attractions related to food.

Food **tourism** - an example of culinary **tourism** - has been defined as "visits to food producers, food festivals, restaurants and specific locations where the taste of food and/or experience of the specificity of typical food products are the main reasons for the trip" (Hall & Mitchell, 2001). This form of **tourism** is further enriched by participation in cooking courses and/or visits to companies that manufacture traditional products (this is, for example, the case for wine **tourism**, which increasingly tends to combine tastings, training courses and visits to wineries and wine companies). The trends driving food tourism

Trend 1: Trading up

All across world, growing affluence of the populations has a profound impact on consumer spending. Consumers spend a higher proportion of their income on prepared food, gourmet products, eating out and food items with some form of health or ethical benefits. For discretionary purchases, consumers have traded up where the product is aspiration or traded down when the product is only function.

Trend 2: Demographics and Household Change

An ageing population and changing life styles have driven demand for increased eating out and food tourism opportunities. Groups that provide growing markets for food tourism are summarised in the table below.

Trend 3: Rejection of MacDonaldisation

Tourists have increasingly rejected the industrial 'fordist' model of low cost mass production of food, searching out local, fresh and good quality cuisine that reflects the authenticity of the destination. The end of the *MacDonaldisation* of food culture has seen *Starbucks fail in Australia* as the brand is perceived as bland and lacking individuality.

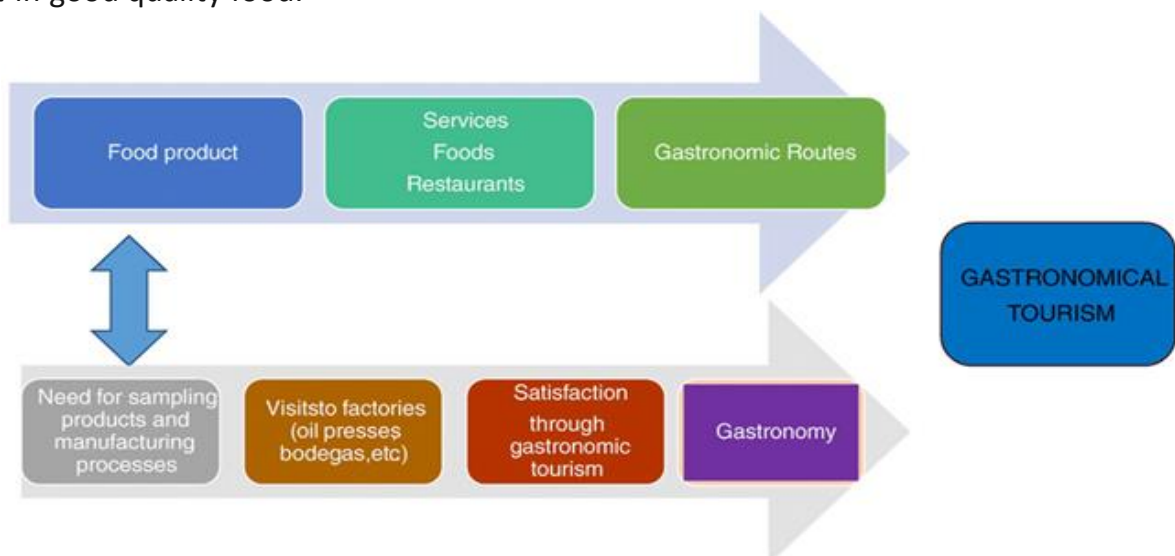
Trend 4: Growth of the Multi-Cultured Consumer

Multiculturalism has become an everyday concept in the daily life of the consumer, driven by immigration, globalisation, the internet, the expansion in specialist and minority TV channels and the relentless growth in international tourism.

What were once exotic foods have become foods of first choice and today curry is the United Kingdom's favourite dish.

Trend 5: The Role of the Celebrity Chef and Media

The emergence of the niche food programmes, TV channels and magazines means the food celebrity and expert has been created. The celebrity chef shapes tourism products in a way that is often referred to as the *Delia effect* after the media chef Delia Smith, whose 1998 television programme *How to Cook* resulted in an extra 1.3 mln eggs being sold in Britain each day of the series. The phenomena of Gordon Ramsey with *Hells Kitchen* and the *F word* or Jamie Oliver's campaign for good wholesome school dinners all drives our interest in good quality food.



EXTREME TOURISM

Extreme tourism (also often referred to as shock tourism, although both concepts do not appear strictly similar) is a niche in the tourism industry involving travel to dangerous places (mountains, jungles, deserts, caves, canyons) or participation in dangerous events.

Extreme tourism overlaps with extreme sport.

The two share the main attraction, *adrenaline rush* caused by an element of risk, and differing mostly in the degree of engagement and professionalism.

While traditional tourism requires significant investments in hotels, roads, extreme tourism requires much less jump-starting a business. In addition to traditional travel-based tourism destinations, various exotic attractions are suggested, such as flyovers in MiGs at Mach 2.5, ice diving in the White Sea, or travelling across the Chernobyl zone.

Additionally, extreme tourism includes visiting *dangerous* places, such as those on the US Travel Warning webpage. This includes destinations such as Somalia, Iraq and others. Extreme tourism is a growing business in the countries of the former Soviet Union (Russia, Ukraine, Azerbaijan) & in South American countries like Peru, Chile and Argentina.

The mountainous and rugged terrain of disputed Kashmir region has also developed into a popular extreme tourism location.



Bungee jumping off the Victoria Falls Bridge in Zambia/Zimbabwe
An area of the Sierre Madre jungle



GEOTOURISM

Geotourism deals with non-living parts of the natural and built environments.

Geotourism was first defined (Hose, 1995) in England. There are two viewpoints of geotourism: Purely geological & geomorphologically-focused tourism. This is the definition followed in most of the world. Geographically Sustainable Tourism, the most common definition in the USA. This emphasises preservation of the geographical sense of a place in general, beyond simple geological and geomorphological features.



Key definitions include:

♣ "...part of the tourist's activity in which they have the geological patrimony as their main attraction. Their objective is to search for the protected patrimony through the conservation of their resources and of the tourist's Environmental Awareness. For that, the use of the interpretation of the patrimony makes it accessible to the lay public, promoting its popularization and the development of the Earth sciences."

♣ "Geotourism is a knowledge-based tourism, an interdisciplinary integration of the tourism industry with conservation and interpretation of abiotic nature attributes, besides considering related cultural issues, within the geosites for the general public."

♣ "A form of natural area tourism that specifically focuses on landscape and geology. It promotes tourism to geosites and the conservation of geo-diversity and an understanding of Earth sciences through appreciation and learning. This is achieved through independent visits to geological features, use of geo-trails and view points, guided tours, geo-activities and patronage of geosite visitor centres."

♣ "The provision of interpretative and service facilities for geosites & geomorphosites and their encompassing topography, together with their associated in-situ and ex-situ artefacts, to constituency-build for their conservation by generating appreciation, learning and research by and for current and future generations. "

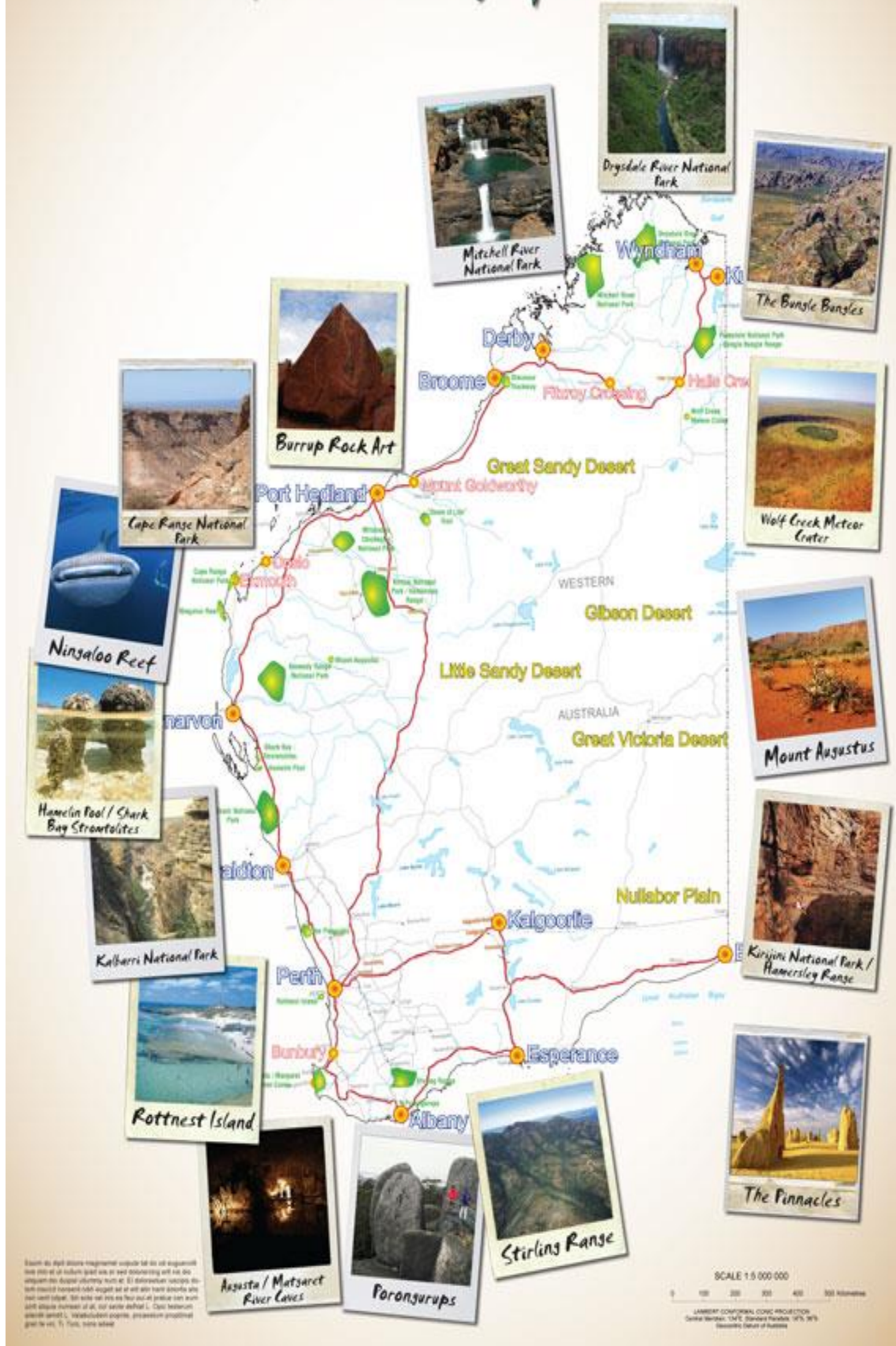
Geological sustainable tourism aims to conserve and promote a place as a geosite, such as the Iguazu Falls in South America Jeita Grotto, Lebanon

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Read the information & pick up the essential details in the form of quick notes.

Exercise 3. Add some information & make up a small report and give a talk in class.

Western Australia's Top Geotourism Sites



GUIDELINES FOR NATURE TOURISM

Nature tourism is of growing importance to those countries and regions interested in sustainable tourism. It is one segment of the industry, which is difficult to define because it covers a wide range of activities.

Nature tourists can be people casually walking through an undisturbed forest, or scuba divers admiring coral formations, or bird watchers adding birds to their lists

But it is a segment of the market that will respond to environmental issues.

The following guidelines can be used by the local planner to encourage community, environmental, and tourism constituencies to work together toward a common goal:

- ♣ The success of nature tourism depends on the conservation of nature. Many parks are threatened, and it is critical for everyone involved with nature tourism to realize that intact natural resources are the foundation

- ♣ Nature tourism sites need revenue for protection and maintenance, much of which can be generated directly from entry fees and sale of products. Many protected areas charge nominal or no entrance fees and provide few if any auxiliary services

Nature tourists also desire gift shops, food services and lodging facilities and expect to pay for them. Tourists are a valuable audience for environmental education.

In many parks, opportunities are missed to provide environmental education whether "hard-core" nature tourists or "new" visitors with little background in natural history, all tourists can enhance their appreciation of the area through information brochures, exhibits and guides. Nature tourism will contribute to rural development when local residents are brought into the planning process. For nature tourism to be a tool for conservation and rural development, a concerted effort must be made to incorporate local populations into development of the tourism industry. In some cases, tourism to protected areas is not benefiting the surrounding population because they are not involved

Opportunities are emerging for new relationships between conservationists and tour operators. Traditionally, these groups have not worked together; often they have been in direct opposition. However, as more tourists come to parks and reserves, tour operators have the opportunity to become more actively involved with the conservation of these areas through education for their clientele and donations to park management.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.



Exercise 2. Comment the facts in the passage.

Nature Tourism, often referred to as **Ecotourism**, was introduced to the tourist industry in the early 1980s. Ecotourism was initially connected with outdoor travel to remote, unique, and/or scenic areas. Though early Ecotourism involved an educational aspect, this was not a crucial or required element to the industry or the consumer.

However, as the demand for Ecotourism has increased, the inclusion of educational elements has become increasingly important. Since its conception, Ecotourism has grown to include an entire methodology of planning, management, and economics. It is a robust and encompassing process that not only includes site information, but also considers the environment, conservation, education, equitable social benefits, and community responsibility.

Exercise 3. Comment the facts.

The nature-based tourism efforts in Texas will continue to focus on achieving habitat conservation by providing information and assistance to private landowners, communities, businesses, and local community leaders wishing to make nature-based tourism an integral part of their business and community. By empowering people at the local level, we hope to build and provide guidance to a growing industry that holds great promise for sustainable economic development and conservation of wildlife habitat.

Exercise 4. Read the passage and answer the questions: What is Nature Tourism?

Nature tourism – responsible travel to natural areas, which conserves the environment and improves the welfare of local people. It is tourism based on the natural attractions of an area. In its broadest sense nature in tourism involves experiencing natural places, typically through outdoor activities that are sustainable in terms of their impact on the environment.

Examples include birdwatching, photography, stargazing, camping, hiking, hunting, fishing, and visiting parks. These experiential tourists are interested in a diversity of natural and cultural resources. They want what is real, and they want to be immersed in a rich natural, cultural, or historical experience. From the standpoint of conservation, nature-based tourism provides incentives for local communities and landowners to conserve wildlife habitats upon which the industry depends – it promotes conservation by placing an increased value on remaining natural areas. As nature tourism becomes more important to the local economy, communities have additional incentive to conserve their remaining natural areas for wildlife and wildlife enthusiasts.

Exercise 5. Complete the sentences with the facts from the passage.

Nature tourism is of growing importance to many countries.



is one segment of the industry, which is _____.
covers a wide range of _____.
is a segment of the market that will respond to _____.
can encourage community to _____.
depends on the conservation of _____.
needs revenue for protection and _____.
will contribute to rural development when _____.
is a tool for conservation and rural development _____.
is not benefiting the surrounding population because _____.

ECOTOURISM

The latest trend in tourism is travel that combines preserving the natural world and sustaining the well-being of the human cultures that inhabit it. Known as ecotourism, the industry was unknown a decade ago yet now receives rave reviews from environmentally conscious travellers who immerse themselves in pristine places and authentic experiences.

Unlike traditional tourism, ecotourism promotes environmentally responsible travel and seeks to ensure that visitors "take nothing but photographs and leave behind nothing but footprints". An equally important part of the ecotourism equation is *sustainable* tourism that enables local people to protect their natural and cultural resources and profit from them at the same time.

The truly *green* traveller also emphasizes the necessity for tours that strictly limit group size, coordinate with native guides, and donate a percentage of tour profits to community projects or research. Varying interpretations and definitions of ecotourism currently exist. The ecotourism umbrella seems to shelter all kinds of outdoor travel-related products – from beach hotels that happen to be near a rain forest to a national park visit, guided bird-watching, or scientist-led Antarctic cruising. It also encompasses adventure expeditions, such as trekking and river rafting, as well as less rigorous trips to culturally exotic or archaeologically important locations.

The general concept of ecotourism arose when conservationists realized the potential benefits in combining people's interest in nature with their concern for the environment. An early model for ecotourism came from East Africa in the 1970s, when Kenya began collecting fees from safari-bound tourists heading into its national parks.

Those revenues were earmarked to support conservation and park maintenance in its vast wildlife preserves. According to the World Tourism Organization, Kenya developed a good thing. Certainly such dramatic figures contributed to the saying *Wildlife Pays, So Wildlife Stays*. Ecotourism also flourished in the rain forests and nature lodges of Costa Rica and Belize, and the former was particularly successful in attracting ecotourists.

Promoting itself as a destination with *no artificial ingredients*, Costa Rica provided vacations rich in natural wonders and adventure, and the economic benefits were significant; in 1992 tourism surpassed bananas to become the primary source of foreign revenue. As tourist figures increased by leaps and bounds in Costa Rica, however, so did the pressure to build larger hotels and other facilities to accommodate mainstream tourism. Charter planes began ferrying tourists straight to the coasts of the newly developing Guanacaste province, and the once-pristine zone around Manuel Antonio National Park became less tranquil. Another popular destination was the Galapagos Islands, perhaps the world's most renowned natural *laboratory* of flora and fauna unique to the region.

The high-profile islands were among the hundreds of world destinations battling the question: will success spoil ecotourism? Previously, limits on both the numbers of boats and on the numbers of visitors to the islands were weakly enforced. This was being changed, however, by implementing an itinerary system that set a precise schedule regulating quotas of boat visits for each island site allowed on any given day.

Some island landings were closed to locally based ships and yachts, and, by law, international passenger vessels were not permitted to cruise anywhere in the Galapagos archipelago.

Similar practices were implemented in Antarctica, where the trickle of visitors turned into a steady stream. At the end of the 1980s there were some 3,000 travellers cruising in Antarctic waters; for the 2008-09 season the number approached 9,000.

Though Antarctica could support this increase, the number of passengers landing on sites at any given time was closely monitored. The International Association of Antarctica Tour Operators, a group of travel companies concerned with the protection of wildlife and sites of historic and scientific interest, set guidelines, for example, that no more than 100 people might land at any one site at one time. Australia established guidelines to help developers protect the environment when planning projects.

In addition, the Australian tourism ministry undertook to ensure that indigenous communities participate fully within the tourism industry. In some national parks, for instance, Aboriginal people were trained to operate tourism businesses and were closely involved in the development and interpretation activities at visitor centres.

Another positive result of ecotourism came from the ecotourists themselves, as they created a demand for smaller and greener lodgings worldwide. One of the pioneers in ecologies was Stanley Selengut, who's Harmony Lodge on St. John in the U.S.

Virgin Islands was the world's first resort to use materials fabricated from recycled trash and to operate exclusively on Sun and wind power. The lodge won the Conde Nast Global Ecotourism Award in 1995. With missionary zeal, Selengut advocated profitable and sustainable development of ecologies that limit energy consumption, preserve the ecological balance, recycle waste, and avoid corrupting local cultures.

What will be the role for ecotourism in the new millennium? Ecotourism experts such as Megan Epler Wood, president of The Ecotourism Society, are confident that ecotourism is no longer a fringe part of the travel industry.

"Major tour companies have bought into ecotourism, not just for bottom-line profits, but because they care about our environment", said Wood, "*and their programs contribute greatly to its preservation*". Concerns remain, she added, that "the lack of discipline of governments and the constant demand for growth will undermine efforts to create sustainable ecotourism economies that are small but beautiful".

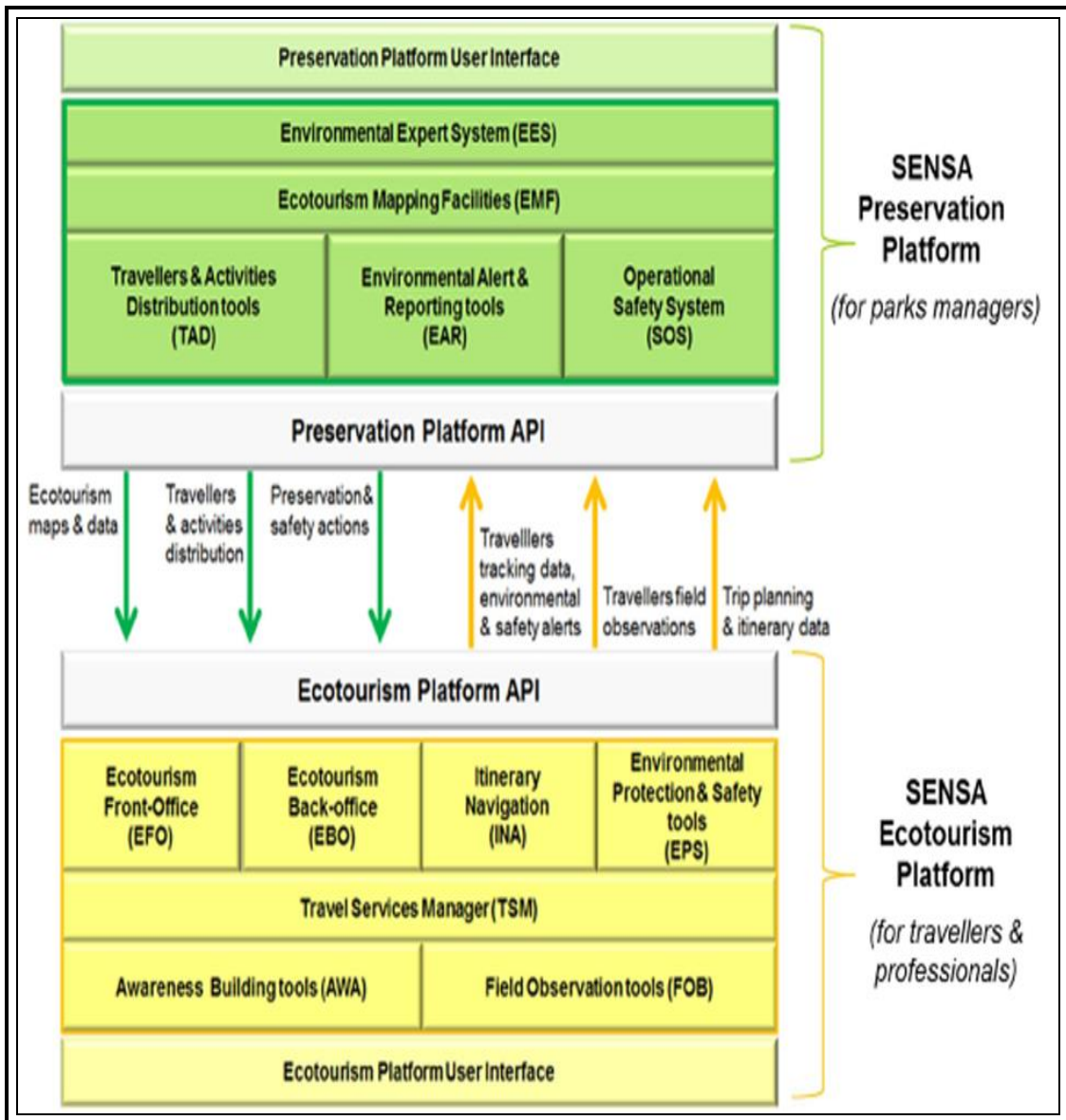
Active vocabulary

Preserving the natural world, ecotourism, to create sustainable ecotourism, the role for, environment, the new millennium, profitable, sustainable development.

Exercise 1. Add some information & make up a small report and give a talk in class.

Exercise 2. Read the text & pick up the essential details in the form of quick notes.





NAUTICAL TOURISM

Nautical tourism is an increasingly popular way to combine love of sailing and boating with vacation and holiday activities. First defined as an industry segment in Europe and South America, it has since caught on in the US and the Pacific Rim. Not only is nautical tourism an enjoyable way to see unique parts of the world, it is also a very profitable industry. Many tourists enjoy sailing combine water travel with other activities.

Supplying the equipment and accessories for those activities has spawned businesses for those purposes. With many nautical enthusiasts living on board their vessels even in port, nautical tourists bring demand for a variety of goods and services. Marinas developed especially for nautical tourists have been built in Europe, South America and Australia. Cruisers can see traditional life in remote areas of the world. Tourist services available at marinas catering to nautical tourists include:

- Leasing of berths for sailing vessels and nautical tourists who live on board.
- Leasing of sailing vessels for holiday and recreational use (charter, cruising).
- Reception, safe-guarding and maintenance of sailing vessels.
- Provision of stock (water, fuel, supplies, spare parts, equipment).
- Preparation and keeping sailing vessels in order.
- Providing information to nautical enthusiasts (weather forecasts, nautical guides)
- Leasing of water scooters, jet skis, and other water equipment.

Among the more interesting locations frequented by nautical tourists, the Croatian coast offers services at more than 50 ports, touting it as Mediterranean as it once was.

Croatia's efforts have been so successful they have been offered to the tourism industry as a model for sustainable nautical tourism. During this year's Adriatic Boat Show the official ceremony of opening the construction site of marina for mega-yachts has been held. Marina Mandalina & Yacht Club, situated in Luibenik, in 2011 will be able to accept 79 yachts up to 100 meters in length and provide them a complete service. Italy has gone to great lengths to attract boating tourists to its ports as well.

Australia has invested \$1.5 bn in facilities designed to attract nautical tourists and promote development of nautical tourism as a segment of the tourist trade.

A growing worldwide industry segment, nautical tourism has become popular in South America. Puerto Rico has seen its share of growth in nautical tourism as well. Not to be outdone, the Chilean Economic Development Agency has launched the Tourism Program to develop and attract nautical tourists to the Chilean coast.



A houseboat in Silver Glen Springs, just off Lake George, Florida

Nautical tourism is big business, even in the United States. In the Southeast, the Tennessee-Tombigbee Waterway, a meandering river and canal system that traverses Alabama and Mississippi linking the Tennessee River with the Gulf of Mexico, has become a favourite boating trail for nautical tourists who want a diverse route with a scenic view.

Originally conceived as an alternate shipping route for barges destined for the Midwest, the route proved too awkward for large tows. However, boating enthusiasts discovered it as a great way to see Middle-America. Stops along the way include Mobile, Alabama, Demopolis, Alabama, and Amory and Columbus in Mississippi. Travelling north from the Gulf, boaters can follow the Tennessee River its intersection with the Ohio and travel a circuitous route back to the Gulf by way of New Orleans.

Likewise, the Intracoastal Waterway system, which stretches from Texas to New Jersey, has long provided nautical tourists with a well-marked channel and an inside passage that allows boaters to travel from southern Texas up the eastern seaboard without having to venture onto the high seas. Using this route, boaters can stop at Galveston, Texas, any number of towns in southern Louisiana, including New Orleans. Farther west, Apalachicola, Florida provides a glimpse of Florida the way it used to be.

Active vocabulary

Nautical tourism, popular, sailing, boating, vacation, holiday activities, enjoyable, to see unique parts of the world, profitable industry, the equipment and accessories, nautical enthusiasts, nautical tourists, to bring demand for a variety of goods.

Exercise 1. Make up dialogues from the information above and carry them on in class.

Exercise 2. Make the sentences below as true (T) if they give the message of the text, and false (F) if they change the message.

1. Nautical tourism is an increasingly popular way to combine love of sailing and boating with vacation and holiday activities. 2. Nautical tourism is not an enjoyable way to see unique parts of the world. 3. It is not a very profitable industry. 4. Many tourists enjoy sailing combine water travel with other activities. 5. Supplying the equipment and accessories for those activities has spawned businesses for those purposes. 6. Marinas developed especially for nautical tourists have been built in Europe, South America and Australia. 7. Cruisers can not see traditional life in remote areas of the world. 8. New Zealand has invested a great deal of money in facilities designed to attract nautical tourists. 9. Australia promotes development of nautical tourism as a segment of the tourist trade. 10. Nautical tourism is big business, even in the UK.



WILDLIFE TOURISM

Wildlife tourism can be broadly defined as trips to destinations with the main purpose of visit being to observe the local fauna. This therefore implies that wildlife tourism includes other niche markets such as bird watching and the exploration of marine life (whale watching). Wildlife tourism can be an eco and animal friendly tourism, usually showing animals in their natural habitat. Wildlife tourism, in its simplest sense, is watching wild animals in their natural habitat. Wildlife tourism is an important part of the tourism industries in many countries including many African and South American countries, Australia, India, Canada, Indonesia, Bangladesh, Malaysia and Maldives among many.

It has experienced a dramatic and rapid growth in recent years worldwide and is closely aligned to eco-tourism and sustainable-tourism. Wildlife tourism is also a multi-million dollar industry offering customized tour packages and safaris.

Wildlife tourism can cause significant disturbances to animals in their natural habitats. The growing interest in travelling to developing countries has created a boom in resort and hotel construction, particularly on rain forest and mangrove forest lands. Wildlife viewing can scare away animals, disrupt their feeding and nesting sites, or acclimate them to the presence of people. In Kenya, for example, wildlife-observer disruption drives cheetahs off their reserves, increasing the risk of inbreeding and further endangering the species. The effect that wildlife tourism will have on wildlife depend on the scale of tourist development and the behaviour and resilience of wildlife to the presence of humans.

When tourists activities occur during sensitive times of the life cycle (for example, during nesting season), and when they involve close approaches to wildlife for the purpose of identification or photography, the potential for disturbance is high. Not all species appear to be disturbed by tourists even within heavily visited areas.

The pressures of tourists searching out wildlife to photograph or hunt can adversely affect hunting and feeding patterns, and the breeding success of some species.

Some may even have long-term implications for behavioural & ecological relationships.

For example, an increase in boat traffic has disturbed the feeding of giant otters in Man National Park, Peru. Further disturbance to wildlife occurs when tourist guides dig up turtle nests and chase swimming jaguars, tapirs, and otters to give clients better viewing opportunities.

On the shores of Lake Kariba in Zimbabwe, the number of tourist boats and the noise generated as disrupted the feeding and drinking patterns of elephants and the black rhinoceros – it is feared that further increases in boat traffic will affect their reproductive success. Artificial feeding of wildlife by tourists can have severe consequences for social behavior patterns. Artificial feeding by tourists caused a breakdown of the territorial breeding system of land iguanas on the South Plaza in the Galapagos Islands. Territories were abandoned in favour of sites where food could be begged from tourists, and this has had a negative effect on the breeding success of iguanas.

Artificial feeding can also result in a complete loss of normal feeding behaviours.

When these sites were closed, the bears showed significant decreases in body size, reproductive rate, and litter size. Wildlife tourism also causes disruption to intra-specific relationships. In the Galápagos Islands, overfeeding by tourists was so extreme that, when stopped, some animals were unable to locate their natural food sources.

Similarly, until the early 1970s, the diet of some grizzly bears in Yellowstone National Park consisted, to a large extent, of food wastes left by visitors at park refuse sites.

Attendance by female harp seals to their pups declined when tourists were present and those females remaining with their pups spent significantly less time nursing and more time watching the tourists. There is also a risk of the young not being recognized, and being more exposed to predator attacks. A similar concern has been expressed over whale watching, whale calves normally maintain constant body contact with their mothers but, when separated, can transfer their attachment to the side of the boat.

The viewing of certain species by wildlife tourists makes the species more vulnerable to predators. Evidence of this phenomenon has been recorded in birds, reptiles and mammals. Problems have occurred in breeding colonies of pelicans.

Many owners of eco-accommodation or wildlife attractions preserve and restore native habitats on their properties. Many wildlife parks (e.g. David Fleay Wildlife Park, Gold Coast, Australia) and zoos breed rare and endangered species as a major part of their activities, and release the progeny when possible into suitable habitat.

Some wildlife tourism contributes monetary donations to conservation efforts e.g. Dreamworld, Gold Coast, has a display of Sumatran tigers, and money from visitor donations and from their *tiger walk* goes to Sumatra to assist in-situ conservation of wild tigers.

A good wildlife guide will impart a deeper understanding of the local wildlife and its ecological needs, which may give visitors a more informed base on which to subsequently modify their behaviour (e.g. not throw out plastic bags that may be eaten by turtles) and decide what political moves to support.

Active vocabulary

Watching wild animals in their natural habitat, wildlife tourism, conservation efforts, endangered species, wildlife attractions, a deeper understanding of the local wildlife, ecological needs, informed base, political moves to support.

Exercise 1. Make up a small report and give a talk in class.

Exercise 2. Complete the sentences with the facts from the passage.

1. The growing interest in travelling to developing countries has created a boom in resort and hotel construction _____. 2. Wildlife viewing can scare away animals, disrupt their feeding and nesting sites, or acclimate them _____. 3. The pressures of tourists searching out wildlife to photograph or hunt can adversely affect hunting and feeding _____. 4. Some wildlife tourism contributes monetary donations to conservation efforts _____. 5. The viewing of certain species by wildlife tourists makes the species more vulnerable to _____.



AGRITOURISM



A lodging cottage in a rural area of Lithuania. Rural building in Covasna –Romania. A herb farm in southern Indiana – United States.

Agritourism, as it is defined most broadly, involves any agriculturally based operation or activity that brings visitors to a farm or ranch. Agritourism has different definitions in different parts of the world, and sometimes refers specifically to farm stays, as in Italy.

Elsewhere, agritourism includes a wide variety of activities, including buying produce direct from a farm stand, navigating a corn maze, picking fruit, feeding animals, or staying at a B&B on a farm. Agritourism is a form of niche tourism that is considered a growth industry in many parts of the world, including Australia, Canada, the United States, and the Philippines. Other terms associated with agritourism are *agritainment*, *value added products*, *farm direct marketing* and *sustainable agriculture*. Agritourism is widespread in the USA. Agritourists can choose from a wide range of activities that include picking fruits and vegetables, riding horses, tasting honey, learning about wine and cheesemaking, or shopping in farm gift shops and farm stands for local and regional produce or hand-crafted gifts.

A conservative estimate from the Federal Reserve Board in Kansas shows that basic travel and tourism industries accounted for 3.6 % of all U.S. employment. Even more telling, data from the Travel Industry Association of America indicate that 1 out of every 18 people in the U.S. has a job directly resulting from travel expenditures. Through the Small Farm Center at the University of California, "Agricultural tourism or agritourism, is one alternative for improving the incomes and potential economic viability of small farms and rural communities. Some forms of agritourism enterprises are well developed in California, including fairs and festivals. Other possibilities still offer potential for development".

In Western North Carolina, the organization HandMade in America is using agritourism to develop their local economy and craft trades, and to educate visitors about agriculture practices. A "...niche market that not only assists communities with solutions to help diversify their economic base, but it also helps our regional urban centers and increasingly suburban populations to understand the important role that farming and rural life plays in our history, by highlighting the need for it in our contemporary society.

Agritourism projects reinforce the need to support local growers and sources and allow the visitor to experience what it is to be part of the land."

The publications explain the need for planning and marketing a rural community and weighing the pros and cons of tourism. According to the publication, local citizen participation is helpful and should be included in starting any kind of a tourism program.

Citizen participation in planning tourism can contribute to building a successful program that enhances the community. People have become more interested in how their food is produced. They want to meet farmers and processors and talk with them about what goes into food production. For many people who visit farms, especially children, the visit marks the first time they see the source of their food, be it a dairy cow, an ear of corn growing in a field, or an apple they can pick right off a tree.

Farmers and ranchers use this interest to develop traffic at their farm or ranch, and interest in the quality of their products, as well as awareness of their products.

Agritourism is a coupling of two very large industries: agriculture and tourism. Although it is a relatively novel concept in the U.S., the tradition of getting out of the city for rest and relaxation is not a new idea. In Europe it has been a thriving industry for quite some time and dates back to the dawn of civilization and cities.

From the Greeks to modern day urbanites, people have been taking advantage of what the country has to offer. Agricultural tourism is a commercial enterprise at a working farm, ranch or agricultural plant conducted for the enjoyment or education of visitors, and that generates supplemental income for the owner. Agritourism, by its nature, is closely linked to other forms of tourism such as ecotourism, nature tourism, heritage tourism, and rural recreation. Dude (or guest) ranches offer tourists the chance to work on cattle ranches, and sometimes participate in cattle drives. Dude ranches are common in the United States and Australian Outback.

Exercise 1. Choose the keywords and phrases that best convey the gist of the information.

Exercise 2. Read the questions and answers and try to explain the score of the agritourism.

What is Agritourism?

In simple terms, agritourism is the crossroads of tourism and agriculture: when the public visits working farms, ranches or wineries to buy products, enjoy entertainment, participate in activities, shop in a country store, eat a meal or make overnight stays.

Agritourism is basically where agriculture and tourism intersect, as farms and ranches invite the public onto their property to experience the out of doors, the leisure pace, and the healthy and nutritious produce that is only possible when it is fresh picked at the peak of perfection. Agritourism, one of the fastest growing segments of the travel industry, includes visits to working farms, ranches, wineries and agricultural industries.

Agri-destinations offer a huge variety of entertainment, education, relaxation, outdoor adventures, shopping and dining experiences.

What fun activities can visitors do on a farm or ranch?

Visiting a farm, ranch or winery offers wonderful, unique experiences. Picking your own peaches or apples in a beautiful orchard, roping a calf or stomping grapes are just a few of the fun and fabulous activities waiting for you.

Why is Agritourism growing so fast?

People want a new experience – an escape from the stress of traffic jams, office cubicles and carpooling! Parents want their children to know how food is grown and that milk actually comes from a cow – not a carton! Families enjoy a drive to the country and spending the day together, especially in these times.

What is the emotional appeal of Agritourism?

Most of us have a farm somewhere on our family tree. Maybe our parents were raised on a farm, or we have fond memories of spending summers on our grandparents' farms. Agritourism rekindles the positive emotions from these family visits.

What are the travel trends that support the growth of Agritourism?

According to the Travel Industry Association of America (TIA):

- Tourists are increasingly traveling by cars.
- Tourists are taking shorter trips & planning at the last minute.
- Travelers are looking for new experiences as part of their trips.
- Families want to strengthen their relationships by being together.

Why do farmers participate in Agritourism?

Today, most family farms face serious economic challenges from foreign competition and large, corporate farms. Their earnings on commodities and livestock may not even cover production costs. But farmers who sell directly to the public – through fruit stands and farm country stores – and add special activities for visitors, find they can continue farming and make a profit. Agritourism is actually saving thousands of small farms from extinction. Agritourism, while not a cure-all to the challenges, is one option for economic development in rural areas. Research has shown that rural regions are already popular destinations. In 2012, the National Survey on Recreation and the Environment found that approximately 82 mln people visited farms during that year. It also found that even though only a small percentage of American farms were participating in the industry, income earned from agritourism was close to \$800 million. Both of these numbers were significant enough to prompt the U.S. Census of Agriculture to start tracking income from recreation and agritourism on farms in 2013.

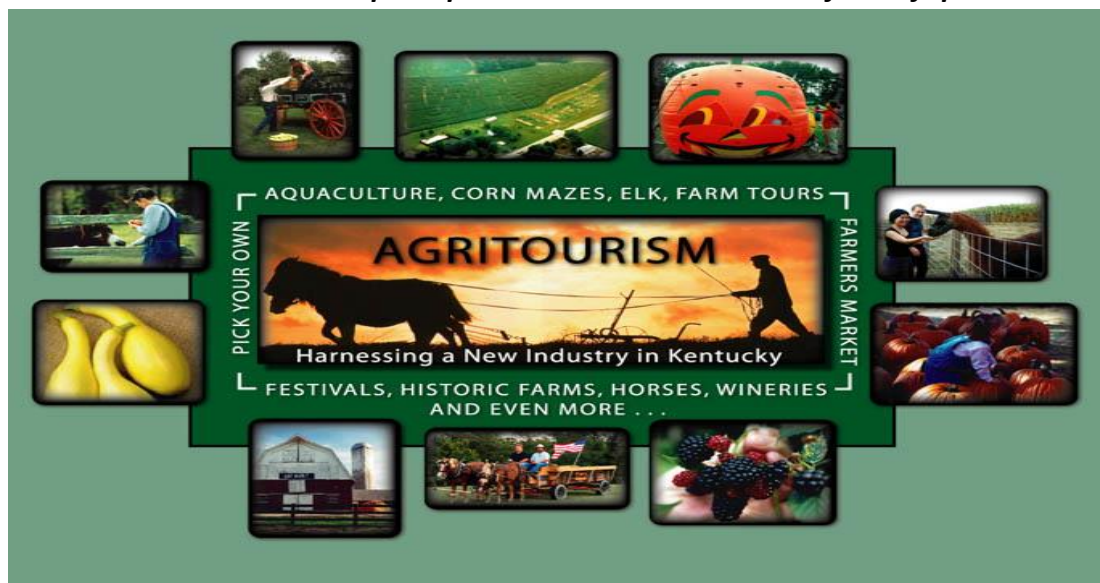
Exercise 1. Draw up some dialogues and carry them on with your classmate in class.

Exercise 2. Explain the score of some notions of different kinds of tourism in English.

Exercise 3. Analyze the information, which is in the highlight, and use it in practice.

Exercise 4. Add some information & make up a small report and give a talk in class.

Exercise 5. Read the text & pick up the essential details in the form of quick notes.



POP-CULTURE TOURISM

Pop-culture tourism is the act of traveling to locations featured in literature, film, music, or any other form of popular entertainment. Also referred to as a *Location Vacation*.

Japanese people typically eat at low tables and sit on pillows.

The kimono (着物) is a Japanese traditional garment worn by men, women and children in Japan.

Quick Facts

- 1) When visiting Japanese houses and establishments, it is vital to remember to take off your shoes and switch into the slippers provided!
- 2) Before eating anything, it is tradition to use the phrase "itadakimasu". This is used as an expression of gratitude, and is standard everywhere in Japan.
- 3) Sterilized masks are a common sight in Japan. It might look like the Japanese are afraid of catching germs from others, but it is in fact the other way round. Masks are worn by people who are worried about exposing others to their illnesses (mainly people working in office environments).

VIDEO: いただきます (ITADAKIMASU) - Recount



RELIGIOUS TOURISM

Religious tourism, commonly referred to as faith tourism, is a type of tourism, where people travel individually or in groups for pilgrimage, missionary, or leisure (fellowship) purposes. The world's largest form of mass religious tourism takes place at the annual Hajj pilgrimage in Mecca, Saudi Arabia. North American religious tourists comprise an estimated \$10 bn of the industry. Modern religious tourists are more able to visit holy cities and holy sites around the world. The most famous holy cities are Jerusalem, Mecca and Varanasi.

The most famous holy sites are the Church of the Nativity, The Western Wall, Brahma Temple at Pushkar and the Kaaba. Religious tourism has existed since antiquity. A study in 2017 found that pilgrims visited Jerusalem for a few reasons: to understand & appreciate their religion through a tangible experience, to feel secure about their religious beliefs, and to connect personally to the holy city. Religious tourism comprises many facets of the travel industry including:

- Pilgrimages.
- Missionary travel.
- Leisure (fellowship) vacations.
- Faith-based cruising.
- Marian shrines visits
- Religious tourist attractions
- Monastery visits and guest-stays.
- Faith-based camps.
- Faith-based cruising.
- Religious tourist attractions.
- Crusades, conventions & rallies.
- Retreats

Although no definitive study has been completed on worldwide religious tourism, some segments of the industry have been measured:

According to the WTO an estimated 330 mln pilgrims visit the world's key religious sites every year. Qom city, Iran. Holy Shrine of Lady Fatima Masuma: The Imam Reza Courtyard.

- Americans traveling overseas for *religious or pilgrimage* purposes has increased from 491,000 travelers in 2002 to 633,000 travelers in 2012 (30% increase).
- In 2012 more than 14.7 mln people attended religious meetings (RCMA members), an increase of more than 10 million from 1994 with 4.4 mln attendees.
- The United Methodist Church experienced an increase of 455% in mission volunteers from 1992 with almost 20,000 volunteers compared to 110,000 volunteers in 2012.
- The Christian Camp and Conference Association states that more than 8 mln people are involved in CCCA member camps and conferences, including more than 120,000 churches.
- Religious attractions including Sight & Sound Theatre attracts 800,000 visitors a year while the Holy Land Experience and Focus on the Family Welcome Center each receives about 250,000 guests annually.
- 50,000 churches in the United States with religious travel programs
- One-quarter (25%) of travelers said they were currently interested in taking a spiritual vacation.

Many religious tourists attach spiritual importance to particular sites: the place of birth or death of founders or saints, or to the place of their *calling* or spiritual awakening, or of their connection (visual or verbal) with the divine, to locations where miracles were performed or witnessed, or locations where a deity is said to live or be *housed*, or any site that is seen to have special spiritual powers.

Such sites may be commemorated with shrines or temples that devotees are encouraged to visit for their own spiritual benefit: to be healed or have questions answered or to achieve some other spiritual benefit.

Religious tourism has existed since antiquity. Modern religious tourists are more able than ever to visit holy cities and holy sites around the world. The most famous holy sites are the Great Mosque of Mecca, the Holy Shrine of Imam Hoseyn in Karbala, the Holy Shrine of Imam Reza in Mashhad, the Holy Shrine of Lady Fatima Masuma in Qom, the Sanctuary of Our Lady of Fátima in Cova da Iria, the Basilica of Our Lady of Guadalupe in Mexico City, the Church of the Nativity in Bethlehem, the Western Wall in Jerusalem and St. Peter's Basilica in Rome. The motivations which draw today's visitors to religious sites, can be mixed. This diversity has become an important factor in the management of religious tourism, as recent research has shown.



The Way of St. James is a religious tourism route to the Cathedral of Santiago de Compostela where legend has it that it holds the remains of the apostle, Saint James the Great. The route was declared the first European Cultural Route by the Council of Europe in October 1987.

Mashhad city, Iran. Holy Shrine of Imam Reza.

SLUM TOURISM

Slum tourism is a type of tourism that involves visiting impoverished areas.

Originally focused on the slums of London and Manhattan in the 19th Century, slum tourism is now becoming increasingly prominent in developing nations, including India, Brazil, Kenya, and Indonesia.

The *Oxford English Dictionary* dates the first use of the word *slumming* to 1884.

In London, people visited *slum* neighborhoods such as Whitechapel or Shoreditch in order to observe life in this situation. By 1884 wealthier people in New York City began to visit the Bowery and the Five Points area of the Lower East Side, neighborhoods of poor immigrants, to see *how the other half lives*.

In the 1980s in South Africa, black residents organized *township tours* to educate the whites in local governments on how the black population lived. Such tours attracted international tourists, who wanted to learn more about apartheid.

In the mid-1990s, international tours began to be organized with destinations in the most disadvantaged areas of developing nations, often known as slums. They have grown in popularity, and are often run and advertised by professional companies.

In Cape Town, South Africa, for example, upwards of 300,000 tourists visit the city each year to view the slums. Prior to the release of *Slumdog Millionaire* in 2008, Mumbai was a slum tourist destination. The concept of slum tourism has recently started to gain more attention from media and academia alike.

In December 2010 the first international conference on slum tourism was held in Bristol. A social network of people working in or with slum tourism has been set up.

Slum tourism is mainly performed in urban areas of developing countries, most often named after the type of areas that are visited:

- **Township tourism:** in post-apartheid South Africa and Namibia. South African settlements are still visibly divided into wealthy, historically white suburbs and poor, historically black townships, because of the effects of apartheid and racial segregation.
- **Favela tourism:** in Brazil
- **Hutong trips** in larger Chinese cities, such as Hutongs in Beijing.

Slum tourism has been the subject of much controversy. A primary accusation that the advocates against slum tourism make is it "*turns poverty into entertainment, something that can be momentarily experienced and then escaped from*".



Slum tourism in Five Points, Manhattan in 1885.

WAR TOURISM

War tourism is recreational travel to active or former war zones for purposes of sightseeing and superficial voyeurism or historical study. War tourist is a pejorative term to describe thrill seeking in dangerous and forbidden places. In 1988, P. J. O'Rourke applied the pejorative meaning to war correspondents. Until the 19th century the majority of battles were of short duration, many lasting a part of a day.

The first modern war correspondent is said to be Dutch painter Willem van de Velde, who in 1653 took to sea in a small boat to observe a naval battle between the Dutch and the English, of which he made many sketches on the spot.

In the mid-19th century, Thomas Cook organized tours of British travelers to American Civil War battlefields. John Mason Cook led the excursion which included tours of several Civil War battlefields. During the Crimean War a few years later, tourists led by Mark Twain visited the wrecked city of Sebastopol – he even scolded his travel mates for walking off with souvenir shrapnel. Prince Menshikov invited the ladies of Sevastopol to watch the battle of Alma from a nearby hill.

Frances Isabella Duberly travelled with her husband to the Crimea in 1854 and stayed with him throughout his time there, despite the protests of commanders such as Lord Lucan. As the only woman at the front-lines, she was of course the center of much attention. She was told of planned attacks ahead of time, giving her the opportunity to be in a good position to witness them. First Battle of Bull Run, also known as First Manassas in Prince William County, Virginia, near the city of Manassas. It was the first major land battle of the American Civil War. Expecting an easy Union victory, the wealthy elite of nearby Washington, including congressmen and their families, had come to picnic and watch the battle. When the Union army was driven back in a running disorder, the roads back to Washington were blocked by panicked civilians attempting to flee in their carriages.

Advances in modern warfare such as indirect fire mean fewer pitched battles and more meeting engagement. There has been no proof of war tourism in modern warfare but the idea has gained currency in a number of media reports, none of which have actually interviewed or found a tourist who has visited active combat areas as a tourist.

There have been a number of tourists caught up in war torn regions, many who visit active war zones like Israel, Lebanon, Myanmar, Algeria, Colombia and other regions at war. There are many freelance journalists who describe themselves humorously as *war tourists* and mercenaries who have pretended to be tourists to avoid discovery as in Michael Hoare's attempt to take over the Seychelles disguised as *The Royal Order of Frothblowers*.

War tourism is also confused with *Battlefield tourism*: the visiting of sites which have a relevance to historic battles no longer active, such as the German WW2 fortification, the Atlantic Wall, the Western Front or the Maginot Line in France. Foley and Lennon explored the idea that people are attracted to regions and sites where *inhuman acts* have occurred. They claim that motivation is driven by media coverage and a desire to see for themselves, and that there is a symbiotic relationship between the attraction and the visitor, whether it be a death camp or site of a celebrity's death. Former security professional Rick Sweeney formed War Zone Tours in 2008, while another was begun by a former *New York Times* journalist Nicholas Wood. Mr Sweeney is part of a group of tour guides who take tourists to countries that have experienced or are mired in conflict.

A tourist on a trip to Baghdad in 2010 might have paid up to \$40,000.

2014 reported war tourism was on the increase and included tourists in Israel to spectate on the Syrian Civil War. The desire for the experience and the documentation and photographing of it through social networking could be helping to increase war tourism, according to a Tel Aviv-based journalist. War tourism in Israel is covered in the 2011 documentary film *War Matador* by Avner Faingulerntand Macabit Abramson.

The 2014 pro-Russian unrest in Ukraine saw Ukraine advertisements for tours with prices starting at £50 for a trip. The trips to the battle zone in the east of the country where hundreds of people have been killed range from the cheapest option to the more expensive £400 outings to areas where there is ongoing conflict. Companies have started up in war-torn areas, posting publicity for the tours on trees and posts.

In Iran, students, members of Basij militia and interested people are routinely taken to the former battle sites of the Iran–Iraq War as the war is considered by the Iranian ruling regime a *holy defense* and an ideological pillar to the existence of the ruling Islamic Republic. The trips are organized by Basij, an offshoot of the Iranian Revolutionary Guard Corps (IRGC) which enlists the travelers normally in mosques, schools or universities.

The trips, which are officially called *Tours for the Travelers of Light* are low-cost and are taken by bus, under poor safety conditions. Since 2008, the buses taking the *tourists* have caused death to over 75 travelers in about seven trips. In 2013, the then Education Minister Hajibabayi proposed that those killed in these tours be granted the degree of martyr.



DARK TOURISM

Dark tourism (black tourism or grief tourism) has been defined as tourism involving travel to places historically associated with death and tragedy. More recently, it was suggested that the concept should also include reasons tourists visit that site, since the site's attributes alone may not make a visitor a *dark tourist*. The main attraction to dark locations is their historical value rather than their associations with death and suffering.

While there is a long tradition of people visiting recent and ancient settings of death, such as travel to gladiator games in the Roman colosseum, attending public executions by decapitation, and visiting the catacombs, this practice has been studied academically only relatively recently. Travel writers were the first to describe their tourism to deadly places. P. J. O'Rourke called his travel to Warsaw, Managua, and Belfast in 1988 *holidays in hell*, or Chris Rojek talking about *black-spot* tourism in 1993 or the *milking the macabre*.

Academic attention to the subject originated in Glasgow, Scotland: The term 'dark tourism' was coined in 1996 by Lennon and Foley, two faculty members of the Department of Hospitality, Tourism & Leisure Management at Glasgow Caledonian University, and the term 'thanatourism' was first mentioned by A. V. Seaton in 1996, then Professor of Tourism Marketing at the University of Strathclyde.

As of 2014, there have been many studies on definitions, labels, and subcategorizations, such as Holocaust tourism and slavery-heritage tourism, and the term continues to be molded outside academia by authors of travel literature. There is very little empirical research on the perspective of the dark tourist. Dark tourism has been formally studied from three main perspectives by a variety of different disciplines:

Scholars in this interdisciplinary field have examined many different aspects. Lennon and Foley expanded their original idea in their first book, deploring that "tact and taste do not prevail over economic considerations" and that the "blame for transgressions cannot lie solely on the shoulders of the proprietors, but also upon those of the tourists, for without their demand there would be no need to supply".

Philip Stone and Richard Sharpley from the Department of Tourism and Leisure Management of the Lancashire Business School at the University of Central Lancashire, UK have looked through the lens of the market place at dark tourism; they have coined the term '*product of dark tourism*', and discuss its supply, demand, and consumption by the 'dark tourist'. Stone and Sharpley have published prolifically in this area, although not conducted empirical research, and founded an Institute for Dark Tourism.

In 2005 Stone suggested that "within contemporary society people regularly consume death & suffering in touristic form, seemingly in the guise of education and/or entertainment", sounded a call for research on *Dark Tourism Consumption* to "establish consumer behavior models that incorporate contemporary socio-cultural aspects of death and dying".

In a 2006 paper Stone discussed *the dark tourism product range*, arguing that "certain suppliers share particular product features, perceptions and characteristics, which can then be loosely translated into various *shades of darkness*". His typology of death-related tourist sites consists of seven different types, ordered from light to dark: dark fun factories, dark exhibitions, dark dungeons, dark resting places, dark shrines, dark conflict sites and dark camps of genocide. In 2008 Stone and Sharpley hypothesized, that coming together in places associated with grief.

Whether a tourist attraction is educational or exploitative is defined by both its operators and its visitors. Tourism operators motivated by greed can *milk the macabre* or reexamine tragedies for a learning experience. Tourists consuming dark tourism products may desecrate a place and case studies are needed to probe who gains and loses.

Thanatourism and slum-tourism have been described as re-interpreting the pastime according to the needs of financial elite.

Destinations of dark tourism include: castles and battlefields such as Culloden in Scotland and Bran Castle and Poienari Castle in Romania; former prisons such as Beaumaris Prison in Anglesey, Wales and the Jack the Ripper exhibition in the London Dungeon; sites of natural disasters or man made disasters, such as Hiroshima Peace Memorial Park in Japan, Chernobyl in Ukraine and the commercial activity at Ground Zero in New York one year after September 11, 2001. It includes sites of human atrocities and genocide, such as the Auschwitz concentration camp in Poland, the Nanjing Massacre Memorial Hall in China, the Tuol Sleng Genocide Museum in Cambodia; the sites of the Jeju Uprising in South Korea and the Spirit Lake Internment Camp Centre near La Ferme, Quebec as an example of Canada's internment operations of 1914-1920.

In Bali "death and funeral rites have become commodified for tourism ..., where enterprising businesses begin arranging tourist vans and sell tickets as soon as they hear someone is dying". In the US, visitors can tour the Holocaust Memorial Museum in Washington D.C. "with an identity card which matches their age and gender with that of a name and photo of a real holocaust victim.

Against a backdrop of video interpretation portraying killing squads in action, the pseudo holocaust victim enters a personal ID into monitors as they wander around the attraction to discover how their real-life counterpart is faring".

In late 2017, the online journal *Current Issues in Dark Tourism Research* was launched. The aim of the online journal is to bring affordable 'dark tourism' scholarship direct to students, researchers, and the media. The journal is unique in that it pays royalty fees to authors and, as a result, is a new model for contemporary academic publishing.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Add some information & make up a small report and give a talk in class.

Exercise 3. Read the text & pick up the essential details in the form of quick notes.



DISASTER TOURISM

Disaster tourism has been defined as the practice of visiting locations at which an environmental disaster, either natural or man-made, has occurred. Although a variety of disasters are the subject of subsequent disaster tourism, the most common disaster tourist sites are the areas surrounding volcanic eruptions. Opinions on the morality and impact of disaster tourism are divided. Advocates of disaster tourism often claim that the practice raises awareness of the event, stimulates the local economy, and educates the public about the local culture, while critics claim that the practice is exploitative, profits on loss, and often mischaracterizes the events in question. personal connection in a social, academic or cultural essence. Another population of visitors hope to aid in providing relief to the affected areas – some directly through volunteer work & some indirectly through donations.

Other visitors have no connection to the site or the event, but happen to be there as tourists and visit those places as part of their sightseeing. A common example of this is tourists who come to Italy to sightsee in Rome and end up visiting Pompeii and its neighboring cities without initially intending to do so.

Disaster tourism had a mixed reception, with critics labelling it as voyeuristic and profiting off of loss and with advocates arguing that the tourism stimulates the recovering economy and brings awareness to local culture. Although the public perception of tourism depends on a wide variety of factors, such whether the disaster was man-made or natural and how long it has been since incident, there are some general trends in the reception of tourism. Depending on the site or tour, disaster tourism can be seen to be an educational experience or exploitative. Whether or not a tourist site is handled in a respectful and tactful manner often is determined both by those organizing the events and the tourists themselves. Moreover, advocates of disaster tourism point out that attractions are capable of re-examining disasters in an educational manner despite that the operators are motivated by profit. Many of these advocates argue that when distasteful disaster tourism occurs, the blame lies primarily on the tourists for providing an insensitive demand rather on the operators for fulfilling such a demand.

For both tourists and operators parsing the difference between an educational and an exploitative one requires asking what areas are crucial for understanding the disaster and clarifying how behavior that is appropriate in a destroyed area is often different from behavior that is appropriate in newly built homes or temporary camps.

The effect of tourism on the local economy is often nuanced due to the specifics in how tourism affects local income. It is generally accepted that if the tours comprise public events organized by volunteers, then there are consistent but small increases to charity donations. However, if the tours are organized by private companies, then it is not always clear how what proportion of the profits go back into relief efforts.

While governmental regulation typically prevents private tours from slowing down or reversing reconstruction in areas where reconstruction has already began, critics argue that private touring may deincestivize the reconstruction of locations & sites, in which reconstruction has yet to occur. Another possible situation is that the tours are not organized by formal entities but instead by less cohesive groups of citizens. These cases are relatively unstudied due to their rarity. Similarly, visiting disaster sites is thought to have an effect on empathy, but the nature of the effect it has depends on the particulars of the visit.

Unorganized visits can often raise empathy by forcing the visitors to see suffering up close and prompting them to consider how to interact with victims. More organized visits, on the other hand, have been accused of lowering empathy because they compromised tourists "acting like tourists & dressing like tourists", which dilutes & sanitizes the experience.

In September 2017, Hurricane Maria devastated the Dominican Republic and Puerto Rico. Hurricane Maria is estimated to have caused 4,645 deaths total, and in Puerto Rico, it is estimated to have caused \$94 bn in property damage and displaced approximately 60,000 people. On October 9, 2017, Facebook CEO Mark Zuckerberg and Facebook social VR chief Rachel Franklin used a livestream to showcase Facebook's new VR app, Facebook Spaces, by taking a virtual tour of the devastated areas Puerto Rico. During the 10 minute video, Zuckerberg explains how Facebook partnered with Red Cross to build population map from satellite imagery and better allocate the relief effort.

The public reception to the tour was unanimously negative. Zuckerberg drew criticism for describing VR as *magical* in its ability to transport people to disaster zones, and most viewers considered the cartoon avatars of Zuckerberg and Franklin to be an inappropriately jovial tone. The day following the livestream, Zuckerberg apologized, explaining, "When you're in VR yourself, the surroundings feel quite real. But that sense of empathy doesn't extend well to people watching you as a virtual character on a 2D screen."

Examples of disaster tourism

When the nearby volcano Mt Vesuvius erupted in 79 AD, the eruption buried the city of Pompeii and the nearby city of Herculaneum and preserved everything from its streets to its frescoes under mounds of pumice and ash.

Although Pompeii was initially rediscovered in 1599, tourism was undesirable until Spanish engineer Rocque Joaquin de Alcubierre performed a much larger excavation in 1748, which revealed many noteworthy structures, such as a fully intact Roman theatre.

Today, Pompeii belongs to the much larger Vesuvius National Park and is one of Italy's most popular tourist sites, attracting approximately 2.5 mln visitors annually.

In the early evening of May 6, 1937, the German passenger airship LZ 129 Hindenburg burst into flame during a docking attempt at the Lakehurst Naval Air Station, just outside Lakehurst, New Jersey. With the cause of the fire unknown and a death toll of thirty-seven passengers, the Hindenburg disaster became one of the biggest news stories of its time.

Today, a bronze plaque and cement outline the site of the incident. Immediately east of the crash site, volunteers of the Navy Lakehurst Historical Society will conduct public tours of Historic Hangar One, the location where the Hindenburg was kept.

On the morning of April 26, 1986, the number four reactor of the Chernobyl nuclear power plant exploded, producing airborne radioactive materials and a fire that burned for ten days. The Chernobyl explosion caused dozens of direct deaths and thousands of deaths due to long-term exposure. In the aftermath, 350,000 residents were displaced from Chernobyl and the nearby city of Pripyat. The other three reactors at Chernobyl power plant continued running at the time but were gradually lessened until the power plant's shutdown in 2000. The Ukraine-based tour company SoloEast Travel currently runs daylong tours through Chernobyl's exclusion zone, a thousand square-mile area that includes the plant. The highlights of the tour include visiting Red Forest, a pine tree woodland destroyed by radioactive contamination, exploring Kopachi a nearby village that was demolished due to high contamination levels, coming within 1000 feet of the remains of the four reactor.

These tours are met with some controversy because despite that SoloEast Travel claims that publicly accessible areas surrounding the power plant contain low levels of radiation and are deemed safe, a number of third party scientists disagree.

In 1989, the *Exxon Valdez* oil tanker struck Alaska's Bligh Reef in Prince William Sound and leaked crude oil into the sound. An estimated 30 mln plus gallons spilled.

Oil from the spill would eventually contaminate more than 11,000 mi² of ocean and 1300 mi of coastline. The spill killed hundreds of sea otters, harbor seals, eagles and hundreds of thousands of seabird in the days following the spill.

Despite that it is not the world's largest oil spill, the *Exxon Valdez* oil spill is typically considered the most notorious in American history. Having been among the first responders, the family-run Stan Stephens Cruises operates glacier tours out of Prince William Sound that highlight the history surrounding the Exxon Valdez spill and its aftermath.

In late August 2005, Hurricane Katrina devastated the American city of New Orleans.

Although 80-90% of the population was evacuated prior, 23 breaches in navigational canal levees, drainage canal levees, floodwalls occurred as a result of Katrina's storm surge.

With these failures, 80% of New Orleans became flooded, which in turn caused over 200,000 homes to be destroyed and 800,000 residents to be displaced.

At the time, the disaster had a large impact on the politics, population, and economics for a sizable portion of the USA. A decade after the incident, the effects of Hurricane Katrina are still visible and catastrophic. Although many companies offer bus tours of the still-damaged regions, critics argues that these tours interfere with the relief effort.

Some have suggested that curious tourists should instead go on bike tours in order to restrict the disruption to residents trying to get their lives back on track.

Quite frequently, tours will focus on showcasing the culture of specific districts and neighborhood, treating Hurricane Katrina as the most recent event in a much longer cultural history. Many tours donate their profits to local relief organizations.

Eyjafjallajökull, in Iceland, began erupting on 20 March 2010. At this time, about 500 farmers and their families from the areas of Fljótshlíð, Eyjafjöll, Landeyjar were evacuated overnight, but allowed to return to their farms & homes after Civil Protection Department risk assessment. On 14 April 2010, Eyjafjallajökull erupted for the second time, requiring 800 people to be evacuated. In the wake of the first eruption, tour companies offered trips to see the volcano. However, the ash cloud from the second eruption disrupted air traffic over Great Britain and most of northern and western Europe, making it difficult to travel to Iceland even though Iceland's airspace itself remained open throughout.

In the November of 2010, the active Indonesian volcano of Mt Merapi had its second eruption in a century, which led to direct deaths of 353 people and the displacement of approximately 400,000 people in nearby villages. Mt Merapi is unique among disaster tourist sites because Merapi was a popular tourist site prior to the volcano's eruption, and tourism had already made up a significant portion of the local economy.

Exercise 1. Transfer the given information from the passages onto a table.

| No | Activity | | | |
|----|----------|-------|------|-------|
| | Event | Where | When | Score |
| | | | | |



POPULAR TYPES OF TOURISM

Tourism is travel for leisure or business purposes. The WTO defines tourist as people who "travel to and stay in places outside their usual environment for more than 24 hours and less than 1 consecutive year".

Health tourism has always existed, but it was not until the 18th century that it became important. In England, it was associated with spas, places with supposedly health-giving mineral waters, treating diseases from gout to liver disorders and bronchitis.

The most popular resorts were Bath, Cheltenham, Buxton, Harrogate, and Tunbridge Wells. Visits to take *the waters* allowed the visitors to attend balls and other entertainments.

Continental Spas such as Carlsbad (Karlovy Vary) attracted many fashionable travellers by the 19th century. It could be argued that Britain was the home of the seaside holiday.

In travelling to the coast, the population was following in the steps of Royalty. King George III made regular visits to Weymouth when in poor health.

At the time, a number of doctors argued the benefits of bathing in sea water, and sea bathing as a widespread practice was popularised by the Prince Regent (later George IV), who frequented Brighton for this purpose.

Leisure travel was associated with the industrialization of United Kingdom – the first European country to promote leisure time to the increasing industrial population.

Initially, this applied to the owners of the machinery of production, the economic oligarchy, the factory owners, and the traders. These comprised the new middle class.

Cox & Kings were the first official travel company to be formed in 1758. Later, the working class could take advantage of leisure time. The British origin of this new industry is reflected in many place names. At Nice, one of the first and best-established holiday resorts on the French Riviera, the long esplanade along the seafront is known to this day as the Promenade des Anglais; in many other historic resorts in continental Europe, old well-established palace hotels have names like the Hotel Bristol, the Hotel Carlton or the Hotel Majestic – reflecting the dominance of English customers.

Tourism that are generally from hot climatic conditions going to a place of interest where there is winter is called winter tourism.

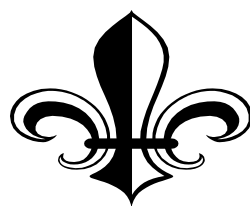
St. Moritz, Switzerland became the cradle of the developing winter tourism in the 1860s; hotel manager Johannes Badrutt invited some summer guests from England to return in the winter to see the snowy landscape, thereby inaugurating a popular trend.

It was, however, only in the 1970s when winter tourism took over the lead from summer tourism in many of the Swiss ski resorts. Even in winter, up to one third of all guests (depending on the location) consist of non-skiers.

Winter sports were largely invented by the British leisured classes, initially at the Swiss village of Zermatt (Valais), and St Moritz in 1864. The first packaged winter sports holidays took place in 1902 at Adelboden, Switzerland. Winter sports were a natural answer for a leisured class looking for amusement during the coldest season.

The Fun Ski & Snow Festival, which has been organized annually by Korea tourism organization since 1998 and participated by about 10,000 tourists from Asia, is one of the most successful winter tourism products in Asia. The festival provides a variety of events such as ski and sled competitions, ski & snow board lessons, performances and recreational activities.

Majority of the event participants are foreign visitors who come from countries with a warm climate that have no snow. The event offers them opportunities to enjoy winter and winter sports in Korea. In addition, southern South American countries making up the Patagonia region in Chile and Argentina attract thousands of tourists every year. Skiing is extremely popular in the mountainous areas.



The Tourist Export is an export from the country of tourist impressions, which is accompanied by simultaneous import by the tourist of money in the given country.

At export of tourism services export of impressions is made first of all. At tourist export the direction of a money flow coincides with a direction of a flow of the tourists.

The Forms of Tourism: internal and international. The internal tourism is a domestic tourism, i.e. inside the country.

The international tourism is tourism in other country, i.e. foreign tourism.

The international tourism happens entrance and exit. Entrance tourism are travels within the limits of any country of the persons who are not living constantly in this country. The exit tourism is travels of the persons constantly living in any country, in other country.

Kinds of Tourism: active and passive. The arrival of the foreign tourists in the country or domestic tourists in the given region of the country is active tourism. The active tourism serves the factor of import of money (currency) in the country or given region. Travel of the citizens of one country to other states and departure of the tourists from the given region of the country are passive tourism. The passive tourism is the factor of export of money (currency) from the country or given region.

The forms of tourism on modification most typical of an attribute are divided into separate versions. To these characteristic attributes concern: an overall objective of travel, character of organization of travel, intensity of a tourist flow, duration of round, age attribute used transport.

Active vocabulary

Tourist, tourist import, tourist export, resources, forms of tourism, objective of travel, character of organization of travel, intensity of a tourist flow, duration of round.

Economic Impacts of Tourism

POSITIVE

1. Foreign exchange earnings
2. Contribution to government revenues
3. Generation of employment
4. Balance of payment / trade account balance
5. Stimulation of infrastructure investment
6. Contribution to local economies

NEGATIVE

1. Inflation
2. Opportunity costs
3. Dependency
4. Seasonality
5. Leakage
6. Enclave tourism
7. Seasonal character of jobs
8. Prostitution and the underground economy

ECONOMIC COMPONENTS OF TOURIST ACTIVITY

The analysis of activity conducting tourist firms shows that the companies successfully competing in sphere of tourism, are guided by three strategic methods:

- development of a working product on the usual directions of tourism;
- expansion of geography of trips and sales at the expense of new areas of tourist purpose;
- introduction of counter spheres of tourist activity, including through creation of the new companies.

The Economic Efficiency of Tourism means reception of a prize (economic benefit), from: organizations of tourism in scales of the state; tourist service of the population of region; production-serving process of tourist firm. The positive influence of tourism on economy of the state occurs only in that case, when the tourism in the country develops does not transform a national economy into a service economy.

The tourism directly participates in creation of the national income of the country.

The cumulative contribution of tourism includes in a national economy both straight line, and indirect contribution. The direct influence of tourism on a national economy (region) is a result of the charges of the tourist on purchase of services and goods of tourism. The indirect contribution of tourism to a national economy is shown in effect of recurrence of expenses of the tourists on purchase of services and goods in the certain time and in the certain place.

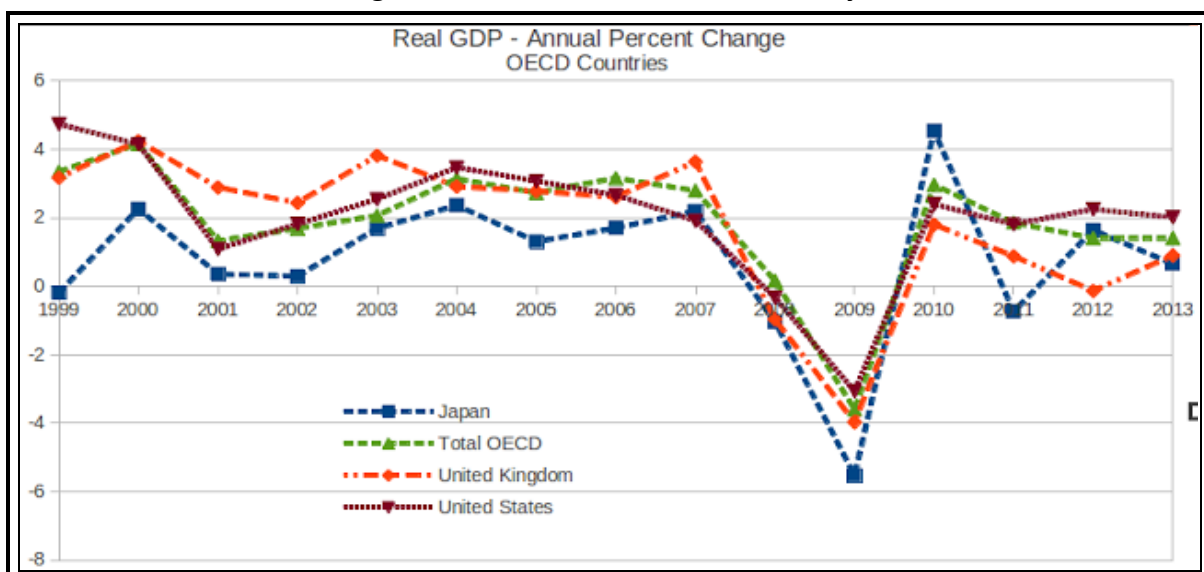
This effect refers to as effect of animation or multiplication. Multiplier is a parity of a deviation from an equilibrium pure national product (total national product minus deductions on consumption of the capital) and initial change in the charges on the investment which has caused the given change of a real pure national product.

The animated influence of tourism is shown that as a result of chain reaction – charges – incomes the income received from one tourist, exceeds the sum of money spent by it in a place of stay on purchase of services and the goods.

Active vocabulary

Tourism, to participate, tourists, purchase of services, national economy, effect of animation or multiplication, a real pure national product, to cause, influence of tourism.

Exercise 1. Comment the given details about tourism economy.



ECONOMIC PARAMETERS OF TOURISM DEVELOPMENT

Install and development of tourism as the branches are characterized by system of the certain economic parameters, which reflect quantitative volume of realization of tourist services and their qualitative party, and also economic parameters of production-serving activity of the tourist managing subjects.

The flow is a constant arrival of the tourists in the country (region):

- total of the tourists;
- quantity of tourist days;
- average duration of stay of the tourists in the country, region.

The parameters describing a condition and development of material base of tourism, determine its capacity in the given country (region):

- place fund of houses of rest, boarding houses, tour-bases, number of places, given by the local inhabitants;
- number of places in trade halls of the enterprises of a feed for the tourists;
- number of places at theatres removed for the tourists; etc.

The parameters of financial and economic activity of tourist firm include:

- volume of realization tour-services or proceeds from realization of services of tourism;
- parameters of use of a labour;
- parameters of use of production assets;
- cost price of services of tourism, profit, profitability;
- parameters of a financial condition of tourist firm.

Parameters describing a condition and development of the international tourism: quantity of the tourists visited foreign country; quantity tour-days on the foreign tourists; total money expenses made by the tourists during foreign trips.

The Marketing in Tourism means the complex approach to production management, realization and organization of consumption tour-product, guided.(focused) on the account of the requirements tour-market and active influence on demand with the purpose of expansion of volume of sale tour-product.

The tourist market can be considered in quality: sets of the buyers and sellers tour-product; the tool of the coordination of interests of the buyers and sellers tour-product; spheres of realization tour-product; spheres of display of the economic attitudes between the buyers and sellers tour-product. Tour-market is characterized by some parameters.

Capacity of the tourist market – its ability to absorb that or other quantity tour-product, i.e. possible volume of realization of separate rounds, services of tourism and goods tourist-souvenirs of purpose at the existing prices and offer. The above-stated size depends on volume of paid demand of the population and sizes of the tourist offer.

The demand on tour-product represents the form of display of need of the population in tour-product, supplied by money resources.

The offer on tour-market is all weight of the rounds, intended for sale, services of tourism and goods tourist-souvenir of purpose. There is a rule: in the market by the price always command demand: if the demand exceeds the offer-price rise; if the offer exceeds demand-price are reduced. The segmentation of the market is a division of the market in general on the homogeneous specific markets, i.e. on separate parts (segments) of the market.

The segmentation of demand is expedient for carrying out on three groups of criteria:

- geographical (country of arrival of the tourist;
- the geographical purpose of tourist trip);
- social (age, floor, trade, type of family, nationality, religious belief, income etc.);
- psychological (motive of trip, seasonal prevalence, organization and duration of trip).

Active vocabulary

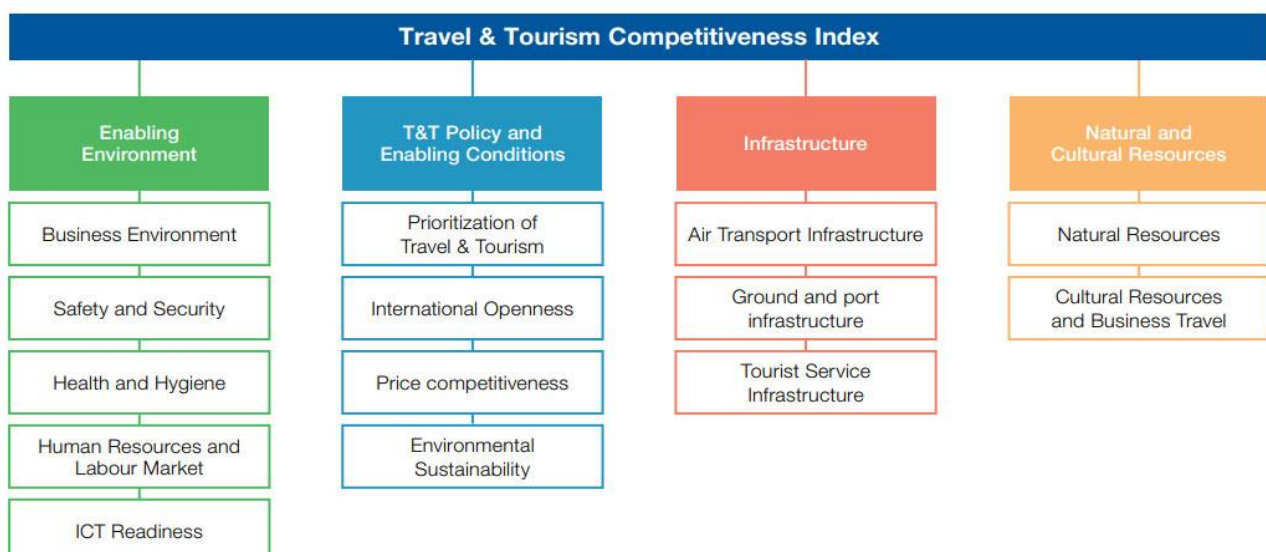
Tourist market, economic attitudes, the coordination of interests, to buy and sell tour-product, price, to offer, production management, realization and organization of consumption tour-product, purpose, active influence on demand.

Exercise 1. Pick up all the details from the text associated with economy of tourism.

Exercise 2. Analyze the information, which is in the highlight, and use it in practice.

Exercise 3. Add some information & make up a small report and give a talk in class.

Exercise 4. Read the text & pick up the essential details in the form of quick notes.



TOURISM IS AN IMPORTANT FORCE

The latter half of the 20th century has been marked with amazing changes in technology, transportation, and communication and, in varying degrees, a spread of geo-political stability that has accompanied economic affluence for many citizens in industrialized and developing countries throughout the world. These changes have triggered the development of a number of new industries and the substantial evolution of existing industries to address the needs of increasingly prosperous, educated, and sophisticated post-industrial societies.

One of these industries, tourism, has quietly emerged to become an important force in many societies and economies in various parts of the world.

Though not usually thought of as a single cohesive industry, the growth of tourism since World War II has nonetheless been dramatic. Higher discretionary incomes, smaller family size, changing demographics, lower transportation costs, improved public health standards, infrastructure development, and hospitable environments for tourists in many destinations have made tourism, especially long-distance tourism, an activity within the reach and desires of many members of many nations.

Furthermore, developments in marketing, management, vertical and horizontal integration, pricing, and tour packaging, as well as capital investments in physical facilities – "bricks and mortar" – and public infrastructure, have provided tourism with the necessary framework to allow the tremendous growth it has experienced over the past half century.

Thus, tourism has indeed emerged as an "industry" which, according to the *World Tourism Organization*, in 2009 generated approximately 84 million jobs in its direct and service-related industries, such as airlines, hotels, travel services, and publications.

International Travelers: Volume and Expenditure Patterns, 1950-2010

| Year | Arrivals (millions) | % Increase | Expenditures (\$ billions) | % Increase |
|------|---------------------|------------|----------------------------|------------|
| 195 | 25.3 | | 2.1 | |
| 196 | 69.3 | 173.9 | 6.9 | 229 |
| 197 | 158.7 | 129.0 | 17.9 | 159 |
| 198 | 204.8 | 29.0 | 102.4 | 472 |
| 199 | 425.0 | 107.5 | 230.0 | 125 |
| 200 | 600.0 | 41.2 | 376.7 | 63.8 |
| 201 | 760.0 | 54.4 | 567.9 | 56.7 |

At least at the international level, the growth and extent of tourism activity can be appreciated by examining the volume and expenditures of international travelers; data from the period 1950 to 2000 are presented in the table. Though these data include many who are traveling for other reasons, a good portion of the growth is attributable to tourism.

Many countries and regions, which have possessed the necessary resources for tourism development, have chosen, either consciously or otherwise, the path of developing large-scale tourism as a major national or regional activity. Tourism has become a major employer, taxpayer, and physical and political presence in many jurisdictions.

As a result, tourism has often altered the very nature of social, political, and economic interaction that occurs in these places. Frequently, the transformation has been no less dramatic than the shifts that took place generations before, as agrarian ways were pushed out by industrialization. Now, in industrialized countries, tourism is frequently pushing out manufacturing, distribution, or extractive industry as the economic mainstay.

In developing countries, the shift typically has been from an agrarian economic base to a touristic economic base, bypassing an industrial phase altogether.

The reasons for this explosion of growth in tourism are many and interrelated. At one level, transportation systems, especially with respect to the automobile and commercial air travel, have opened new opportunities for potential tourists by making transport from home to destination less expensive (in real terms), more convenient, quicker, and safer.

Increases in real incomes since 1950, especially in the industrialized countries of Europe, North America, and Australia, have expanded the numbers of potential long distance tourists from solely the upper classes to virtually all-social strata.

Shortened work weeks, increased leisure time, earlier retirement age, and extended life expectancies have provided many more people with the discretionary time and opportunities to undertake frequent holidays, or "get-aways", or to pursue lengthy exploratory excursions.

Improved communications and information dissemination, ranging from travelogues on television, to movies filmed in exotic locations, to extensive word-of-mouth networking, have familiarized potential tourists with the far corners of the globe long before they consider visiting them. The desire to see famous natural or man-made sites, to experience new or familiar adventures, different cultures, or one's own historic or ethnic roots, or just to change one's environment from the cold chill of winter to the warmth of sun-drenched beaches has been enhanced and stimulated by the marketing efforts of such various components of the tourism industry as airlines, destination resorts, and tourism authorities in their efforts to increase volumes of business or visitors hip to specific locations.

On the supply side, various improvements have been made which have catered to the tastes & preferences of potential tourists. No longer is long distance air travel considered a major ordeal. With the combination of increasingly experienced travelers and customer-sensitive airlines, trips that would have been considered extremely demanding only one or two generations ago are now taken in stride by all but the most fickle of travelers.

The uncertainty of the availability or quality of accommodations that may have prevailed in the past has been replaced by worldwide reservation services, hotel franchises that guarantee quality standards and potable water, and the familiarity and assurances generated by prior visits, visits by friends, or observations by travel writers.

However, tourist development has not progressed without controversy. Disillusionment with *mass* tourism and the many problems it has triggered has led many observers and researchers to criticize vociferously the past methods and directions of tourism development and to offer instead the hope of *alternative tourism*, broadly defined as forms of tourism that are consistent with natural, social, and community values and which allow both hosts and guests to enjoy positive and worthwhile interaction and shared experiences.

ECONOMIC TRENDS & BYPRODUCTS

Because of the growing awareness of tourism as an activity, an industry, a catalyst for economic growth & development, competition for the tourist & for tourism expenditures has been significant in recent decades. One result has been market segmentation & a considerable broadening of the perceived and actual opportunities available for potential tourists.

Thus, tourists can choose from *sun and sand* holidays, *adventure travel*, *theater tours*, *shopping sprees*, summer or winter sports vacations, cultural immersion, historic re-enactments, and various other tourism experiences.

An interesting illustration of product identification and market segmentation is offered by two of the fastest growing tourism destinations in the United States: Orlando, Florida and Las Vegas, Nevada. Both of these tourist-dominated cities offer predominantly artificially created tourism experiences: Orlando with the presence of Disney World, Epcot Center, and MGM and Universal Studio *Hollywood* – themed parks; and Las Vegas with its variety of themed *must see* casino-hotel resorts such as: The Mirage, Caesars Palace, Excalibur, along with high-technology showroom extravaganzas and unparalleled convention facilities, all framing a wide variety of gambling opportunities. Both of them offer escapism & fantasy in highly artificial environments and have been tremendously successful in doing so. It is no accident that Las Vegas is often referred to as providing an *adult Disneyland* for its visitors, whereas Orlando provides the *real* Disney experience. With the exception of the slot machines and gambling tables, there are strong similarities between these two rapidly growing tourism destination cities.

Indeed, it may not be so farfetched to call Orlando, with all of its thrilling but nonetheless artificial attractions, an *adolescent's Las Vegas*. It is worth noting that the economic success of both Las Vegas and Orlando has led to many recent attempts to emulate them; legalization or attempted legalization of casino-style gambling has been widespread in the USA, Canada, and Australia over the past 15 years, and Mickey Mouse has gone abroad to France and Tokyo to found new Disney Worlds to conquer.

However, in spite of the many forms it has taken, not all tourism industries in the developed or the developing world have been beneficial. Success in attracting tourists and tourism-related investments has sometimes led to over-exploitation of tourism resources, which has deteriorated the tourism experience for visitors and hosts alike.

Conflicts have arisen between natural and constructed tourism resources as governments and entrepreneurs have cooperated in competition with those of other locations to attract the economic benefits and prestige that popular destination resorts could bring.

Sheer numbers of tourists have altered the *pristine* or *natural* experience that some regions initially offered. The development of high volume tourism facilities, such as high-rise hotels and tourist-oriented strip retail centers, with inadequate attention paid to traffic patterns, urban planning, infrastructure needs, or aesthetic considerations, has created more than a few *tourism disasters*. It is clear in retrospect that, in many cases, the benefits linked to tourism development were quickly dissipated, either due to inadequate or inept planning or because of short-term, shortsighted exploitation. For tourists the view is often summarized with statements such as "*This used to be a nice place, but now it is ruined*" because of overcrowding, overcommercialization, or overdevelopment. The *mass tourism*, the tackiness, the variety of problems experienced in such places as Niagara Falls, Waikiki, Spain's Costa Brava, and Australia's Gold Coast have too often created eyesores alongside beautiful natural settings.

Herded large numbers of tourists as if they were so many cattle.

Disrupted traditional cultures and occupational patterns by creating a pervasive tourism industry is characterized by low-paying service jobs & manipulative values. They ignore the needs of local citizens and the community values.

To date, however, such reactions have been more notable for their harsh judgments against mass tourism than their positive contributions as to what *alternative tourism* means.

As many of the parts in this work point out, it is easier to grasp and speak against the negative results of mass tourism than it is to formulate a realistic and cohesive view of what *alternative tourism*, however defined, can reasonably offer.

The decade of the 1990s has been predicted to become the *Decade of Eco-Tourism*, and the travel industry is becoming sensitized to mounting global concern about the social costs and environmental damage created by too much tourism.

In the past, planners in the private and public sectors have relied heavily on short and intermediate term economic and investment criteria for decision-making and for resource allocation considerations regarding tourism projects.

This has often led to problems of overdevelopment accompanied by rapid decline in a destination's general appeal to more upscale tourists. Select coastlines in Florida, Spain, and Mexico provide a variety of examples of this pattern of development.

One reason for this short-sightedness is that the market pricing mechanism and other economic processes do not always provide a full and complete accounting of all costs and benefits associated with tourist developments.

In instances where important resources are held as the property of *all the people*, or where individual property rights are poorly defined, externalities – defined as costs (or benefits) resulting from transactions undertaken between buyers and sellers but falling on otherwise uninvolved third parties – can and frequently do arise.

Pristine beaches & alpine settings, for example, are usually perceived as complementary resources for tourism development projects. Yet the attempt of too many projects to capture the common benefits from such shared resources can lead to congestion, pollution, a general degradation of the value of such resources for tourism purposes.

Thus local residents at tourist destinations, as well as the general public, often *bear the costs* of overdevelopment through diminished aesthetic or use value of the resources; by paying for mitigation, abatement, or clean-up efforts through private endeavors or increased taxes; or with lower wealth through foregone opportunities, diminished incomes, or depressed property values. There is also the socially destabilizing issue of redistribution of income and wealth that invariably follows rapid economic change.

Tourism development creates *winner*s and *loser*s among the local residents, often without a common acceptance as to the equity of such redistribution.

Alternatively, many of the *winner*s' might be outsiders who are then viewed as exploiters of the native population and rapists of the land.

Good decision making procedures should take all such externalities and their costs fully into account in planning for tourism development and in directing the evolution of existing tourist industries. Private market forces by themselves cannot rectify such external costs & ignore altogether – or treat amorally – the income and wealth redistribution issues.

When such situations occur, policy makers should structure government intervention to stimulate more desirable outcomes.

Regrettably, such enlightened planning is often not realized in practice. Awareness of such resource and social conflicts, however, and their relationship to the health of a tourism industry is growing. Among the comments delivered to some 3,000 travel agents.

400 industry suppliers were: *"if the destination deteriorates, so do the profits"*. It was emphasized that industry and tourism planners need to establish criteria which would determine carrying capacities, both physical and social, for many tourist destinations.

Those criteria then require implementation to insure a more enjoyable and lasting experience for the guest & an economically and psychologically more rewarding environment for the hosts. In short, the direction of tourism planning in the 2000s should be toward enlightened self-interest and the value of preserving the quality and stability of both natural and human resources in tourism destinations.

Active vocabulary

Traditional cultures, occupational patterns, to create, mass tourism, the direction of tourism planning, to require, implementation, tourism industry, private market forces tourism development, lasting experience, benefits, travel industry.

Exercise 1. Choose the keywords and phrases that best convey the gist of the information.

Exercise 2. Retell the score of the information below.

Exercise 3. Render the score of the article on France – Champagne below.

Americans who have toasted special occasions with a glass of bubbly may wonder what is so special about Champagne. Any other sparkling wine, no matter how fine, will never be called Champagne because, by law, this name can only apply to those wines from the Champagne region of France. Travellers can now get a taste of this region by visiting web sites that provide information on leisure and business travel, transportation, shopping, vacation packages, and much, much more. Online resources provide updated information on what wineries to visit and what each winery’s specialty is.

For those individuals that want to explore old churches spanning the Gothic and Renaissance periods, there are a number of sites that will detail exactly where to go.

The web will direct you to restaurants that are famous for such dishes as escargots, smoked duck, filet of river fish, only to finish the meal with a berry tart with walnut topping.

Whatever the restaurant, Champagne is sure to be the topic of each patron’s conversation. Equally as informative are the sites that outline what hotels & accommodations are available. Tourists can visit each site to determine what price range suits them and where they would like to stay. So, Champagne connoisseurs and lovers of the arts and the outdoors can equally benefit from exploring the vast number of online resources available on this beautiful and timeless region of France.

Exercise 4. Translate the words and phrases into Ukrainian.

Gutsy, determined, promoting, space tourism, aerospace firms, substantial incomes, space agencies, independent viewpoint, vast amounts of money, to create wonders.

Exercise 5. Transfer the given information from the passages onto a table.

| № | Activity | | | |
|---|----------|-------|------|-------|
| | Event | Where | When | Score |
| | | | | |

Exercise 6. Read the text *Trickle before the flood* and explain the title.

Without question, gutsy and determined millionaire, Dennis Tito, is now revered in space tourism circles for becoming the first person to personally pay for travel into orbit. However, even with Tito coughing up a purported \$20 million for his roundtrip fare, that's far from a bustling space business. "Keep in mind that the first trickle in a flash flood doesn't ever look like much", said Chuck Lauer, a real-estate developer and president of Peregrine Properties. "For 50 years or so, we've been a space faring civilization. But this is the first time that the decision to take money out of your own pocket and spend it outside the biosphere has happened", Lauer said. Consumer discretionary spending is key for migrating off the planet, Lauer said. The consumer economy is going to provide the monies to transform space into an exciting and fun place for commercial entertainment. Even re-entry as a recreational sport is not out of the question, he predicted. "It's not the technology. It is the regulatory environment" that is holding back space tourism progress, Lauer said. Regulatory environment "has got to catch up, it's got to catch up quick", but not squeeze out creative entrepreneurial ideas, he said.

Exercise 7. Render the score of the passage on *Playing monopoly* briefly in English.

There is no doubt that space tourism is a word that may still be taboo in some quarters, said Tidal McCoy, chairman of STA. "Indeed, the Russians placed the first man in space and now the first tourist in space," he said. "This is an honour that could have been ours in the United States. But so it goes." Space tourism expert, Patrick Collins, a professor of economics at Azabu University in Japan, had sharp words for NASA's bashing of public space travel by the agency's current chief-in-charge, Daniel Golden, and scolded aerospace contractors too. Goldin "bullied, bribed, blustered and lied", Collins said, attempting to block Dennis Tito's trek to the International Space Station in April 2001. Also standing guilty for not promoting space tourism are major aerospace firms, both here and abroad, Collins said. "The problem is that space agencies are monopolies", he said. "So all the major space companies receive very substantial incomes from the space agencies. So they can't do a thing.

Once you have a monopoly, you have no independent viewpoint." "The thing that is frustrating is that, as taxpayers, we pay vast amounts of money to space agencies, something like \$20 bn a year", Collins told. "None of that money is used for this. Even spending a few million dollars a year dedicated to tourism would create wonders."

Exercise 8. Translate the word-combinations and make up sentences with them.

The growing awareness, economic growth and development, market segmentation, perceived and actual opportunities, "sun and sand" holidays, "adventure travel", "theater tours", "shopping sprees", summer or winter sports vacations, cultural immersion, historic re-enactments, product identification, tourism destinations, tourist-dominated cities, high-technology showroom, convention facilities, casino-hotel resorts, highly artificial environments, economic success, legalization, developed world, developing world, tourism industries, over-exploitation of tourism resources, tourism experience, natural & constructed tourism resources, economic benefits, entrepreneurs, traffic patterns, urban planning, infrastructure needs, aesthetic considerations, *tourism disasters*, tourism development, overdevelopment, decision making procedures, externalities, desirable outcomes, evolution of existing tourist industries, private market forces, government intervention, enlightened planning, social conflicts, to establish criteria, physical, social capacities, to emphasize, to determine, carrying, tourist destinations, variety of gambling opportunities.

SUBJECTS OF THE TOURIST MARKET

The subjects of the tourist market – legal and physical persons being the manufacturers and the consumers of a tourist product. The consumers of a tourist product – citizens wishing to travel, i.e. tourists. The manufacturers of tour-product are tourist firms (tour-operators and tour-agents), which work with the purpose to receive profit and to satisfy with need of the tourists. Thus, on tour-market three subjects work: the tourist, tour-operator, tour-agent.

Under *Tour-Operator Activity* – the activity on formation, progress and realization tour-product, carried out is understood on the basis of the license by the legal person or individual businessman.

Tour-Operator – managing subject or the individual businessman, which is engaged in development of tourist routes, provides their functioning, organizes advertising, establishes the prices for rounds tour-agents for release on them of the permits and their realization.

Tour-Agent is a managing subject or individual businessman, which gets rounds on tourist routes developed tour-operator, let's out on them the permits and realizes these permits to the tourists. Tour-agents, as a rule, do not own means of service and act in a role of the intermediaries between the enterprise tour-service and buyer of tours.

The mechanism of functioning of the tourist market is a system of actions of economic levers of day of equation of a supply and demand on tour-product, on exchange money – tour-product, on money flows and flows tour-product.

The tourist market in relation to economy of any country is characterized double-cycle. It is expressed that high-developed the tourist market conducts to riches of the state, and the imperfect and underdeveloped tourist market characterizes its poverty.

Tourist circulation is a system of the economic and legal (civil-law) attitudes arising between the tourist and tourist firm and showing directions of movement of flows of a tourist product, investments in development of tourism and money receipts in the budget from the incomes of tourist activity:

- tourists pay tour-firm money for tour;
- tour-firm gives out to the tourist tour;
- tourists exchange tour on tour-product, i.e. concrete services of tourism;
- tour-firm receives new kinds tour-product;
- tour-firm pays the taxes and various taxes in the budget.

During realization tour-product the tourist receives satisfaction from the money spent by it on purchase tour-product, there is a process of indirect return to the tourist of its money; tour-firm makes the investments in development of the tourist market, tourist industry (material base of tourism) and on creation of new kinds tour-product.

The marketing planning in tourism helps to coordinate trade policy, correctly to carry out tactics of sales and to receive profit. Using marketing planning many tourist companies avoid mistakes and unforeseen circumstances at an output on the new tourist market. It includes the following stages:

- study of demand on tour-product, requirements of the consumers to quality of services, price level;
- drawing up of the programs of marketing on a product in view of production costs, publicity expenses;

- establishment of the top limit of the prices on production, services and profitability of their manufacture;
- development of assortment and investment policy of firm;
- definition of final result of activity of firm, incomes and profit.

The companies is: preservation and protection of the traditional market (clientele); introduction, development & increase of the new market; expansion of seasonal prevalence.

Active vocabulary

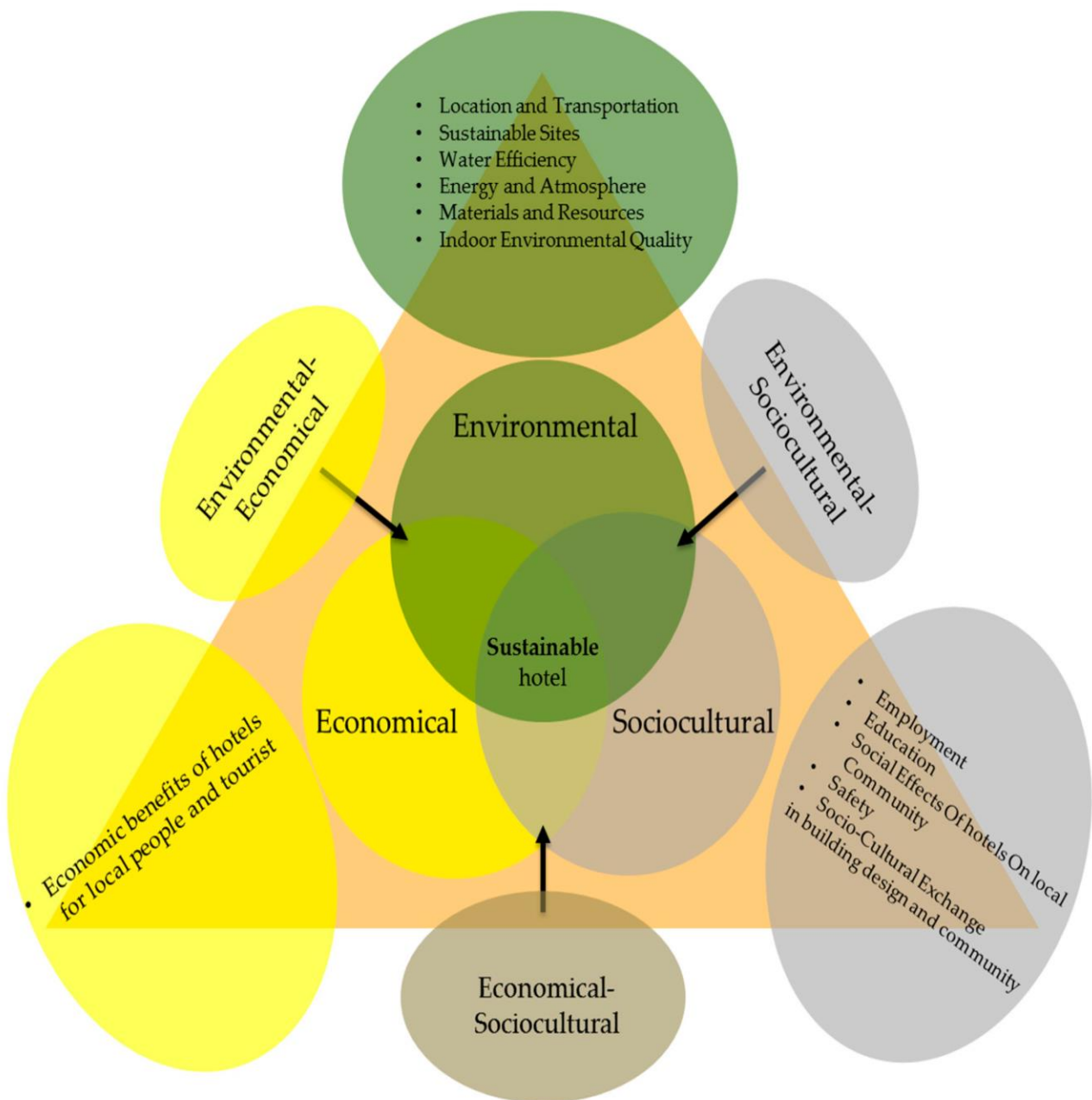
Marketing planning, tourist industry, consumers, protection, tourist market.

Exercise 1. Read the text and choose the keywords that best convey the gist of the text.

Exercise 2. Analyze the information, which is in the highlight, and use it in practice.

Exercise 3. Add some information & make up a small report and give a talk in class.

Exercise 4. Read the text & pick up the essential details in the form of quick notes.



ECONOMIC MECHANISM IN TOURISM

Modern economic theory considers the price as result of functional interaction of a complex of the price factors. The price has two limits: bottom (the cost price of the made goods) and top (is determined by demand for the given goods).

Structure of the price on services of tourism make the following parameters: cost of the goods and raw material + current charges on manufacture, realization, organization of consumption of services of tourism – the cost price of services of tourism; indirect taxes (on separate kinds of services of tourism); profit tour-operator; the discounts for separate groups of the tourists on separate kinds of services of tourism; the extra charge or discount (commission) for the benefit of tour-agent. All this in the sum makes a sale price tour-product.

The taxation of tourist activity is a withdrawal for the benefit of the state beforehand of certain and legislatively established part of the incomes of tourist firm.

The insurance is a system of the attitudes on protection of property interests of the managing subjects and citizens at approach of the certain events (insurance cases) at the expense of money funds formed of insurance payments, paid by them. The insurance consists in distribution of the loss (damage) of one insurer between all insurers. Objects of insurance in tourism are both tourists (separate citizens), and tourist firms.

Management in Tourism – a set of principles, methods, means & forms of management of production-serving process in tourist firms. The modern management is special sphere of the economic attitudes having own logic of development, character.

The modern control system should be simple and flexible. Its main criterion is, on the one hand, the maintenance of efficiency of influence and, secondly, competitiveness, that in the greater degree depends on first. This system should have the following basic characteristics: small divisions completed with smaller number, but more qualified people; small number of levels of management; structure based on groups of the experts; the small divisions completed with the qualified experts; manufacture of services and organization of works focused on the consumers.

In administrative practice conducting of tour-firms there were some cardinal changes: statement of the intense tasks; delegating of the responsibility; the requirement of the practical decisions; encouragement of a constructive dissatisfaction; comprehension of realities. The registration of the tourist-excursion permit as document confirming the right of the tourist on reception of a set of services, is an obligatory part of work tour-firms.

Therefore it is important correctly to make out the contract between tour-firm and tourist, tour-firm etc. organizations, contacting to it. Addressing to tour-firm, the client can familiarize with the documents:

1. The Information leaf to round. The contents: chapter 1 – description of a route on days; chapter 2 – characteristic of conditions of round; chapter 3 – information on the countries of stay; chapter 4 – rule of a safety.

2. Rules of granting tour services tour-firm – declarative document of firms stating sold tour-firm general principles, of sold, of tourist activity, guarantees and accepted obligations in relation to the client, and also requirements, showed to the client. Tour-firm can choose 2 ways of registration of relations with the client. In first – to fill the application for round or sheet of booking. At filling the application the client confirming the intentions pays a part of cost of round as advance payment (preliminary contract) or deposit (contract – bargain).

In practice of organization of exit tourism are enough widely applied vouchers.

By definition is an official document of directing firm, which it gives out on hands to the tourists individuals or tourist group, as acknowledgment of their right to receive from accepting firm previously reserved and paid tour services, the list and which quantity is specified in voucher.

Licensing & certification of tourist activity

The license for rendering tour-services is the document confirming the right of the enterprise on realization of the appropriate kind or several kinds of tourist activity.

For reception of the license the presence of a number of the documents is necessary: the application for reception of the license on the certain kind or kinds of tour activities; the certificate about registration; the document, confirming payment for licensing etc.

The license has the established form, in which the following essential elements are specified: the name of a body giving out the license; a surname, name, patronymic, address of residing of the businessman; a kind of activity or some kinds, on which are given the license; a place of performance of activity; number of registration in the state register etc.

The certification of production or services is an activity on acknowledgment of conformity to their established requirements.

According to the system of certification to the enterprise the body on certification gives out the following documents: the certificate of conformity – document confirming conformity of production to the established requirements; a mark of conformity registered when due hereunder. Let's consider briefly order of realization of certification of services:

- application for certification;
- preparatory stages: identification of service; a choice of the circuit of certification;
- definition of procedure of check of results of service place of realization of check;
- acceptances of the decision under the application; 4) certified checks.

Controlling in tourism

Controlling is a control system of activity tour-firms with the purpose of achievement of maximum final results. The major task of the controller consists in methodological and methodical maintenance of the company is scientific-practical by the approaches to the account, analysis both planning of financial and economic activity tour-firms. Controlling is carried out or special man, or – chief accountant. The system of controlling includes: 1. The tax of the available documentation. 2. Sorting and check of the documents. 3. Formulations of the purposes. 4. Planning.

Exercise 1. Make up an outline of the text and render the main idea of it.

Exercise 2. Translate the words and phrases with the keyword «licence».

Licence; to apply for a licence; to grant / issue a licence; to pay licence fee; to receive a licence; to renew a licence; to revoke a licence; to suspend a licence; state licence; driving licence; marriage licence; artistic licence; licence agreement; export licence; import licence; refusal of licence; business licence; licensability; licensable; to license; to be licensed to (do smth.) to license the idea; licensee of patent rights; licensee; licence agreement; license certificate; license competitor; license contract; license department; vehicle licence; licence granted in the public interest; license royalty; license remuneration; licensor of the press; licensor; licensing; international licensing; date of licensing; profit from licensing, licensing activity, licensing agreement, licensing authority, licensing information, licensing law.

How Tourism Supports The British Economy



MODERN TECHNIQUE OF THE ECONOMIC ANALYSIS

Subject & object of tourism

The system *tourism* has arisen & exists within the framework of 3 interconnected super system: a society, economy, natural environment. Besides, system *tourism* has two internal subsystems: the subject of tourism that is actually consumer tourist or recreation of services – man, with all variety of its needs and motives of behaviour; object of tourism consisting of three elements: tour-centres, tourist enterprises and tourist organizations (state and public organizational-legal structures regulating development of tourism).

Integration of tourism system in the basic systems of public life

As follows from the given circuit, the foreign researchers consider tourism as independent social-economic subsystem, which simultaneously is integrated in super system: society and economy cooperates with environmental natural environment.

Regulation of tourism

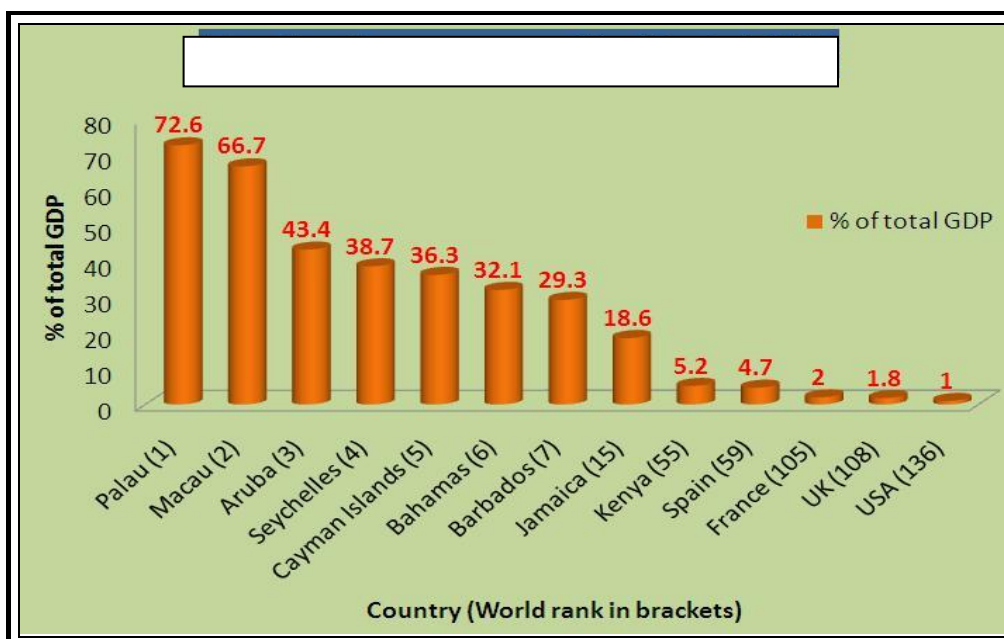
The interrelation of tourism with environmental natural environment is reduced basically to the following attitudes: the tourism pollutes an environment; the tourism keeps an environment; natural environment; a necessary condition of existence of tourism. The system approach reveals the basic task: to find and to stimulate those forms of tourism, which would bring to all participants probably large (economic) advantage (benefit): to the tourists, tourist enterprises, population of tour-centre – at simultaneous minimization of lacks (expenses), be they of economic, ecological or social character.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Translate the words and phrases with the keyword «voucher».

Voucher (guarantee, guarantor); hotel voucher; luncheon voucher; tuition voucher; meal voucher; petty cash; cash voucher; jacket-voucher; voucher system; voucher register; voucher for receipt; voucher system; travel voucher; public voucher; voucher check; education voucher; vouching; to vouch for smb./ smth.

Tourism income as percentage of total GDP



IMPLICATIONS FOR GLOBAL PATTERNS OF TOURISM

Since scientists and social scientists lack a crystal ball, it is not possible to indicate precisely what the implications of the greenhouse effect will be for tourism or for any other activity. It is possible, however, to make some pertinent observations.

Other things being equal, countries whose economies are currently highly dependent upon tourism would appear to be at the greatest risk. Table indicates that patterns of international tourism, whether indicated by arrivals or receipts, are dominated by activity emanating from Europe and, secondarily, from North America. The leading destination countries for international tourists are indicated in table. These countries, along with many smaller countries whose economies are dominated by tourism, have the greatest at stake.

Leading Destinations of International Tourism, 2018

| Arrivals | | | Receipt | |
|-------------------------------------|---------|------|---|------|
| | Million | Rank | US \$ million | Rank |
| <i>Europe</i> | | | | |
| Austria | 15248 | 5 | 5085 | 7 |
| France | 36748 | 1 | 7929 | 4 |
| Germany | 12686 | 8 | 5889 | 6 |
| Italy | 25047 | 4 | 8757 | 2 |
| Spain | 27477 | 2 | 8084 | 3 |
| Switzerland | 11900 | 9 | 3164 | 8 |
| UK | 14449 | 6 | 6995 | 5 |
| <i>North America</i> | | | | |
| Canada | 13171 | 7 | 3101 | 9 |
| USA | 25417 | 3 | 11675 | 1 |
| 30 other countries with 1 million + | | | 20 other countries with US \$ billion + | |

Many Third World countries have turned to tourism in recent years, and the rates of growth in such areas have been greater proportionately than in Europe or North America.

Absolute numbers of international tourist arrivals grew from 214.4 mln. in 1975 to more than 350 mln. in 2012. It may be unfortunate that many Third World destinations, with restricted alternative economic opportunities and limited economic buffers, have turned to tourism at a time when the natural resource base for tourism may be changing.

SAFE TOURISM

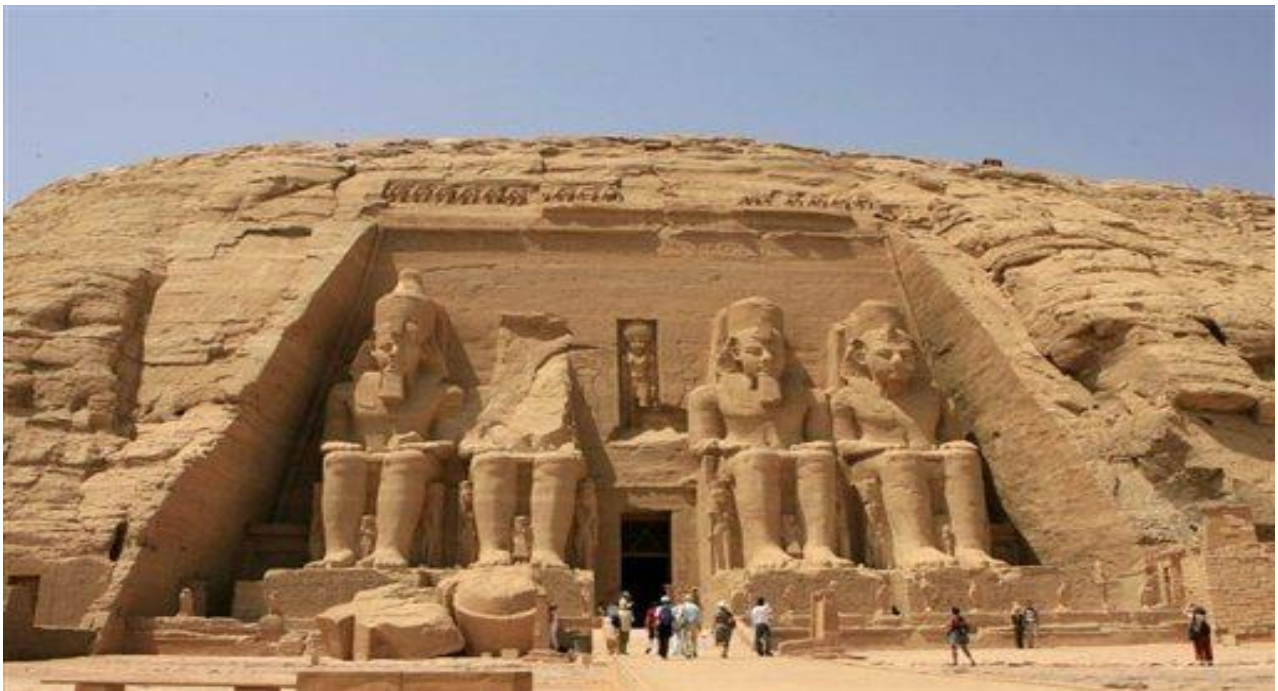
MOST RESOURCE-POOR island states trying to manage to survive in the global economy cannot afford to neglect the economic opportunities tourism offers.

As they suffer from the continuing slide of international commodity prices, many have no alternative but to offer their natural beauty – and cheap labour costs – to attract the tourist industry. Following the rules for sustainable tourism – while tough – could reduce the risks to the environment. So, WHAT RULES keep you profitably safe and sustainably beautiful? The first rule is: keep tourists all in one place for as long as you can during their visit to your island. Leaving aside the thorny issues of foreign ownership and oversaturation, Hawaii can teach us a few things about safe tourism.

The world's most recognised tourist destination is Waikiki. Now Waikiki was not always a beach – it was a swamp before developers trucked in white sand to create the fabled strand. The hotels on Waikiki all rose out of the same swamp and reclaimed lands.

WAIKIKI itself, with some 30,000 hotel rooms, covers little more than seventeen city blocks. Despite its small area, the great majority of the five million tourists who visit Hawaii every year do not venture beyond this luxurious ghetto, much to the delight of the indigenous communities. Have you ever tried to get a hotel room outside of Waikiki on the island of Oahu? It is tough to find a hotel. And there are no plans to approve any more, say aides to Governor John Waite's, Hawaii's first Polynesian governor. Governor Waite's seems proud of the fact that he has not approved a major tourist development since he took office.

ANOTHER RULE: take fewer tourists who will stay longer and spend more. A report commissioned by the (former) Hawaii governor's office found that the four million people who visited the islands in 1984 spent an average of ten days and unloaded \$1,000 per head. Not a good sign, because infrastructural construction and maintenance costs, already hovering around one billion dollars a year, rise to keep up with such huge numbers of visitors to an island state with a total population of about a million. And do not forget that close to 60 % of the tourist receipts are immediately repatriated off island.



MARKETING TEAM

While the head of the marketing and sales department is ultimately responsible for the marketing plan, he or she may seek assistance and advice from other property staff members to ensure that all areas of the property are represented in the final marketing plan.

A property-wide marketing team, sometimes called a *sales committee*, can be established to work together to create and implement marketing strategies for the entire property.

The marketing team should include at least one representative from each revenue centre who is assigned planning responsibilities for that area.

The team member or *team leader* from the restaurant may be the food and beverage director. Non-revenue areas of the property can be represented on the marketing team as well. The director of sales may be responsible for providing input and plans relating to group business; the general manager may be assigned to gather information about specific market segments; and the public relations director may be responsible for documenting successful advertising strategies used by competitors.

The marketing team can also include employees who are directly involved in day-to-day operations – front desk agents, housekeeping staff, kitchen personnel, and so on.

Once the marketing team is established, team members can develop strategies for their revenue centres. These strategies are presented to the marketing team for review and revision. The revised strategies are then incorporated into the property's overall marketing plan. Planning by the marketing team ensures that areas that might be overlooked by marketing and sales personnel are included in the marketing plan. For example, a salesperson may know basic facts about the property's restaurant, but input from the food and beverage only a director – the information that the head chef has served important officials or celebrities – can result in new promotional directions that otherwise would not have been considered. Marketing teams can be excellent vehicles for unified efforts to sell the entire property. The team member responsible for a marketing strategy for his or her revenue centre can often devote more time to that area than could one person from the marketing and sales department developing marketing plans for a number of areas.

The resulting strategies, developed by team members who understand all that is involved in their areas of expertise, are often more effective than a marketing plan developed by a director of sales who has only general knowledge of the property's revenue centres.

Exercise 1. Read the text and write out all marketing terms from it.

Exercise 2. Answer the questions.

1. What is the head of the marketing and sales department responsible for? 2. How is a property-wide marketing team, sometimes called? 3. How many representatives should the marketing team at least include? 4. What is the director of sales responsible for? 5. What may the general manager be assigned to do? 6. What may the public relations director be responsible for? 7. When can team members develop strategies for their revenue centres? 8. What does planning by the marketing team ensure? 9. Are the resulting strategies more effective than a marketing plan? 10. Who develops a marketing plan? 11. What knowledge of the property's revenue centres does a director of sales have? 12. Who may know basic facts about the property's restaurant? 13. Who knows input from the food and beverage? 14. What can result in new promotional directions? 15. Marketing teams can be excellent vehicles to sell the entire property, aren't they?



TOPICAL VOCABULARY

marketing – торгівля, продаж, збут; маркетинг (комплекс заходів для дослідження попиту та оптимального збуту продукції); предмети торгівлі; придбані товари

Syn. trade, commerce, buying or selling

marketing analysis – аналіз споживацького попиту

direct marketing – країна збуту

bank marketing – банківський маркетинг

marketing services – маркетингові послуги

export marketing – дослідження зовнішнього ринку

marketing management – керівництво маркетингом

marketing research – маркетингові дослідження

marketing outlets – ринки збуту

marketing activities – діяльність у сфері маркетингу

marketing agencies – агентства з надання маркетингових послуг

marketing agreement – угода про збут/про організацію збуту

marketing analysis – маркетинговий аналіз (дослідження ринку та власних можливостей фірми для виходу на ринок та закріплення там) *Syn. marketing research (study)*

marketing analyst – фахівець із вивчення ринків збуту

marketing association – маркетингова асоціація, організація зі збуту

marketing campaign – кампанія з організації та стимулюванню збуту

marketing concept – концепція маркетингу

marketing database – маркетингова база даних (містить інформацію про клієнта, детальні дані про спосіб життя, обсяг угод, демографічну інформацію)

marketing decision – рішення про вибір ринків збуту

marketing difficulties – складнощі збуту

marketing effort – маркетингові заходи

marketing forecast – передбачення ринкової кон'юнктури

marketing knock-how – практичні знання та досвід щодо захоплення ринку

marketing manager – агент зі збуту, менеджер з маркетингу завідувач відділом збуту

marketing model – модель ринку

marketing opportunities – кон'юнктура ринку

marketing outlets – ринки збуту

marketing permit – дозвіл на продаж товару

marketing philosophy – принципи маркетингу

marketing plan – план маркетингу, збуту продукції, торгівлі

marketing policy – стратегія (політика) у сфері збуту

marketing potential – очікувана, потенційна реалізація

marketing practice – методи збуту marketing quota – ринкова квота

marketing research information – дані маркетингових досліджень

marketing services – маркетингові послуги

marketing behaviour – стиль (тактика) маркетингової діяльності фірми

marketing ethics – етика маркетингу (моральні принципи та стандарти, які покладені в основу маркетингової діяльності)

marketing evaluation – маркетингова оцінка

Exercise 1. Analyze the topical vocabulary and learn it by heart.

Exercise 2. Explain the tourism marketing policy of GTI.

GTI Tourism is a full service tourism marketing agency. We will be your strategic partner in the Australian and New Zealand markets to create integrated sales, marketing & PR campaigns that achieve your ultimate goals; increased visitation, higher yield & more.

Exercise 3. Read the information on situation analysis and try to understand it.

In order to plan marketing strategies, it is essential to know as much as possible about the marketplace or environment in which the property operates.

A situation analysis researches the property's current position in the marketplace and reveals potential opportunities to promote the property. A situation analysis consists of two parts: the *marketplace analysis* and the *occupancy and activity analysis*.

The marketplace analysis identifies environmental opportunities and problems that can affect business. Just a few of the marketplace factors that influence occupancy and the average daily rate are changes in demographics; positive and negative events in the community, region, state, nation; the cost and availability of energy; government regulation; and the cost of travel. The statistics for projecting environmental effects on business can be found in census data, information from industrial commissions such as the state or city division of economic development, industry reports: Sales & Marketing Management's *Survey of Buying Power*.

The second part of a situation analysis, the occupancy and activity analysis (also called business status and trends summaries), is an analysis of the property's past, present, and potential operating statistics, and is used to track sales history patterns over a three-to five-year period. This analysis helps determine *soft spots* – low business periods – that most hotels have in their sales pattern. This analysis aims to disclose sales areas that can be improved, and should be prepared for all the property's revenue centers.

Most hotels keep guestroom statistics, but fewer track restaurant, lounge, and function space statistics such as total covers (meals served), seat turnover, average guest check, function room bookings, and average size of functions.

Room statistics focus on occupancy and average rate, occupancy by day of the week, geographic origin of bookings, group and individual room nights by segment and source, and the status of future group business already on the books.

One of the key summaries in the situation analysis is the *geographic origin study*.

Not only is it important to know who guests are, what they need and want in a hospitality product, and when and how they buy; where they come from can play a crucial part in selecting target markets and marketing effectively to market segments.

Identifying major *feeder cities* or *catchment areas* is extremely valuable information; identifying which cities and zip codes most guests come from results in a more effective use of time and money. Knowing that 30% of a property's business traveller market comes from southern California, for example, provides more pertinent information than the general fact that 40% of total business comes from that state. Geographic origin information is relatively easy to obtain if the property uses computers to register guests.

Exercise 4. Read the text and retell about marketing tactics and strategies.

Exercise 5. Add some information & make up a small report and give a talk in class.

Exercise 6. Read the text & pick up the essential details in the form of quick notes.

Exercise 7. Complete the sentences.

1. A situation analysis researches the property's current position in _____. 2. A situation analysis consists of _____. 3. The statistics for projecting environmental effects on _____. 4. The second part of a situation analysis, the occupancy and activity analysis _____. 5. Room statistics focus on occupancy and average _____. 6. One of the key summaries in the situation analysis is _____. 7. Geographic origin information is _____. 8. The marketplace analysis identifies environmental opportunities _____.

Exercise 8. Analyze the passage on travel agencies.

The concept of an individual assisting other individuals with travel plans can be traced to 1841, when a British Baptist minister named Thomas Cook signed up 570 people to accompany him to a temperance meeting. Cook got the group a rate of a shilling per person for the 22-mile round trip from Leicester to Loughborough, and included a picnic lunch and entertainment as part of the *package*. His tour proved so popular that by 1856 the enterprising Cook was advertising a *Grand Circular Tour of the Continent*. In 1869, Cook introduced his *middle class conducted crusades* to the Holy Land.

Most American travel agencies began as *mom & pop* establishments operated on the same principles as Thomas Cook's original tours. Tours were often "guided" by the owners of the travel agencies, based on personal experiences at the destinations. These early operations are a far cry from the travel agencies and travel agents of today.

There are more than 43,000 travel agencies, staffed by over 250,000 travel agents, in the United States and Canada. The complexity of the travel market has led to the modernization and computerization of travel agencies, and travel agents have become highly trained and sophisticated professionals.

It is estimated that U.S. travel agents sell 70% of all domestic air flights and 80% of international air flights, and account for 90% of all package tours, 50% of car rentals, 37% of rail sales, and about one-quarter of U.S. hotel reservations.

The changing face of travel agencies has not escaped the notice of the lodging industry. Hotel operators are aware that travel agents are, in effect, sales representatives for a host of travel suppliers, including hotels. Hotels increasingly depend on travel agents to serve as a part of their sales force – salespeople who work at no overhead costs to a property. According to Bill Hulett, CHA, president of Stouffer Hotel Company:

Hoteliers must re-examine their strategies for communicating with travel agents, employing special marketing programs that turn agents into more fully integrated extensions of their sales arms. The %age of our business booked through agents has virtually tripled – from approximately 15 % to some 40 %. Other leading hoteliers support Bill Hulett's view. Michael A. Levin, president of Franchise Hotels Division, Holiday Inn Worldwide, says, "The travel agent has become a major counsellor of the traveller. So, essentially, you've added to your sales staff thousands of agents."

Bill Grau, CHA, president of Ramada International Hotels and Resorts, refers to travel agents as "the ultimate conduit to our customer, generating more than 30 % of our company's annual sales", while John Norlander, CHA, president of Radisson Hotel Corporation, views travel agents as "key partners" in his corporation's global expansion.

Exercise 9. Analyze the information, which is in the highlight, and use it in practice.

Exercise 10. Add some information & make up a small report and give a talk in class.

PROMOTION & MARKETING IN TOURISM

Great Marketing Disasters

When you decide to promote a product, it is possible to make mistakes without realising it.

Marketing of tourism is essential to inform tourists about the area. Selective marketing can be used to attract desired types of tourists. Market planning involves establishing marketing objectives and strategies, consistent with the type of tourism being developed. Successful marketing requires some knowledge about the targeted markets as well as the attractions, facilities and services of the destination.

Various promotional techniques can be used to attract tourists, and these should be applied on a programmed basis. Marketing and promotion are typically best carried out as a joint effort between the public and private sectors.

Marketing of tourism for an area is essential to inform prospective tourists about the area, as well as persuade them to visit it. In a comprehensive, integrated approach to planning tourism in an area, the plan will include a marketing component. Market analysis, as related to the area's attractions & overall development objectives, will have been conducted as part of the plan analysis. As previously emphasised in the sustainable development approach, the market analysis should be aimed at attracting tourists who will tend to respect and be sensitive to the local environment and society. Carrying capacity analysis of the area must be an important factor in deciding the upper limit of tourists to attract. Based on the market analysis, a marketing plan is prepared. The marketing strategy concerns:

- The types of promotional techniques to be used.
- The timing scheduling of promotional efforts to the various market sources.
- The image to be conveyed.
- Obstacles to be overcome.

The relationship of marketing is to certain major development projects in the area, such as a resort or major attraction attribute. As referred to previously, selective marketing techniques can be used to reach certain target groups that are considered desirable for the area. If no comprehensive plan including a market analysis had been prepared for the area, but the community still wishes to carry out marketing, then a more basic approach needs to be applied. While all proponents of alternative tourism may not be guilty of class prejudice, in the majority of cases the type of tourist who would realistically be attracted to most forms of alternative tourism is highly educated, affluent, mature, and probably white.

The first step in preparing the marketing plan is the formulation of marketing objectives and strategy, which then provide the basis for specifying the tourism promotion programme.

The marketing objectives will be represented by the market targets as established in the market analysis. These targets are set for long, medium and short-term periods.

The marketing strategy is then formulated based on the objectives. This strategy sets forth the most effective approach for achieving the market targets.

Active vocabulary

Promotional techniques, basis for, highly educated, affluent, mature, researchers, to carry out marketing, community, basic approach, market analysis, to prepare for, obstacles to be overcome, selective marketing techniques, types, description, relationship of, promotional efforts, to be applied, realistically.

Exercise 1. Add some information & make up a small report and give a talk in class.

Exercise 2. Read the text & pick up the essential details in the form of quick notes.

Exercise 3. Write a tourist information leaflet.

- Start by making a list of all the attraction and facilities of your own city.
- Give short characteristics on them.
- Make some colour photos about them.
- Put them into groups to make the different sub-headings for the leaflet.
- Write a general introductory paragraph.
- For the sub-heading, follow the general example of the Bangkok leaflet.
- Include as much practical information about each section as possible.
- Do the leaflet as most interesting as it possible.
- Take photos.

Exercise 4. Transfer the given information from the passages onto a table.

| № | Activity | | | |
|----|----------|-------|------|-------|
| | Event | Where | When | Score |
| 1. | | | | |



BASIC MARKETING APPROACH

- Inventory of existing tourist attractions and activities; assessment of potential attractions and activities that could be developed; analysis of the possible competition with the neighbouring communities.

- Clarify community tourism and general development and conservation objectives, including economic environmental and socio-cultural considerations.

- Estimate level of demand and carrying capacity.

- Assess support services, tourist facilities, services and related infrastructure.

- Match attractions with the potential tourist market segments.

- Determine the specific types of tourist markets and their origin, that is, to establish market targets. The promotion programme is prepared in the market targets & marketing strategy. This requires knowledge of *distribution channels* & the various techniques available. A promotion programme is generally prepared for a three to five year period and specifies by year the types of promotion to be undertaken and their estimated costs.

Continuing costs, such as for maintenance of local informational offices, can be included in the program. The types of promotional techniques are diverse and relate to advertising, publicity and public relations. The commonly applied techniques include:

- Preparing and distributing collateral material. The types and numbers of collateral material to be produced and their distribution channels must be decided.

- Preparing audio-visual presentations and deciding on its most productive use.

- Advertising in consumer-oriented newspapers and magazines. For targeted promotion, special interest type publications are important for advertising.

- Advertising in travel trade publications aimed at tour operators & other trade organisations.

- Advertising on radio and television (expensive but effective for mass marketing).

- Attendance, including setting up exhibit booths, at annual tourism trade fairs (this is usually done at the national or regional level of marketing)

- Special promotional trips to certain market countries and areas to conduct sales seminars for travel agencies (this can also be expensive).

- Inviting and hosting visits by tour operators and travel writers and photographers who will publish their material in newspapers and magazines. This can be an effective inexpensive technique for either mass or selective marketing, depending on the tour operators and publications involved.

- Preparing and publishing tourist guide and general information books of the area if they are not available commercially, or encouraging writers & publishers to prepare books.

An important factor in successful promotion is the message content. It must tell the target markets what they need to know to make a decision.

Once the promotion message content is created, it should be tested before it is actually used. This is necessary to ensure that the person or organisation receiving the message understands what is being communicated and that there is no ambiguity. It is important to be careful about any claims made in promotion messages. False statements, or exaggerated or misleading ones, can lead to legal problems or result in dissatisfied tourists.

Active vocabulary

Legal problems, tourist attractions, activities, assessment of potential attractions, to develop, competition, communities, to determine, types of tourist markets, promotion programme, advertising, to be available, commercially, to make a decision.

Exercise 1. Read the ad on virtual reality attractions & try to understand it.

Enter the world of vitality. It's life, but not as you've ever known it.

Experience was in the 31st century. Gather on a distant planet in your giant two-legged tank and battle beyond your imagination. Then race through the mineshafts and canals of Mars in your souped-up hovercraft. Plunges you into a flight of fantasy over "Metropolis" or challenges you to steer your way through the "Grand Canyon" in a VR hang gliding experience. Traverse the intergalactic highways; plunge into the depths of an underground inferno or venture into the blood curdling vampire's lair in this terrifyingly realistic simulator. Experience virtual reality, bumper cars, 10 lane bowling and battle with hundreds of awesome hi-tech video and simulator games. Win prizes varying from key rings to hi-fis by playing fun redemption games and meet the mascot Funcat.

Exercise 2. Remember the notions.

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, products, and services to create exchanges that will satisfy the needs of individuals and organizations. Marketing a product involves such tasks as: anticipating changes in demand (usually on the basis of marketing research), promotion of the product, ensuring that its quality, availability, and price meet the needs of the market, and providing after-sales service.

Direct marketing is selling by means of dealing directly with consumers rather than through retailers. Traditional methods include: mail order, direct-mail selling, cold calling, telephone selling, and door-to-door calling. More recently telemarketing, direct radio selling, magazine and TV advertising, and on-line computer shopping have been developed.

Exercise 3. Make up dialogues from the information above and carry them on in class.



MANAGING ENVIRONMENTAL IMPACTS

The relationship between the environment and tourism is a very close one.

As emphasised in the sustainable development approach to planning tourism, environmental and socio-economic impacts should be considered throughout the planning process so that negative impacts are prevented or at least mitigated and positive ones reinforced. Specific projects should be subject to an environmental impact assessment (EIA) to ensure that they will not generate any serious problems.

In addition to being integrated into the planning and development process, these impacts need to be continuously monitored and managed so that any negative impacts that arise can be detected and remedied before they become serious.

If carefully planned and managed, tourism can help conserve the environmental and cultural heritage of an area. Based on accumulated experience in many tourism areas, techniques are already developed and available to manage impacts, although these always need to be adapted to the local area. A basic principle in environmental management is maintaining the carrying capacities of the tourism area specific attraction features and development sites within the area. Fundamental is provision of adequate infrastructure to serve tourism, as well as general community needs.

With respect to cultural conservation, it may be worthwhile to establish a socio-cultural programme, which provides a structured approach to conserving specific aspects of the area's cultural heritage. Special efforts often need to be made to enhance the economic benefits of tourism to the local community. Maximising local inputs of the good and services that are used in tourism so that this sector is well integrated into the local economy and substantially benefits the community is especially important.

It is important to encourage local ownership and management of tourist facilities and services, although this is not always completely possible. Expansion of local shopping opportunities and increasing local tourist attractions and activities are ways of increasing tourist expenditures in an area.

Social cultural and economic impacts, both positive and negative, are all closely related. As is the case with the environmental impacts of tourism, planning should consider socio-economic impacts throughout the planning process and in the EIA procedure so that benefits are optimised and problems minimized.

However, continues monitoring and management of these impacts are still necessary. It is important to understand the types of socio-economic impacts and how to reinforce positive impacts and mitigate negative ones. Tourism is sometimes criticised for its negative socio-cultural impacts, especially in small and more traditional communities.

Although tourism can bring some negative impacts, including exposure to outside influences such as modern media of newspapers, magazines, radio and television.

Tourism is usually only one of various types of development and outside influences in an area. In addition to the stress generated by new development, socio-cultural impacts result from socio-economic differences between residents and tourists, whether of the same or different cultural backgrounds. Impacts can also result from substantial cultural differences between residents and tourists.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Add some information & make up a small report and give a talk in class.

TOURISM OVER THE WORLD

Tourism used to be something that well-heeled northern Europeans and North Americans did to other people. They put on brightly coloured clothes and wandered around the world as if it were a zoo, chattering away in front of the natives and scattering the local currency that they did not need to bother to understand because they could buy so much with their dollars and pounds, confident that they were watching a spectacle mounted entirely for their benefit. Then their less affluent compatriots joined in, turning much of the coastline of Spain, Greece and Turkey into a convincing replica of the high-rise estates they had left behind. Tourism is still regarded as a uniquely Western form of cultural imperialism, and therefore to be discouraged.

However its next cultural clash isn't going to be on the beaches of Asia or the Costas, it's going to be back in northern Europe, where it all sprang from the first place.

Last year Britain had 21 million overseas visitors, up from 16 million just five years ago. The Government's latest figures on tourism, released this week, predict another rise of 10%. The numbers of visitors are not going to stop growing

It used to be America that provided Britain with its largest contingent of free-spending overseas visitors. But the biggest jump in high-spending new visitors is from Taiwan, Malaysia, Korea and Japan, with Heathrow full of jumbos from Korea, and even the most out-of-the-way country tea room eager to accept Japanese credit cards.

Britain has to get used to looking at mass tourism from the other end of the telescope.

It's a development that will have far-reaching consequences for the whole of Europe.

Seen from the outside, particularly from the now dominant economies of the Pacific Rim, Europe is a puzzling place, full of incomprehensible little countries, each with their own language. Its industries, from shipbuilding to computers are dying, one by one.

Europe's future role is as a theme park the size of an entire continent, attracting millions of newly affluent visitors from the rest of the world to stare at the ancient remains of its city centres from Paris and London to Copenhagen and Amsterdam.

Even before the arrival of the mass-market Asian tourist, the impact of tourism on Britain has already been dramatic. Look at Windsor, where what was once a thriving country town has seen every shop on its high street turn into a fast-food outlet catering for the castle visitors. The transformation of Britain by tourism is still only just beginning.

Just as the first British holidaymakers who ventured to Spain in the 1950s needed constant reassurance to persuade them that abroad wasn't absolutely terrifying, with supplies of tea bags, beer and chips. So Asian visitors to Britain still come in tightly organized tour groups, rushing around in packs, following a guide from one familiar landmark to another.

The best organized are the Japanese, who publish handy guides to reassure their citizens that British taxi drivers will not be offended by a tip.

The Japanese have even established a parallel universe in London, clustered around Regent Street, where you will find not just the offices of Japanese airlines, but also branches of Tokyo department stores set up especially to cater for the overseas Japanese market. Delivered by bus, the Japanese can pay in yen, and have no need to attempt to speak a word of English or to worry about making fools of themselves in front of foreigners.

Active vocabulary

To bother, to understand, to establish, universe, offices, to cater for, overseas.

Exercise 1. Pick up from the text all the details about cultural clashes in the form of the notes.

Exercise 2. Analyze all unfortunate incidents at Ridgeway Tours.

Ridgeway Tours has always had a reputation for having well-trained staff but, following the expansion of the company's main tour programme, they had taken on a number of very inexperienced staff, not all of whom had been properly inducted into the company's operations.

One of the new sales staff, Jane, took on a telesales job as a temporary measure, had no intention of staying more than two months – just long enough to save enough money to go off on a summer holiday. Jane's attitude to the job reflected in her work. She failed to record details of bookings, was sometimes rude to customers phoning in and, for most of the time, adopted an attitude of take-it-or-leave-it.

Unfortunately for Ridgeway Tours, their rather inadequate staff-training programme meant that the effects of Jane's indifferent attitude to the job were not immediately recognized.

ABC Travel had dealt with Ridgeway Tours for a number of years, most of the counter sales staff was on very good speaking terms with all of the tour operations staff. When the assistant manager telephoned through with a booking and got Jane on the end of the line, she very quickly realised that the level of service was not up to Ridgeway's usual standard. The good standing between the two firms, however, meant that the matter was easily resolved at supervisor level. Jane quite rightly received a ticking off from the reservations supervisor, the agency received an apology, and confidence was restored once more.

Inter-World Travel had never used Ridgeway Tours before but due to a number of difficulties in finding a suitable holiday for a large group, the manager telephoned Ridgeway to make a reservation: on their new programme.

Unfortunately for the tour operator, the very person who answered the call was Jane and, true to form, she treated the agent in her usual manner, failing to show any real interest in the booking and ringing off before the agent had properly finished the call.

The agent was neither pleased with Jane's attitude, nor the service he had received but, unlike ABC Travel, the agency had had no previous dealings with Ridgeway Tours and did not realise that Jane's attitude was in no way typical of the attitude of the whole company. Although the manager of Inter-World urgently needed to find a suitable holiday for his clients he felt that it was vital to entrust the booking to a reliable tour operator. He thought over his conversation with Jane and decided that he couldn't afford to take a chance with this booking. He then walked out of his office into the agency and spoke to his staff: "Can I just have your attention for a minute on Ridgeway Tours – no one is to make a booking with them under any circumstances, OK? "

Exercise 3. Complete the dialogue.

- We were thinking of a city, but not too hot and crowded.
- Have you thought of Paris? It's not too hot at this time of year. Or Scandinavia – you could always try Stockholm or Oslo.
- That's an idea. Could you give us some prices?
- Right. Let's see what's available... there's a weekend break in Stockholm, two nights' accommodation, return flights for 379 pounds. No meals except breakfast, but there's a guided tour of the city included.

Exercise 4. Add some information & make up a small report and give a talk in class.

Exercise 5. Read the information & pick up the essential details in the form of quick notes.

DEFINITIONS OF TRAVEL AGENCIES

A travel agency is a retail business, that sells travel related products and services to customers, on behalf of suppliers, such as airlines, car rentals, cruise lines, hotels, railways, sightseeing tours and package holidays that combine several products.

In addition to dealing with ordinary tourists, most travel agencies have a separate department devoted to making travel arrangements for business travellers and some travel agencies specialize in commercial and business travel only. There are also travel agencies that serve as general sales agents for foreign travel companies, allowing them to have offices in countries other than where their headquarters are located. The British company, Cox & Kings, is sometimes said to be the oldest travel agency in the world, but this rests upon the services that the original bank, established in 1758, supplied to its wealthy clients. The modern travel agency first appeared in the second half of the 19th century.

Thomas Cook, in addition to developing the package tour, established a chain of agencies in the last quarter of the 19th century, in association with the Midland Railway.

They not only sold their own tours to the public, but in addition, represented other tour companies. Other British pioneer travel agencies were Dean and Dawson, the Polytechnic Touring Association and the Co-operative Wholesale Society. The oldest travel agency in North America is Brownell Travel; on July 4, 1887, Walter T. Brownell led ten travellers on a European tour, setting sail from New York on the SS Devonian.

Travel agencies became more commonplace with the development of commercial aviation, starting in the 1920s. Originally, travel agencies largely catered to middle and upper class customers, but the post-war boom in mass-market package holidays resulted in travel agencies on the main streets of most British towns, catering to a working class clientele, looking for a convenient way to book overseas beach holidays.

As the name implies, a travel agency's main function is to act as an agent, that is to say, selling travel products and services on behalf of a supplier. Consequently, unlike other retail businesses, they do not keep a stock in hand. A package holiday or a ticket is not purchased from a supplier unless a customer requests that purchase.

The holiday or ticket is supplied to them at a discount. The profit is therefore the difference between the advertised price which the customer pays and the discounted price at which it is supplied to the agent. This is known as the commission. A British travel agent would consider a 10-12% commission as a good arrangement. In Australia, all individuals or companies that sell tickets are required to be licensed as a travel agent.

In some countries, airlines have stopped giving commission to travel agencies.

Therefore, travel agencies are now forced to charge a %age premium or a standard flat fee, per sale. However, some companies still give them a set %age for selling their product.

Major tour companies can afford to do this, because if they were to sell a thousand trips at a cheaper rate, they still come out better than if they sell a hundred trips at a higher rate. This process benefits both parties. Other commercial operations are undertaken, especially by the larger chains. These can include the sale of in-house insurance, travel guide books and timetables, car rentals, and the services of an on-site Bureau de change, dealing in the most popular holiday currencies. The majority of travel agents have felt the need to protect themselves and their clients against the possibilities of commercial failure, either their own or a supplier's.

A travel agent is supposed to offer impartial travel advice to the customer.

There are three different types of agencies in the UK: Multiples, Miniples & Independent Agencies. The former comprises of a number of national chains, often owned by international conglomerates, like Thomson Holidays, now a subsidiary of TUI AG, the German multinational. It is now quite common for the large mass-market tour companies to purchase a controlling interest in a chain of travel agencies, in order to control the distribution of their product.

(This is an example of vertical integration.) The smaller chains are often based in particular regions or districts. In the USA, there are four different types of agencies: Mega, Regional, Consortium and Independent Agencies. American Express and the American Automobile Association (AAA) are examples of mega travel agencies.

Independent Agencies usually cater to a special or niche market, such as the needs of residents in an upmarket commuter town or suburb or a particular group interested in a similar activity, such as sporting events, like football, golf or tennis.

There are two approaches of travel agencies. One is the traditional, multi-destination, out-bound travel agency, based in the originating location of the traveller; the other is the destination focused, in-bound travel agency, that is based in the destination and delivers an expertise on that location. At present, the former is usually a larger operator like Thomas Cook, while the latter is often a smaller, independent operator. Travel consolidators or wholesalers are high volume sales companies that specialize in selling to niche markets. They may or may not offer various types of services, at a single point of access.

These can be hotel reservations, flights or car-rentals. Sometimes the services are combined into vacation packages that include transfers to the location and lodging. These companies do not usually sell directly to the public, but act as wholesalers to retail travel agencies. Commonly, the sole purpose of consolidators is to sell to ethnic niches in the travel industry.

Travel agencies have been accused of employing a number of restrictive practices, the chief of which is known as "racking". This is the practice of displaying only the brochures of those travel companies whose holidays they wish to sell, the ones that pay them the most commission. Of course, the average customer tends to think that these are the only holidays on offer and is unaware of the possible alternatives.

Conversely, by limiting the number of companies that a travel agency represents, this can bring a better and more profitable, working relationship between the agency and its suppliers. Travel agencies can then obtain special benefits for their customers, from a supplier, by concentrating their bookings with that supplier.

Exercise 1. Make up an outline of the text and render the main idea of it.

Exercise 2. Transfer the given information from the text onto a table. The beginning has been done for you.

| No | Agency | Where | When |
|----|-------------|---------|------|
| 1. | Cox & Kings | Britain | 1758 |
| 2. | | | |

| | |
|------------------------|--|
| Tourism | |
| Types | Accessible tourism · Adventure travel · Agritourism · Archaeological tourism · Birth tourism · Bookstore tourism · Christian tourism · Culinary tourism · Cultural tourism · Dark tourism · Disaster tourism · Drug tourism · Ecotourism · Extreme tourism · Female sex tourism · Garden tourism · Geotourism · Halal tourism · Heritage tourism · LGBT tourism · Lists of named passenger trains · Literary tourism · Medical tourism · Music tourism · Nautical tourism · Neo Tourism · Pilgrimage · Pop-culture tourism · Poverty tourism · Religious tourism · Rural tourism · Sacred travel · Safaris · Sex tourism · Space tourism · Sports tourism · Sunday drive · Sustainable tourism · Township tourism · Volunteer travel · Water tourism · Wildlife tourism · Wine tourism |
| Miscellaneous | Campus tour · Gift shop · Grand Tour · Package holiday · Passport · Perpetual traveller · Resort town · Roadside attraction · Seaside resort · Staycation · Tour guide · Tourism geography · Tourism Radio · Tourism technology · Tourist attraction · Tourist trap · Transport · Travel agency · Travel journal · Travel literature · Travel search engine |
| Hospitality | Hospitality industry · Hospitality management studies · Hospitality services · Hostel · Hotel · Hotel manager · Motel · Resort |
| Industry organizations | Convention and visitor bureau · Destination marketing organization · European Travel Commission · Tourism in present-day nations and states · Tourist information · Travel and Tourism Competitiveness Report · Visitor centre · WorldTourism Day · World Tourism Organization · World Tourism rankings · World Travel and Tourism Council |

Exercise 3. Comment the contents of the extract.

Holder writes: "The country resorts to mass tourism, attracting persons of lower standards of social behaviour and economic power. This leads to the socio-environmental degradation of the tourist destination." This dislike of *low class* tourists and tourism manifests itself in a wide variety of areas. In Ontario, in one infamous episode, a coach load of tourists (day visitors) had stones thrown at their coach by residents of Niagara-on-the-Lake, and yet this small town is proud of, and enthusiastically promotes, a Shaw Theatre Festival which attracts large numbers of the "*right kind of tourist*" who will stay in rather expensive restored properties and spend a considerable amount of money in the process.

Exercise 4. Add some information & make up a small report and give a talk in class.

Exercise 5. Read the information & pick up the essential details in the form of quick notes.

Exercise 6. Write down all phrases according to the topic.

SOME FACTS FROM TRAVEL ACTIVITIES

The concept of an individual assisting other individuals with travel plans can be traced to 1841, when a British Baptist minister named Thomas Cook signed up 570 people to accompany him to a temperance meeting. Cook got the group a rate of a shilling per person for the 22-mile round trip from Leicester to Loughborough, and included a picnic lunch and entertainment as part of the *package*. His tour proved so popular that by 1856 the enterprising Cook was advertising a *Grand Circular Tour of the Continent*.

In 1869, Cook introduced his *middle class conducted crusades* to the Holy Land.

Most American travel agencies began as *mom and pop* establishments operated on the same principles as Thomas Cook's original tours. Tours were often *guided* by the owners of the travel agencies, based on personal experiences at the destinations. These early operations are a far cry from the travel agencies and travel agents of today.

There are more than 43,000 travel agencies, staffed by over 250,000 travel agents, in the United States and Canada. The complexity of the travel market has led to the modernization and computerization of travel agencies, and travel agents have become highly trained and sophisticated professionals.

It is estimated that U.S. travel agents sell 70% of all domestic air flights and 80% of international air flights, and account for 90% of all pack age tours, 50% of car rentals, 37% of rail sales, and about one-quarter of U.S. hotel reservations.

The changing face of travel agencies has not escaped the notice of the lodging industry. Hotel operators are aware that travel agents are, in effect, sales representatives for a host of travel suppliers, including hotels. Hotels increasingly depend on travel agents to serve as a part of their sales force – salespeople who work at no overhead costs to a property. According to Bill Hulett, CHA, president of Stouffer Hotel Company:

"Hoteliers must reexamine their strategies for communicating with travel agents, employing special marketing programs that turn agents into more fully integrated extensions of their sales arms. The %age of our business booked through agents has virtually tripled – from approximately 15 % to some 40 %."

Other leading hoteliers support Bill Hulett's view. Michael A. Levin, president of Franchise Hotels Division, Holiday Inn Worldwide, says, "The travel agent has become a major counselor of the traveler. So, essentially, you've added to your sales staff thousands of agents." Bill Grau, CHA, president of Ramada International Hotels and Resorts, refers to travel agents as "the ultimate conduit to our customer, generating more than 30 % of our company's annual sales", while John Norlander, CHA, president of Radisson Hotel Corporation, views travel agents as *key partners* in his corporation's global expansion.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

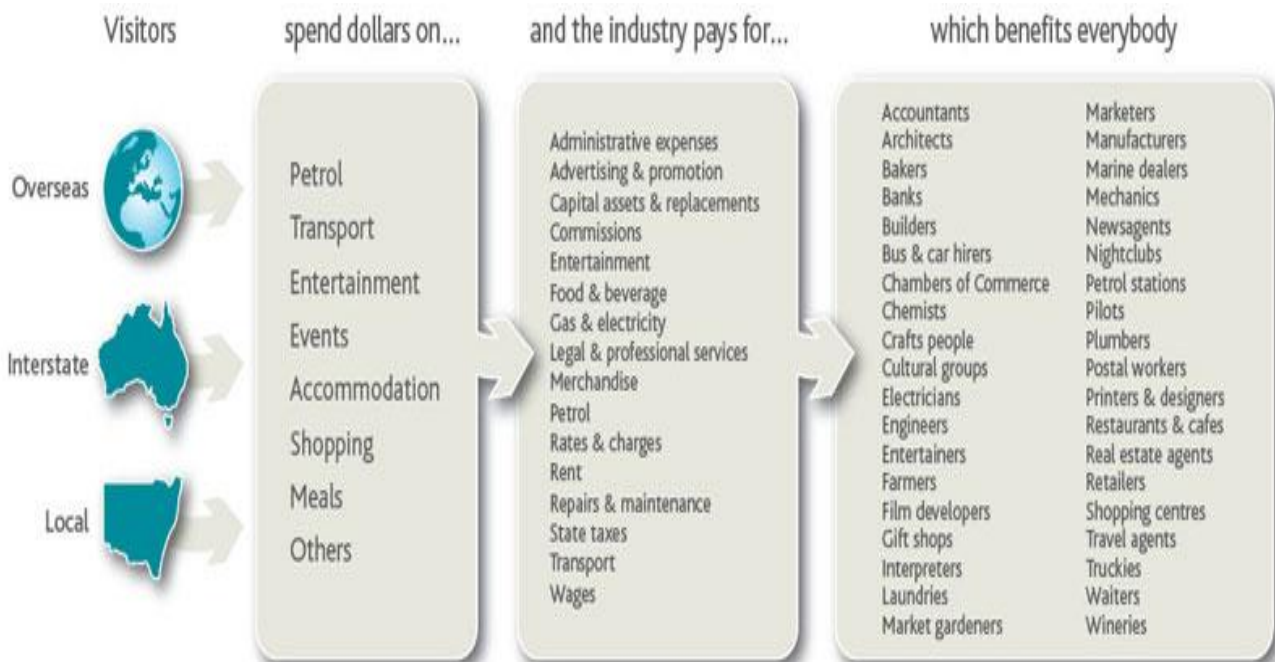
Exercise 2. Add some information & make up a small report and give a talk in class.

Exercise 3. Transfer the given information from the passages onto a table.

| № | Activity | | | |
|----|----------|-------|------|-------|
| | Event | Where | When | Score |
| 1. | | | | |



...the place for travels & tours



DIALOGUE «THE NEEDS OF THE BUSINESS TRAVELLER»

Mark & his friend

Mark, your company specialises in corporate travel. What exactly does that mean?

Well, we aim to look after all the needs of the business traveller. That includes: booking flights, hotels, planning, arranging itineraries, advising on locations, sorting out conference venues providing VIP services, arranging visas, insurance, and so on. What we're doing really, is offering a complete package for the business traveller so that he or she can concentrate on the business while we look after the travel.

Are the needs of the business traveller different from the ordinary tourist?

Yes, quite different. To start with, we don't usually deal directly with the person who's going to be using our services – it's more likely to be a secretary or an assistant who makes the arrangements. Also, for the ordinary tourist the arrangements for the flights, the hotel, the resort, are all part of the fun, and they want to spend time choosing them. But for the business traveller they're just a means to an end. First and foremost what the business traveller wants is speed and efficiency.

Do you have any special ways of doing this?

Well, we keep detailed records of a client's history, all their preferences and particular needs, so we know which airline they prefer to fly with, which class they want to fly, and so on. With corporate travel your customer knows the secret and is able to provide the full range of services for their needs. We take over the whole contract for a company's business travel arrangements. In return we can offer attractions like discounts and extended credit.

What exactly is extended credit?

It means we can set up an account and give the client a longer period to pay, (ten weeks). The ordinary tourist usually has to settle up 8 week before departure.

I see. And in general, what things are most important for business travellers?

It's difficult to generalise, but it's probably flight times – they want to have a choice of times. That and a speedy transfer through the airport, so if we can ensure express check-in and checkout it's a bonus. Things like good food and free champagne aren't as important as some advertisers want you to think.

What about upgrades?

Yes, they're quite important. Automatic upgrades, which some airlines offer, are especially important for the frequent traveller. We always make sure we know which airlines have special promotions on, because you often get good deals, which can save the client money.

Could you tell me something about what the business traveller looks for in the hotel accommodation that you arrange?

Number one is location – not far from the airport and the city centre. That's assuming, of course, that the hotel has everything that we would regard as essential, such as en suite facilities, and access to fax and modern.

What about things like meeting rooms and business suites?

Yes, well they can be important, depending on the purpose of the trip. But I would say that comfort is probably more important. You often find that particular clients are very loyal to certain hotel chains, partly because they can often get better deals through *Priority Clubs* – express check-in and check-out – also because they like to know what to expect, a sort of home from home. So once again it pays to keep our client history records up to date.

Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.

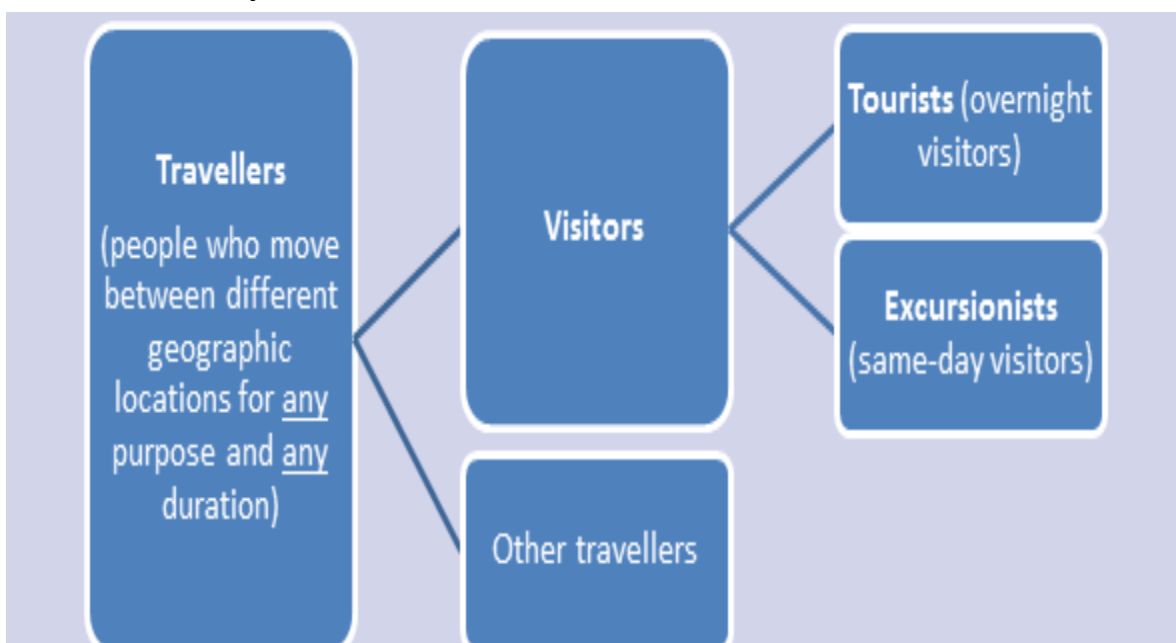
Exercise 2. Read the following dialogue. Choose the correct option from the words in italics.

Michael & Jeanette

- Hello, Jeanette, this is Michael from Spanish Steps. How are things going with you?
- Oh, very well. We're quite busy because we've just taken delivery of some new coaches.
- Oh, right, well, in fact that is what I was ringing about. I thought we *ought to / must* get together and discuss the arrangements for next year.
- Yes, that sounds like a good *idea / possibility*. What *about / for* Wednesday 30th?
- No, that's not very *available / convenient* for me. I *could / shall* do the Thursday – can you?
- Yes, that looks good. Shall we arrange / say 2.30?
- Yes, that would be fine.
- Is there anything in particular that you'd like to *bring / take up*?
- Yes, I thought it *might / can* be useful to talk about how many clients we'll be sending over and how many coaches we'll be likely to need.
- Yes, *I agree / am agreed*. Perhaps we could talk about prices as well. Obviously we've made a big capital investment, and we're going to need a little extra to reflect the money we've spent.
- Well, I *understand / interpret* what you're saying, but perhaps we can look at other ways of making sure you get extra revenue.
- OK, well, we can look at that. Was there *other things / anything else*?
- Yes, there was one other thing. I'd like to bring up the matter of reliability – we had quite a lot of complaints about late departures, and we felt we got a bit of raw deal to be *honest / true*.
- Well, maybe, but I'm sure that things will be better now. Is that everything.
- Yes, I think so – we've got a pretty full agenda there. I *look forward to / am happy* seeing you again.
- OK, I'll see you at 2.30 on the 31st. Goodbye.

Exercise 3. Read the following dialogue. Choose the correct option from the words in italics.

Exercise 4. Analyze the data on the table.



TOURIST FACILITY QUALITY STANDARDS

Tourist facility quality standards, including the quality of services as well as facilities, are usually established at the national or regional levels. If not, they need to be considered at the community level. Minimum standards should be established for hotels and other types of accommodation related particularly to health, sanitation and safety standards.

These minimum requirements can be applied through the hotel licensing procedures.

Above the minimum standards, a hotel classification system is commonly used to differentiate the various quality levels of accommodation establishments. Hotel classification systems are usually based on one- to five-star ratings but other systems are also used.

These systems serve a useful purpose in indicating to travel agents, tour operators and tourists the general quality levels of the accommodation facilities in an area as a basis for deciding which facilities to select before tourists arrive at their destination.

Hotel classification systems also provide a framework to hotel investors in designing their facilities to attract certain market groups, and an incentive to the hotel owners and managers to upgrade their facilities to higher standards where that is desirable. Hotel classification systems are relatively complicated to prepare and apply, but many successful models exist for various regions of the world.

Restaurants must also meet minimum health, sanitation and safety standards as part of their licensing. In some countries, restaurants may be classified according to a rating system. In other places, those restaurants meeting international standards are designated as being suitable for tourist use (tourist restaurants). This designation can be especially important where there is concern about local hygienic and sanitation standards in local restaurants. Tour and travel agencies should meet minimum standards, as part of their licensing requirements, of maintaining qualified staffs and being financially responsible.

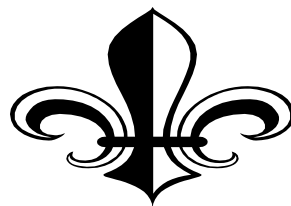
Tour agency quality standards should include that any tour buses, cars, and other vehicles operate in efficient and safe conditions, and that vehicle drivers are properly licensed. Some countries have adopted consumer protection legislation for tourists, who requires that tour and travel agencies accurately describe the tours that they are selling and clearly state the tour pricing. Tour guides should be properly trained and an examination and licensing procedure applied to tour guides. Improve the overall quality of products and services within the tourism industry (all tourism-related accommodation, restaurants, tour guides, tour operators, and other tourism-related service providers); raise the levels of demand nationally, regionally and internationally; promote competitiveness within the industry; and, provide valuable and reliable information on quality standards for the tourist and the travel industry. **Target beneficiaries:**

- National Tourism Administration.
- Private sector.
- Provincial Governments.
- Classification system in place and information available to stakeholders.

Overall strategy: evaluate the current tourism quality standards situation through initial negotiations with government officials and other key stakeholders of the national tourism industry; identify customers' needs and expectations (stakeholders, environment, direction, facilities, resources, overall objectives, challenges); introduce available UNWTO quality products & services (modules); and, provide technical assistance as indicated in the modules below.

Exercise 1. Describe the difference between an ordinary tourist & a business traveller.

| No | Who | Differences |
|----|--------------------|-------------|
| 1. | Tourist | |
| 2. | Business traveller | |



.....

UNIT II. JOBS IN TOURISM

.....

OPPORTUNITIES IN LEISURE ATTRACTIONS

International tourism is only the peak of the tourist iceberg, for perhaps four out of five tourist trips do not cross international borders. The distribution of domestic travel is highly correlated on a global scale with discretionary income, this is highly concentrated in the developed nations of the western world.

Domestic travel patterns are likely to be more stable than international travel in the face of global climate change because the former often take place in relatively short periods of free time, and time limitations place constraints on the destination choices of travelers. People visit leisure attractions for a variety of reasons; it could be for the view, for the ride, for learning, or just for the experience.

So, whether you work in an historic building, a theme park, a museum, or a water world, you will be helping to satisfy people's dreams and expectations.

All leisure attractions need catering staff, but if you're technically minded, there are also jobs for electricians, plumbers, carpenters, and ground staff. What brings them together is the need for you to be able to help others enjoy themselves, either for an hour, for a day, or sometimes even longer. Whether you want to work for the whole year, a season, weekends, or evenings, the choice is yours. You must always deliver to your guests the *experience* that they have chosen and paid for.

Many leisure attractions are, of course, based around outdoor activities, but there are just as many inside and the weather and the time of year will have an effect upon both the numbers of visitors and on you. You need a good personality to cope outdoors in the rain, as you do indoors in the heat of the summer. Hours vary and can often be long. Usually, no specific qualifications are needed to get started in the leisure industry.

Sometimes your company will also expect you to take examinations, for example life-saving, and continual 'on-the-job' training is always given to keep you informed.

For support services, and those jobs requiring professional knowledge, you may need to obtain external examination, but again many companies will help. Starting as a trainee or a summer casual you could develop and become, with training and experience, a team leader or a supervisor. If you want to help people enjoy themselves and have a lively personality, then a job in a leisure attraction could be for you.

Active vocabulary

International tourism, leisure attractions, a variety of reasons, catering staff, choice, outdoor activities, specific qualifications, to take examinations, a good personality.

Exercise 1. Write out all words and phrases according to the topic.

This highly prestigious international hotel ***The Princessa Hotel Group***, with luxury four-star hotels in 15 world capitals, seeks to recruit dedicated professionals for junior management positions in our establishments in Europe, Asia, and South America. We are looking for candidates with at least two years' experience in a relevant environment, excellent language and communication skills, and a passion for excellence.

Exercise 2. Look at the list of tips for writing good covering letters below. Choose the right words from the box to complete them.

Achievements; address; repeat; experience; summarise; where; interview; when.

1. A good covering letter should not _____ the information given on your CV but should _____ it.
2. If the job advertisement contains a contact name, it is polite to _____ your letter to that person. *Dear Ms Leone*, etc.
3. Start your letter by stating clearly which job you are applying for, and _____ and _____ you saw the advertisement for it.
4. The main body of the letter should contain a summary of your relevant _____ and/or any abilities or _____ which you think it would be useful to mention: remember you are trying to impress!
5. Finish your letter by saying what you feel you could bring to the company. Make sure you indicate your willingness to attend _____.

Exercise 3. Read the text on Personal experiences and comment on it.

I finished my studies at the School of Tourism in Spain last year and I've just started my first job in a travel agency. It's fun. I love helping people to decide which places to visit. I've always loved travelling myself. I've been to most parts of Europe and also to Egypt. I think Egypt is my favourite. I went there last year and had a wonderful time. I saw the Pyramids, the Sphinx, the Valley of the Kings. I'm very interested in ancient civilizations. So maybe in the future I'd like to get a job in Egypt.

Juan Menacho Gonzalez

I travel a lot on business, especially to Japan. I like travelling, but in fact I'm not very fond of flying – it gets very boring after a while, and I can't stand airline food. But I don't mind it most of the time – at least I get to see the world. I particularly like the Far East. I'm fascinated by the mixture of ancient and modern civilisations – things like ancient historic temples right next to sophisticated up-to-date technology. Last year, for the first time, I actually had a holiday in Japan, and it was so interesting. I hope that one day I'll be able to spend a whole year out there.

Ulla Lindsrum

I haven't travelled a lot, but I really want to. I've been to Amsterdam, mainly because I love art galleries. I'm a real art freak! My favourite place in the world is the Van Gogh Museum. I went to Paris when I was a little girl, but I can't really remember much about it. I really want to see a bit more of Europe. I've just applied for a job as a tour rep in Greece. I hope I get it. My sister's a rep.

Anita Clayton

She's spent the last three summers in Turkey and she loves it. I travel a lot in my job, of course, and I've visited a lot of different places. I've been working mainly on long-haul flights to Central and South America for the past few months. Last month, for example, I spent a lot of time in Mexico City, but I think my favourite place is Rio – it's so full of life and excitement. I stayed there during the carnival and it was absolutely incredible! If you ever get the chance, you should go.

Paola Gallizia

Exercise 4. Analyze the information, which is in the highlight, and use it in practice.

Exercise 5. Pay attention to different kinds of people and advices to them.

- I have no routine. I meet different people. I go to different places.
- I have lots of responsibilities in my work. I look after people.
- We do different shifts. There's also a lot of paperwork.
- There's never a dull moment. You just meet so many different people.
- It's very rewarding. It's enjoyable seeing other people's dreams coming into reality.
- It's always nice to have some feedback. The weekends are the busiest.
- We get paid an hourly rate and then I get tips on top of that.
- I enjoy the people I work with. It's really hard work.
- Dealing with the general public can be a complete nightmare at times.

Exercise 6. Analyze some types of social and business customs in different countries.

Travelling to all corners of the world gets easier and easier. We live in a global village, but how well do we know and understand each other? When the European Community began to increase in size, several guide books appeared giving advice on international etiquette. Here are some simple examples of different business and social customs in many countries:

- The British are happy to have a business lunch and discuss business matters with a drink during the meal; the Japanese prefer not to work while eating. Lunch is a time to relax and get to know one another, and they rarely drink at lunchtime.
- The German like to talk business before dinner, the French like to eat first and talk afterwards. They have to be well fed and watered before they discuss anything.
- Taking off your jacket and rolling up your sleeves is a sign of getting down to work in Britain and Holland, but in Germany people regard it as taking it easy.

When in Rome, do as the Romans do

- In France you shouldn't sit down in a café until you've shaken hands with everyone you know.
- In Afghanistan you should spend at least five minutes saying hello.
- In Pakistan you mustn't wink (!). It's offensive.
- In the Middle East you must never use the left hand for greeting, eating, drinking, or smoking. Also you should take care not to admire anything in your host's home. They will feel that they have to give it to you.

Exercise 7. Advantages & disadvantages. Which of the points are mentioned in the text?

- There are a wide variety of jobs available in leisure attractions.
- Visitors are often aggressive and demanding.
- You can choose when you want to work.
- You have been enthusiastic even if you are not feeling well.
- The weather can sometimes make the work difficult.
- You may have to work long or inconvenient hours.
- You don't need any special qualifications to get your first job.
- You will have to pass some difficult examinations. The salaries are very low.
- Some jobs offer a good career structure.
- You must work full time.
- You haven't weekends and holidays.
- You must work part time.

Exercise 8. When you apply for a job, it is usual to send a covering letter with your CV. Here an applicant for a job as junior manager in a hotel chain sends it. The sentences are in the wrong order. Decide which the right order is and write the letter out in full.

- a. I am now seeking a post that will offer me greater responsibility and the opportunity to develop my management skills.
- b. Dear Mr Rodriguez.
- c. I do hope that you will consider inviting me for interview, and look forward to hearing from you.
- d. Besides my good general background in different aspects of hotel management, I also have a particular interest in computer accounting systems, speak fluent German and English, and intermediate-level Spanish.
- e. I am enthusiastic and hardworking and would enjoy the challenge of working to maintain high standards in a top-class hotel.
- f. I am writing in reply to your advertisement in the International Gazette, on Tuesday 14th November, for junior managers with the Princess Hotel Group.
- g. Having worked successfully in a range of posts of increasing responsibility, from chambermaid, to front desk receptionist, I have gained a wide range of experience and overall hands on knowledge of the day-to-day running of a hotel.
- h. Please find enclosed my CV with full details of my qualifications and experience to date.
- i. As you will see from my CV, graduated from the University of Brighton with a Diploma in Hotel Management and catering, and have had nearly four years experience in hotel work in Germany, Austria, and Mallorca, as well as in Britain.
- j. Yours sincerely, Ulrike Christiansen.

Exercise 9. Translate the words and phrases with the keyword «skill».

Great skill, consummate skill, skills, language skills, management skills, work skills, job skills, computer skills, professional (vocational, occupational) skills, technical skills, administrative skills, analytical skills, to hone a skill, to demonstrate (display, show) skill, to market one's skills, to acquire (master) a skill, to reinforce the skills, to lack skills, skill shortage, the degree of skill required for eligibility for the appointment, to deskill, skill-based pay, skill mismatch, skill variety, multiskilling, managerial skills, skill conversion, skill mix, skill requirement, qualification skill, the skill, to employ the skill, skill level, to demonstrate leadership skills, to develop skills, to generate skills, to improve one's skill, to possess skills, to share skill with smb. to train necessary skills, to transfer skills and knowledge, high professional skill, skill and knowledge, skill in the art, skilled in the art, level of ordinary skill, reasonable skill and knowledge, social skill.

Exercise 10. Translate the sentences.

1. Good language skills are a prerequisite for the job. 2. This job requires special skills. 3. She had the skill to cope with a difficult job. 4. We are badly in need of technical skills now that we have computerized the production line. 5. He has not got the degree of skill required for eligibility for the appointment. 6. She has got reasonable skill and knowledge. 7. I have got skill fatigue lately. 8. We need only skill information. 9. The skill level of many travel agents is very low.

Exercise 11. Analyze the information, which is in the highlight, and use it in practice.

Exercise 12. Add some information & make up a small report and give a talk in class.

Exercise 13. Read and think what the best answer to each question is.

When in Rome, do as the Romans do

A man with a beard, wearing dirty jeans and carrying a rucksack comes into the 5-star hotel where you're working. What do you do?

- a. Ask him what he wants.
- b. Ignore him.
- c. Ask him politely to leave.
- d. Treat him like any other guest.

You know Ms Brown, an American client, very well. When she arrives do you... .

- a. shake her hand?
- b. smile and say *Hello*?
- c. kiss her on the cheek?
- d. say *Good Evening* and bow?

Mr Manuel Fernandez Garcia doesn't reply when you say "Good morning, Mr Garcia" to him. This is probably because ...

- a. he didn't hear you.
- b. you didn't look at him when you spoke.
- c. he's rudely ignoring you.
- d. you've called him by the wrong name.

A German is talking to a Brazilian. The German keeps taking a step backwards each time the Brazilian steps forward. This is probably because....

- a. the Brazilian wants to be too friendly.
- b. they're both trying to be friendly.
- c. the German is being unfriendly.
- d. they don't like each other.

You are talking to a visitor from Britain. Which of the questions do you ask him or her?

- a. How old are you?
- b. How much do you earn?
- c. Are you married?
- d. What part of Britain do you come from?



WHEN IN ROME...

So, you're going to take over the world huh? Well you'd better know how to act when you get there. Consider the following cultural norms when doing business in these countries.



JAPAN Comfortable talking about personal wealth. **How big IS your house anyway?**



GREECE Dislike gifts that are branded with **corporate logos**.



SINGAPORE Gifts are typically refused **three times** before finally accepting.



SENEGAL Tend toward a more deferential tone. leave the **pushy American** bit behind.



SPAIN Rest up. Dinners often begin **after 9** and go well into the wee hours of the morning.



PAKISTAN Leave that sweet smelling gift behind. Cologne and perfume contain **alcohol**, which is **forbidden by the Quran**.



MALAYSIA Concerned with **corruption**. Corporate giving is frowned upon.



ARGENTINA Women initiate handshakes.



RUSSIA Wipe that smile off your face! Smiling is acceptable privately but is, **ahem**, frowned upon in business dealings.

TOP TEN MOST POPULAR HOSPITALITY & TOURISM PROFESSIONS

| Profession | N of Responses | Percent of Total Cases | Rank |
|---------------------|----------------|------------------------|------|
| Night Club Manager | 87 | 40.7% | 1 |
| Chef | 87 | 40.7% | 1 |
| Hotel Manager | 79 | 36.9% | 2 |
| Restaurant Manager | 74 | 34.6% | 3 |
| Barman | 65 | 30.4% | 4 |
| Receptionist | 64 | 29.9% | 5 |
| Cruise ship Manager | 63 | 29.4% | 6 |
| Cook | 59 | 27.6% | 7 |
| Travel Agent | 42 | 19.6% | 8 |
| Pastry Chef | 47 | 22.0% | 9 |
| Pilot | 38 | 17.8% | 10 |

TYPES OF TRAVEL AGENTS

Travel agents can be grouped into three basic categories.

- Retail travel agents.
- Wholesale travel agents.
- Agents who work for consortiums or chains.

Retail travel agents act as agents for airlines, cruise lines, railroads, bus lines, hotels, car rental firms, and, sometimes, wholesale travel agencies. Retail travel agents work directly with clients, supplying information on a wide array of travel services and making reservations or bookings. Wholesale travel agents differ from the wholesale tour operators; wholesale tour operators work almost exclusively with group leisure travelers.

A wholesale travel agent, on the other hand, specializes in putting tour packages together for individual business and leisure travellers. These tours are marketed to the public through retail travel agents or the airlines. These tours are marketed to the public through retail travel agents or the airlines. Wholesale travel agents do not deal directly with clients unless their travel agency has a retail department (many of the large wholesale travel agencies have such departments). Agents who work for consortiums or chains can be retail travel agents or wholesale travel agents. Consortiums and chain travel agencies are associations or networks of travel agencies that have banded together to share information and take advantage of bulk purchasing and cooperative marketing.

The travel industry has become more complex, and there is a greater need for sophisticated technology, technology that is often too costly for individual agencies. A consortium allows agencies to pool their resources. No matter what category a travel agent is in, he or she has one basic product: information. With today's unprecedented competition in the airline and lodging industries, the average traveler is faced with a bewildering array of services and facilities. Today's travel agent must sell more than just travel. He or she must sell information – and back that information with service.

Active vocabulary

Travel agents, wholesale travel agencies, clients, tour operators, chain travel agencies, business, leisure travelers, to specialize, associations, to share information.

Exercise 1. Make compound sentences.

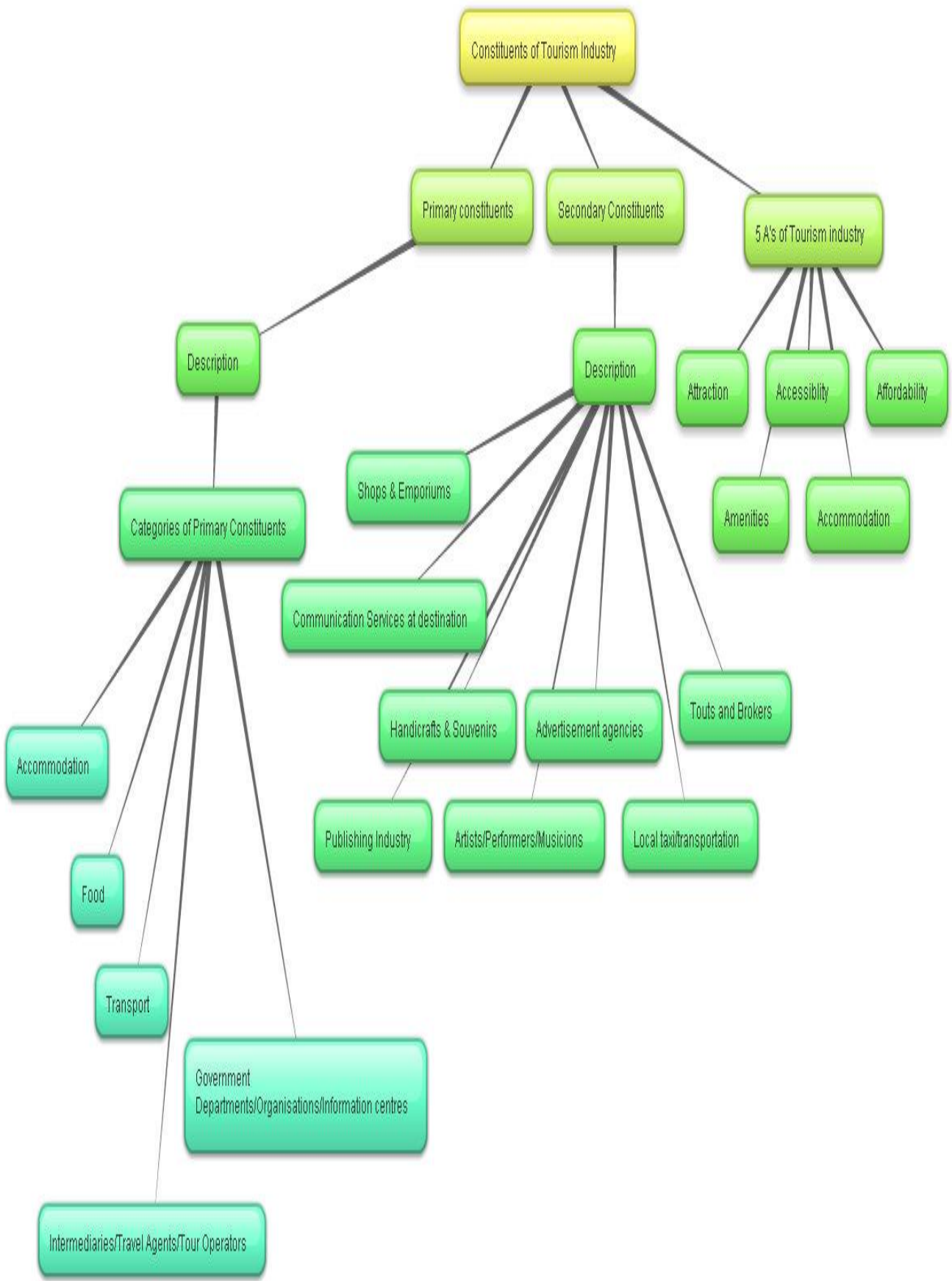
1. A tour operator & travel agent don't bother to send out feedback questionnaires hotel imports people to work as waiters and barpersons. (There aren't enough local people with the right skills.)

2. A tour operator tries to get as many people as possible to a resort, and builds extra hotels cheaply where necessary. (If people want to go there, then we're only providing what they want.)

3. An international hotel chain builds a fifteen-storey hotel on the beachfront. All the other hotels in the resort are four storeys or less. (It takes up less ground space.)

4. A tour company moves the date of a local festival so that it coincides with the peak season. (That way more people get to see it and find out about the local people and their traditions.)

5. to its customers. (We send them next year's brochure. We're not interested in the past, we just want them to buy next year's holiday.)



TRAVELLERS ARE SERVED

Generally speaking, travel agents serve three types of travelers.

- Business travelers.
- Leisure travelers.
- International travelers.

In 2012, 25% of all business travelers and 44% of frequent business travelers used the services of a travel agent. Today, business travelers represent over one-half of all business generated by travel agents.

Each month, over 4 mln business travelers book rooms through travel agents or through corporate travel planners who use travel agents. In addition to individual business travelers, more travel agencies are also serving business groups. In 2012, over 70% of the nation's travel agencies booked business group travel, 51% booked conventions, and 41% were involved in planning and directing incentive trips for their clients. This trend has led to the development of agents or separate departments within travel agencies that specialize in business meetings and groups. The fastest growing segment of the business group market is the small meetings segment (meetings for 25 or fewer people).

Over 43% of travel agents surveyed felt that small meetings would eventually become the backbone of business-travel revenue for most travel agencies, especially since many large corporations are consolidating travel purchasing.

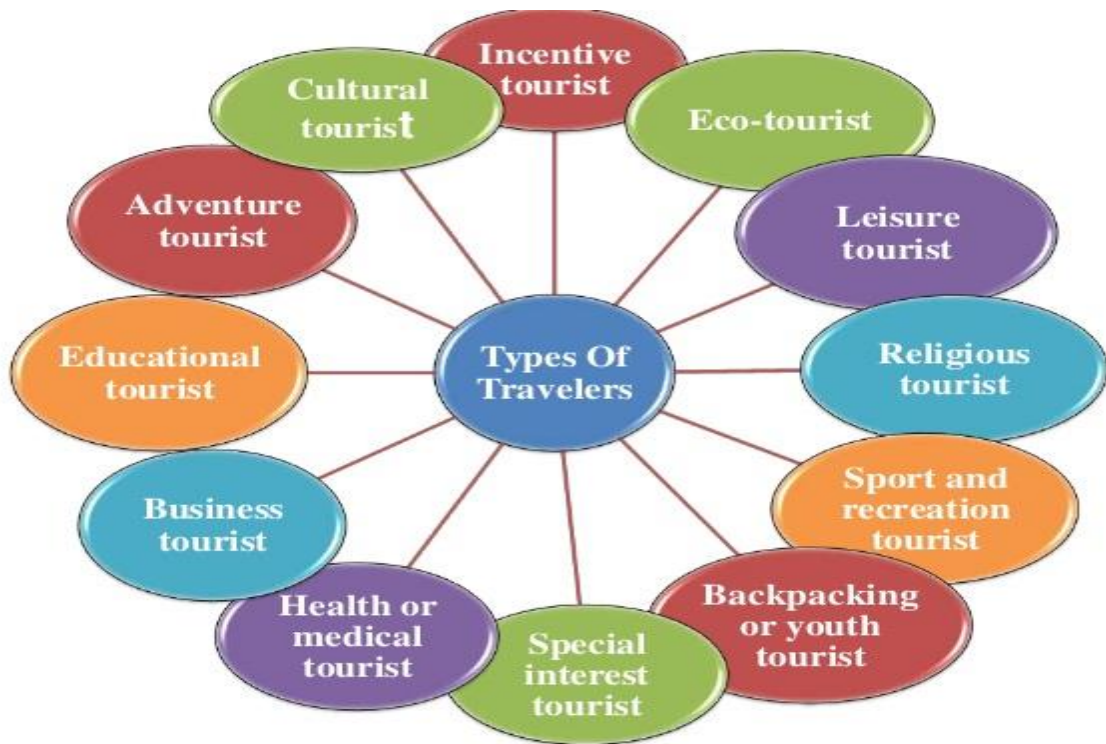
IBM, for example, consolidated the number of travel agencies it does business with from 1,200 travel agencies to 3! And IBM is not an isolated case.

In 2012, the needs of the Fortune 500 companies were handled by 8,800 travel agencies; today, fewer than 500 agencies assist those companies.

Consolidation has led more and more travel agencies to focus on the small meetings market and individual business and leisure travelers. Leisure travelers often need more assistance in planning their travel than business travelers. Business travelers usually have a predetermined destination and are often restricted in their choice of hotels, but less than half of all leisure clients know precisely where they want to go.

80% of all individual visitors to resort destinations such as Hawaii, Las Vegas, the Bahamas, and Bermuda use a travel agent to help plan or book their vacations. Over 70% of all leisure travelers ask for an agent's help in selecting a hotel. To increase their leisure traveler business, many hotels are teaming up with travel agents by creating commissionable weekend packages. Travel agents are big sellers of weekend packages, especially in such markets as New York, Boston, New Orleans, and Washington, D.C. They are attracted to the inclusive-price and easy booking features inherent in many packages.





EDUCATION & TRAINING OF TOURISM PERSONNEL

Appropriate and thorough education and training of people working in tourism are essential for the successful development and management of this sector.

Government tourism officials need to understand tourism policy formulation, planning & marketing techniques, project identification & feasibility analysis, tourism statistics and management of tourism information systems, environmental, social & economic impact analysis, establishing & administering tourist facility & service standards, tourist information services, and other matters.

Even of certain technical matters, such as planning and project feasibility analysis, are carried out by experts, government tourism officials need to know enough about these subjects to review the work done by the experts. Tourism industry employees need to be skilled in hotel and catering operations, tour and travel agency services, and guiding tours.

In hotel and catering operations, for example, training is required in food production (cooking), food and beverage service, housekeeping, reception and front office operations, and buildings and grounds maintenance. Training is required as basic, intermediate and advanced skill levels, and in supervision and management.

Education and training of tourism personnel require various approaches. It is common in major tourism areas to establish a tourism training school, which offers a wide range of types and levels of training. On-the-job training for basic skills is carried out by some tourism establishments. Each tourism area needs to assess its particular training needs and decide on the best types of programs required.

Active vocabulary

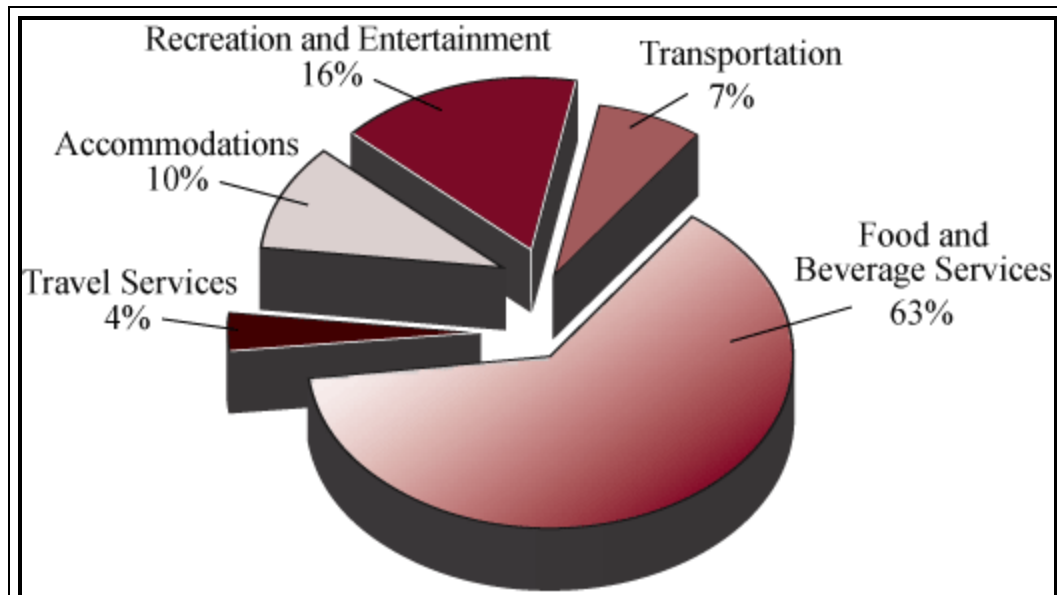
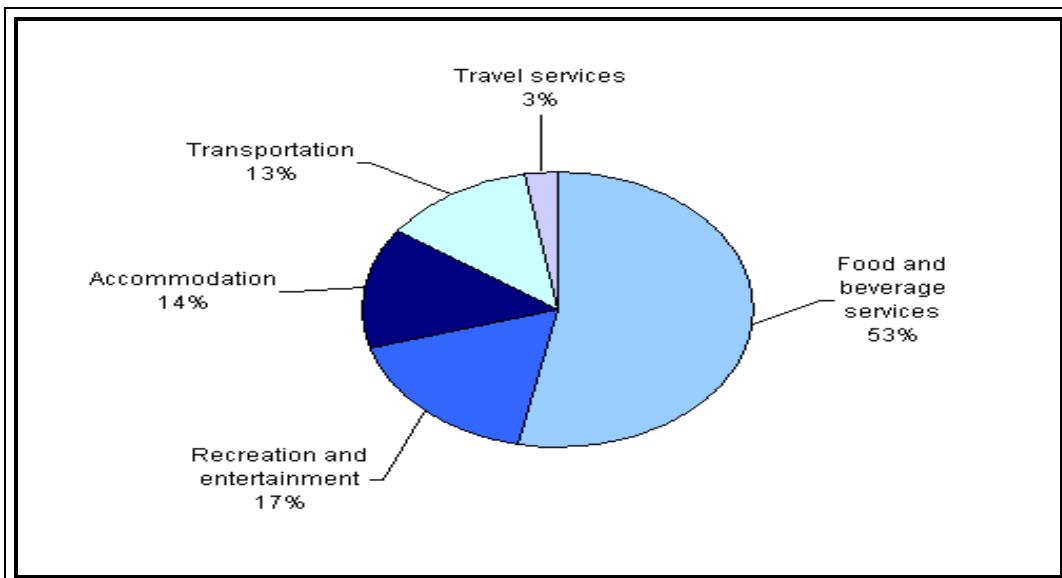
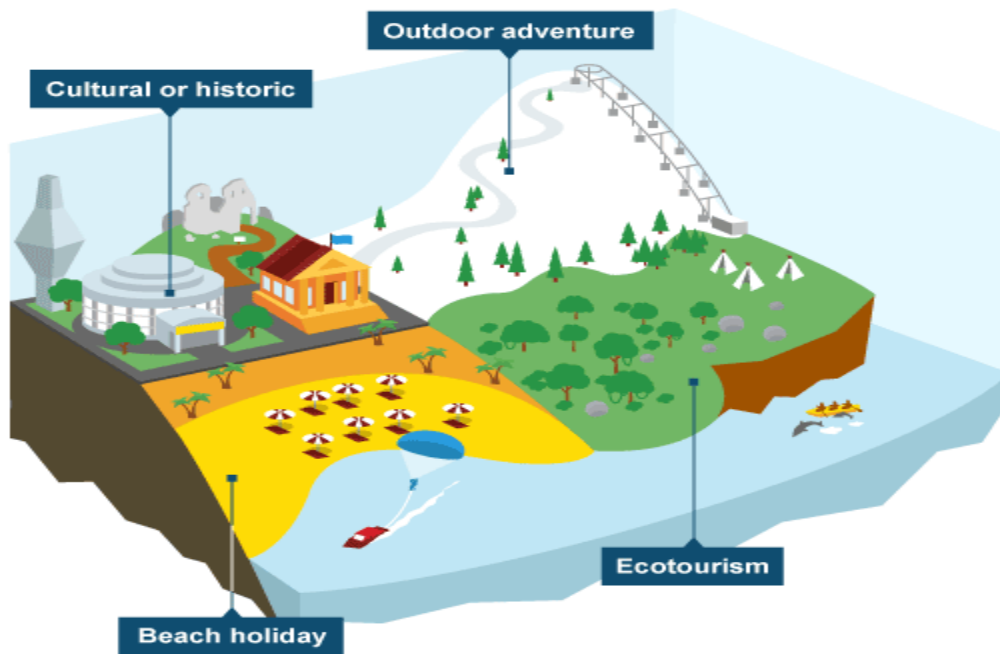
Education, training of people, successful development, management, marketing techniques, project identification, feasibility analysis, tourism statistics, management of tourism information systems, intermediate, advanced skill levels, in supervision.

Exercise 1. Make notes of your new knowledge about education in tourism.

Exercise 2. Translate the words and phrases with the keyword «training».

Training, thorough training, to get / receive training, to give / provide training, by training, hands-on training, in-service training, intense training, on-the-job training, assertiveness training, training centre, distance training, self-study training, basic training, basic training course, job training, specific training, skills training, supervisory training, training session, advanced training, training officer.





LOCAL RESORT REPRESENTATIVES

Utopia Holidays are looking for representatives in your region.

The Reps' Duties will include:

- meeting clients at the airport and escorting them to their hotels;
- holding welcome parties for each group on the day after their arrival;
- organising and escorting coach excursions to local places of interest;
- answering clients' questions and dealing with their problems;
- assisting clients who cannot speak the local language;
- escorting clients from their hotels to the airport at the end of their holiday;
- being on call 24 hours a day to deal with emergencies.

If you give clients the impression that you enjoy your work – and enjoy dealing with them – it will make it much easier for clients to feel comfortable with you. And it will make it easier for you to establish a good relationship with them. If you look bored or uninterested, your clients may start feeling the same. If you smile, other people will smile back. If you give people a favourable first impression of yourself, you'll find them much easier to deal with. A welcoming smile and a friendly greeting puts people at their ease, even if they have had a bad journey, or if they are feeling tired, worried or cross.

Exercise 1. Remember: you never get a second chance to make a first impression!

Just because a person comes from a particular country, don't assume they'll behave like a *typical* person from that country – whatever you imagine that to be!

Treat each person as an individual. Unless you know a foreign client really well, don't treat them too informally as they might think you're being over-familiar or even insincere. Different nationalities have different customs when it comes to formality and informality.

You can make people feel welcome and help them to feel at home by using their names instead of addressing them impersonally as Sir or Madam. Look for clues on credit cards, forms, luggage labels, etc. make sure they know your name too, and show them that you remember their names when you meet them again.

A sincere smile shows people that you want to be friendly. Good eye contact shows that you're interested in them. Try to treat every client in the same way that you'd like to be treated yourself – or even better!



Exercise 2. In the dialogue below a customer at a travel agency is enquiring about a holiday in Malaysia. Using the information about dates and prices from above; put them into the correct places in the dialogue.

5th 12th 17th 18th November December £ 24.80, £ 49.60, £ 93, £ 95.20, £ 846, £ 939, £1,692, £2,378, £ 2,973.20; come; discount; include; minus; plus; special offer; times; total; twelve.

(Customer & travel agent)

- Could you tell me how much it would be for my wife and I to stay at the Mutiara for, say, two weeks?
- When are you thinking to go?
- We'd quite like to go in the middle of December.
- Right, well there are departures on the 12th and the... 18th of December.
- How much will it be if we go on the 12th?
- The basic price is...per person.
- I see, and does that ... food?
- No, what would you like – bed and breakfast or half board?
- Half board, I think.
- OK, that costs ... per person per night.
- Is there anything else – what about things like airport tax and transfers?
- No, that is all included in the price.
- OK, so what does that all....to?
- Let's see – two adults leaving on the 12th at £1189 each comes to... . Then there's half board at £ 24.80 per person..., two, which is ... per night, and that times... comes to... . So the basic price ... the cost of half board comes to a total of
- That's expensive. What about if we go before Christmas?
- Right, let me have a look. Could you go in November?
- Yes, that would be fine.
- OK, if you go on the ... of November, you will get the best deal, because the basic price is only ... per person. Now although that's ten more than the departure on the ... of December, there's a ... for anyone departing and returning between the 1st of ... and the 11th of ..., and that means that you'll get a ... of ... per person.
- So what would all that come to – and let's say we don't have bed and breakfast or half board. We can probably eat out cheaply.
- Yes, I'm sure you can. Let's just work out – £ 939 ... £ 93 comes to ... per person, so that times two makes a... of... .
- That's much better.

Exercise 3. Learn the dialogue by heart and carry it on with your classmate in class.

Exercise 4. Render the contents of the dialogue in Indirect Speech in English.

Exercise 5. Transfer the given information from the passages onto a table.

| No | Activity | | | |
|----|----------|-------|------|-------|
| | Event | Where | When | Score |
| 1. | | | | |

DIALOGUE «PRELIMINARY NEGOTIATIONS»

- Peter Nicholson.
- Hello Peter. This is Carla Manson from Flights of Fancy.
- Oh, hello. We met last year, didn't we? How are things going?
- Not too bad. We've had a pretty good year.
- That's good. I heard you sold all your allocation on our Far East routes. I've just been looking at the figures.
- That's why I was calling, actually. I thought we ought to meet to discuss charter arrangements for next season.
- Yes, that's a good idea. Shall we fix a time now? I've got diary here.
- What about next week – say, Thursday?
- Yes, that looks good. Shall we say 10.30?
- Fine. I'll come to your offices, shall I?
- If you don't mind. You remember where we are?
- Yes. I thought it might be useful to sort out the basic agenda now, if that's all right with you. I'd rather know in advance what'd be coming up. Then we can both be prepared and get down to business quickly.
- Good point.
- I think we should start with a review of last year.
- Yes, I agree. I can make sure I've got them all together by the 5th.
- OK, I'll have our reports too. Then I suggest we look at the question of seat rates and the size of our booking next year. Obviously we're looking for a more favourable rate if we take a larger block of seats.
- Well, I understand what you're saying. We can certainly look at that. I think we'll have to take into account release dates and cancellation charges.
- OK, point taken. My direction also wanted me to bring up the matter of time slots. We felt we got a bit of a raw deal to be honest.
- Well, maybe, but you've got to remember that on long-haul flights there's always going to be some inconvenience on timings, either when you leave or when you arrive.
- I'm not so sure, but in any case we can discuss that at the meeting.
- Of course. Are there any other points you think we should discuss?
- Just one other main one really. I thought it would be a good idea to look at the on board extras – meals, drinks, movies, that sort of thing. We want to go a bit up-market this year, and stress the comfort and luxury of the whole package, including the flight. I'm sure you'll agree the flight itself is a selling point – especially with an airline with your reputation!
- Hmm, flattery won't get you anywhere! But sure, let's look at the whole flight package.
So, is that everything?
- I think so. We've got a pretty full agenda there.
- OK. I'll also bring along the proposed flight schedules so we can look at that question of time slots.
- I'll bring our draft brochure for you to look at as well. And the reports I mentioned.
- Good, that all sounds fine. So I'll see you at 10.30 on the 5th of April.
- OK, see you then. Bye.

TRAVEL AGENTS & TOUR OPERATORS

The difference between a tour operator and a travel agent? Well, it's quite simple, really. Obviously there is a lot of overlap between the two roles, but basically, a tour operator buys the separate elements of transport, accommodation, and other services, and combines them into a package. A travel agent sells this product and other services to the public, provides a convenient location, such as a shop or office, for the purchase of travel.

If you imagine how a car is made and sold, the tour operator is like the factory where the different pieces of the car are assembled. The travel agent is like the car showroom, which sells the finished product. So a tour operator will have to do things like decide what tours and holidays to organise – it might be inclusive tours, or independent holidays. They'll probably investigate and research new markets to find out what people actually want.

Then, when they're putting together a tour, they'll have to negotiate with the various airline companies and hotels and other principals, as we call them, in order to get good bulk purchase deals. They'll probably charter aircraft, and later on they'll need to recruit and train staff to be resort representatives guides, and so on. When that's all sorted out and they've signed contracts with the principals, they'll be able to concentrate more on promotion – designing and printing a brochure, and planning an advertising campaign.

Once the tours are being sold, the tour operator deals more directly with the agent in accepting bookings. They have to continue to work with the principals – sending room lists, flight manifests, that sort of thing. So, a tour operator doesn't usually have so much direct contact with the customer. The travel agent, on the other hand, is in direct contact with the customer, advising on resorts, carriers, and travel facilities in general, helping arranging corporate travel.

Then, when they're actually selling holidays, inclusive tours, air tickets, or whatever, they'll be involved in recording and confirming reservations, sending invoices to customers, and issuing tickets and vouchers. They're also involved in ancillary services like arranging car hire or selling insurance. And plenty of other things as well, from ordering stocks of brochures for rack display to making sure the windows are kept clean!

Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English.

Exercise 2. Answer the questions.

1. What is the difference between a tour operator and a travel agent? 2. Is there many overlap between the two roles? 3. Who buys the separate elements of transport, accommodation, and other services, and combines them into a package? 4. Who sells this product and other services to the public, and provides a convenient location? 5. What is the tour operator like? 6. What is the travel agent like? 7. Will a tour operator investigate and research new markets to find out what people actually want? 8. What will they have to do when they're putting together a tour? 9. Will they be able to concentrate more on promotion? When? 10. They'll probably charter aircraft, won't they? 12. They'll need to recruit and train staff to be resort representatives guides, won't they? 13. When does the tour operator deal more directly with the agent in accepting bookings? 14. Who is in direct contact with the customer, advising on resorts, carriers, and travel facilities in general, helping arranging corporate travel? 15. Do they plenty of other things as well? 16. When are they involved in recording and confirming reservations, sending invoices to customers, and issuing tickets and vouchers?

DEALING WITH COMPLAINTS

Dear Sir,

I am writing to complain about terrible service I received recently on a holiday arranged by your company. My particular complaint concerns the travel arrangements, which were disastrous from start to finish. As requested we arrived at the airport two hours before departure in order to check in. However, we were told in a most impolite way that we could not check in as the flight was overbooked. We were offered no explanation by the check – in staff and we could not find any representative of your company at the airport. Surely you should employ someone to oversee the smooth running of these arrangements. When we eventually got on a plane – four hours later! – we found that it was extremely crowded, there was very little leg – room, there was no in-flight movie as we had expected, and the meal was, quite frankly, disgusting. Again, my complaints to the flight attendant were ignored. She was most unfriendly, and even managed to spill hot coffee over my partner. On arrival at the airport we found that was nobody to meet us, although a representative from another company did direct us to the Sunsearch coach.

After a 50-minute journey (advertised in your brochure as 20 minutes) we arrived at the hotel, exhausted and fed up. We were reasonably happy with the resort and the hotel, although the food was not really up to the standard we are used to. However, on our return journey, we found the same disorganization and inefficiency; the coach was late, we were late checking in so that we had to be separated on the plane and on arrival back here we found that our luggage had been mislaid. I find such service totally unacceptable. We paid a lot of money for this holiday and I think we have a right to expect better standard of service. I would be grateful if you could give me some explanation and offer some form of compensation.

Yours truly, L. Haus

Dear Ms Haus,

Thank you for your letter of September 14th regarding your recent holiday with Sunsearch Holidays. I was sorry to hear that you were disappointed with some of the arrangements for your flight & transfer, I apologise unreservedly for the inconvenience you experienced. I have investigated your complaint in detail and you may be interested in the following explanation. The problems with the flight were due to circumstances beyond our control. Unfortunately, on the day of your departure the airline experienced serious technical problems in two of its charter planes. These had to be substituted with alternatives, which were not up to the same high standards. I am sure you can understand the importance ensuring that the planes are safe.

I can only apologise for the fact that the airline check-in staff were not polite to you. I have noted your point about a company representative at the airport and I will suggest that at our next planning meeting. As far as the arrangements for the transfer at your destination are concerned, I can only assume that there was some misunderstanding, as I have been assured by our representatives at the resort that they were on duty throughout the day of your arrival. The journey took longer than expected because of the delayed flight, which meant that more people had to be taken to different hotels on the same coach. Please accept my sincere apologies for the problems you experienced on your return.

These were due to local difficulties with the coach company and with the airport baggage handlers. I can assure you that we have taken steps to ensure that these problems do not occur again. *Yours sincerely, Christina Macrae, Customer Services Manager*

Exercise 1. Read the complaints and responses. Match the complaints with the responses.

Responses

1. Oh, why don't you just stop moaning and leave me alone?
2. I'm sorry about that. I'll have a look at the file and see what I can find out.
3. I'm sorry but there isn't anything I can do. The flight is fully booked, and there just aren't any free seats available.
4. I'm very sorry. I'll make sure you get another hundred by Friday.
5. I'm terribly sorry, you're absolutely right. I'll go and see the manager immediately and get you moved. I know there are still a few ones free, so you needn't worry.

Complaints

- a. We still haven't received confirmation that the coach has been booked and this is the fifth time that I've rung you.
- b. I'm just calling to say that the brochures haven't arrived – do you think you could send us some more because we're running quite low?
- c. It's really much too hot for me here. I think we should have been warned, you know, and another thing, I saw those Jones children in the pool yesterday, and they were very noisy, and then last night I was bitten by a mosquito. We're not going to come on holiday with you again, you know.
- d. Look, we are not going to move into a room without a sea view. The brochure clearly stated that we would be given one and we paid extra for it, and we're going to sit here in reception until you sort it out.
- e. Surely you can't expect us to have the baby on our lap for the whole flight.

Exercise 2. Translate the words and phrases with the keyword «complain».

To complain of (on), complainant, complaint, to consider a complaint, complaint letter, customer complaint, to lodge (make, prefer, file, register, submit) a complaint against smb., complaints procedure, to deluge smb. with complaints, to investigate (look into) a complaint, to reiterate a complaint, to uphold smb.'s complaint, to validate a complaint, formal complaint, human rights complaint, strong complaint, unjustified complaints, to address a complaint, complaint habit, complaints division (bureau).

Exercise 3. Find out synonyms to English ones.

To get, to state, to expect, to come, confirmation, coach, to book, to ring, terribly, reception, surely, clarification, immediately, absolutely, to note, arrival, sincere, response, complaint, customer, journey, to investigate, baggage, to ensure, baggage handler, importance, eventually, in detail, to offer, compensation, reasonably, to assume.

Exercise 4. Find out antonyms to English ones.

Experienced, check-in staff, different, inconvenience, comfortable, departure, goodwill, to pay attention, delayed, disorganization, inefficiency, impolite, disappointed, grateful, unacceptable, happy, high standards, destination, surely, to state, to expect, to come, confirmation, arrival, sincere, immediately, absolutely, to note, arrival, sincere, response, complaint, customer, journey, to investigate, baggage, to ensure, baggage handler, importance, eventually, in detail, to offer, compensation, reasonably, to assume, to get, to state, to expect, to come, confirmation, coach, to book, to ring, terribly, reception, surely, clarification.

A CAREER IN TOURISM

Currently, tourism generates more money than food products, automobiles, and even oil exports worldwide. It is a non-perishable service that continues to generate income, giving individuals with careers in tourism a sense of security and optimism.

In order to attain a career in travel and tourism usually an Associate's or Bachelor's degree is recommended. ... In conclusion, careers in travel and tourism provide individuals with a diverse collection of different job locations and opportunities.

Tourism is a huge part of international commerce and has become one of the main income sources for many developing countries. From 1950 to 2010 the number of international tourists increased from 25 mln to 940 mln. It is estimated that tourism contributes approximately 5% to international economic activity; in 2010 tourism generated about \$919 bn (€ 693 bn) internationally. Also about 6-7% of jobs worldwide are related to tourism. As the number of emerging tourism destinations continues to grow, the number of available careers in travel and tourism will continue to increase as well.

International students who are interested in pursuing a career in tourism should watch the new and emerging markets for job opportunities. The most significant increases in tourism are expected to occur in China, India, and South-East Asia. The Gulf-States of the U.S. along with Eastern Europe, Latin America, and parts of Africa are also some of the newest emerging tourism destinations. We can see that these markets have already started to draw international tourists as data shows these areas have increased the number of tourist arrivals from 32% in 1990 to 47% in 2010.

In 1950 the top 15 tourist destinations absorbed about 88% of all international tourists, but in 2010 this number decreased to 55%, proving that these new and emerging markets have begun to attract an increasing number of tourists as well.

Tourism worldwide is expected to continue to grow into the new millennium.

The World Tourism Organization (UNTWO) has released a forecast stating that in 2020 the number of international tourists is expected to reach 1.2 bn.

The forecast states that the top three tourism regions will be Europe (717 mln tourists), East Asia and the Pacific (397 mln), and the Americas (282 million), followed by Africa, the Middle East, and South Asia. It can be assumed that the majority of new jobs will be available in these destinations; international students should consider these locations when planning a future in the tourism industry.

In order to attain a career in travel and tourism usually an Associate's or Bachelor's degree is recommended. An undergraduate degree in travel services provides international students with many study options; students can choose to major in tourism management, hospitality, travel entertainment, hotel management, destination management.

Earning a degree in travel services will give students useful skills that can be applied to many different types of careers within the field. For example, an individual with this type of degree could work as a travel guide, convention planner, hotel administrator, transportation coordinator, travel agent, corporate travel representative, or as a travel and tourism manager, just to name a few. Despite the growth in job opportunities within the tourism industry, it is expected that the need for travel agents will decrease due to the comprehensive travel services available online. International students may want to shy away from this job as attaining a career as a travel agent seems unlikely in the future.

In conclusion, careers in travel & tourism provide individuals with a diverse collection of different job locations and opportunities. The World Tourism Organization's tourism forecast predicts the industry will continue to grow worldwide throughout 2020.

The number of careers in tourism is expected to increase as new tourism destinations and markets develop. Many of these new career prospects will be located within the emerging markets of Asia, Africa, and Eastern Europe.

I've been working in the local office of a major travel agency group in the United States for the last three years. I have to try to find corporate clients who will regularly use us when their personnel has to come for a meeting or a conference or a negotiation – something like that. It's a pretty competitive market because when a company is going through a bad patch then travel is often one of the first things that gets cut. So we try to include a number of incentives, but of course that cuts our own profit margins.

I'm on a programme where every month or so I change departments, so I started off in the restaurant and then spent some time in the kitchen and went into the reception and at the moment. I'm working in one of the offices and learning accountancy and financial management, then I hope I'll get a job in a position of responsibility either generator in a particular department. I basically have to be friendly to passengers make sure everyone is in the right seat then show them the safety procedures and serve drinks and a snack. It's not easy to combine this job with a social life because I'm frequently away from home. This week we're stopping over in Dubai so we won't be back for another couple of days.

But I enjoy the contact with people and we're part of a good team. I have a checklist of points, which I go over beforehand to make sure that everything is ready. I check that the equipment is in the right place and in working order, that all the catering has been looked after, the hotel reservations have been made and things like that.

Then when people arrive I welcome them & give them their badges and information folders. Next week we're having a big do with about 600 participants.

So, I have to deal with the public and take their bookings for flights, hotels, tours, car hire and that sort of thing. It's quite hard work and the basic salary isn't brilliant, but I get a performance-related bonus and commission so I don't do too badly.

I'm doing a training course at the moment because I'd like to specialize in incentive travel. In fact I have an interview next week.

What I have to do is to plan ahead so that in two or three years' time we have another destination or resort to offer in the catalogue. This means that I have to visit and travel around the region, contract with hoteliers and service providers and so on.

Obviously, I have to deal with a lot of money matters and negotiate terms and conditions. At the moment we are thinking of opening up a resort in Albania.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Transfer the given information from the passages onto a table.

| № | Activity | | | |
|----|----------|-------|------|-------|
| | Event | Where | When | Score |
| 1. | | | | |

THE INDEPENDENT TRAVELLER

Well, thank you for asking me along tonight. I hope you'll enjoy looking at my slides of the Andes. I've also been asked to give you some advice about independent travel and how to be a 'good tourist', so that's what I'd like to do first.

I've been travelling now for about twenty years. When I was younger I used to regularly take off with my backpack and my camera and head for some remote place, maybe working, maybe just hanging out. I spent a whole year in India in my early twenties, I've backpacked all round Europe and the Middle East, spent some time in China, and I've also been trekking in Nepal and South America. So, I've picked up a bit of experience along the way. In the early days I always used to take each day as it came and not really plan very much.

Nowadays I plan a bit more, and I tend to go on more organised trips, using tour operators and travel agents, although I still like to be independent when I get to a place.

Believe it or not, you can find responsible tour operators who care about the environment and the places they're taking you to – but you do have to look carefully and ask a lot of questions. I learnt a lot in my early travels about how to take care and be responsible – to be what some people call a *green tourist*. I still try to put it into practice.

I think the most important thing is to ask yourself, *Why am I going?* if you just need to relax or if you're only country-counting, then maybe that's not a good enough reason to visit a place – especially a developing country.

If you're genuinely interested in a country then that's a different matter. Before you go, learn as much as you can about the place, go to the library.

Before you go, think carefully about your packing and what you're going to take.

Things like shampoo, lotions, sun cream, and so on should be kept to a minimum.

Now, when I'm at my destination, or when I'm travelling generally, I do my best to minimize my impact. You can do this very simply – and it also makes your experience much more enjoyable. For a start, make sure you eat and drink in local restaurants and that you eat and drink local produce. Try not to go for the big international fast food chains. Most of that money doesn't stay in the country and you're not helping the local community by using them.

Many rural areas in the Mediterranean, for example, are seeing their agriculture decline, and by eating locally produced food you will help the local economy. I also try to stay with locals, preferably in bed and breakfast, and avoid the big foreign-owned hotel chains.

Choosing souvenirs and presents is another area where the tourist can be either a help or a hindrance. There's a lot of rubbish produced nothing to do with the culture of the country, badly made, often made in a completely different country and imported.

So, learn about the cultural heritage of the country first, and then you'll know what the local arts and crafts should be. Ask local people to show you crafts being made – I've found they're often very happy to do so, and I've even picked up a few skills myself.

Of course, it goes without saying that you should never buy anything that's made from an endangered species. Never pick any plants or flowers either. Take a picture instead – you'll find it lasts longer in any case! As you know, I'm a keen photographer, so my camera is my most important piece of equipment. But be sensitive when you're taking photographs, particularly of people – the cultural rules are often quite different. In fact, if I can give you two final pieces of advice, they are firstly, be sensitive: think about what you're doing and the consequences for the people who live there – all the time.

Secondly, don't be scared to complain if you see something wrong, something that's damaging the environment, or whatever. Tell someone. If you come across a polluted beach tell your tour representative; if you see another tourist dropping litter ask them to pick it up. It's only by doing such things that we'll get people to change their ideas and their behaviour, and to get tourism to be a more caring and responsible industry.



USUAL ENVIRONMENT

The trip should be to a place other than that of the usual environment is the first criterion that distinguishes tourism from other travel.

This is almost instinctively understood. Few would consider persons commuting every day between their home and place of work or study as participating in tourism: their trips do not take them outside their usual environment. Also, a person visiting a theater a view blocks away from home is not participating in tourism. Even if he goes there only once a year this theater is considered to be part of his/her usual environment. The concept of usual environment, and therefore tourism, has two dimensions.

The first is frequency. Places, which are frequently (on a routine basis) visited by a person, are part of the usual environment of that person, even though these places may be located at a considerable distance from the place of residence

The second dimension is distance. Places located close to the place of residence of a person are also part of the usual environment, even though the actual spots are rarely visited. Therefore, the usual environment consists of a certain area around the place of residence plus all places visited rather frequently. To make the concept of usual environment operational in statistical terms, satisfactory distance and frequency thresholds are required.

However, in practice this is more difficult than it seems. Every threshold is arbitrary and usual environment is a personal construct. Arbitrariness as such is no major obstacle, but such rules should be applied with care.

Conditions vary greatly the world over. A distance threshold of 100 miles may be quite satisfactory for the United States with its highly mobile population but it may be completely inappropriate for a country in which the majority of people travel on foot.

Extensive discussion among experts indicated that there is no single operational definition of "usual environment" that can be applied all over the world and that is completely fixed in time. However, with the aid of mobility surveys, countries should look for a practical definition that excludes virtually all routine travel of their residents and travel to places very close to the place of usual residence from tourism

Tourism carrying capacity includes physical, biological, social and psychological / perceptual aspects of the tourism environment. There are three distinct types:

- Biophysical (ecological) relates to the natural environment.
- Socio-cultural relates to the impact on the host population and its culture.
- Facility relates to the visitor experience.

Carrying capacity varies according to season and, over time, factors such as tourists' behavioral patterns, facility design and management, the dynamic character of the environment, the changing attitudes of the host community. In development sustainable tourism, respecting carrying capacity is necessary for maintaining the quality of the environment and visitor satisfaction. As previously emphasized, if the tourism product declines in quality, this will ultimately result in a decline in the tourism economy. Each type of tourist destination is characterized by its particular patterns of environmental sensitivity.

The common types of destination environments are summarized below: coastal areas including beaches, marine areas and wetlands. Many beach areas have the potential carrying capacity for relatively high volume tourism, whereas marine parks and wetlands with their more fragile ecosystem may be better suited for smaller scale tourism.

Exercise 1. Analyze the information above and below and use it in practice.

Mountain & Wilderness Areas

In all coastal areas, there may be competition for the use of prime coastal sites with residential, industrial or harbour development, fisheries or other commercial uses.

Mountains, forests, moors, deserts, savannas, and other types of wilderness areas are mostly visited by tourists interested in nature of special interest activities such as trekking, climbing, skiing, and wildlife viewing. These areas typically have fragile ecosystems with carrying capacities for small-scale development and limited use.

Downhill skiing is a high volume activity, which must be carefully planned in order to develop the necessary infrastructure, service areas, and transportation access without generating environmental problems.

Exercise 2. Inland Rural Areas

Agricultural lands, woodlands, lakes & reverie environments can provide appropriate locations for small-scale recreation resorts, second homes and special interest activities such as farm and village stays. Careful planning is required to ensure that prime agricultural and forest - lands are not affected by tourist facilities, and bodies of water are protected from pollution.

Exercise 3. Identifying the tourism potential around a protected area:

A checklist

In many countries, there is a symbiotic relationship between tourism and the establishment of protected areas. When this occurs, the tourist potential in the surrounding area is then an important factor in the selection process. Statistics show that growing numbers of vacationers and holiday seekers want to see something different.

They want to travel in relative comfort. And they want to mix adventure, and possibly learning, with leisure activities. Consequently, the most successful tourist packages combine a number of different interests: sports and recreation, wildlife viewing, becoming acquainted with local customs, visiting historical sites, photographing or sketching spectacular scenes, shopping, eating, and, most of all, water activities. The sea, lakes, rivers, swimming pools, and waterfalls all have high value, particularly for domestic tourism.

Exercise 4. Make up dialogues from the information above and carry them on in class.



THE PROBLEM OF ENVIRONMENTAL PROTECTION

Environmental protection is the main problem facing humanity nowadays.

The image of a sick planet has become firmly established in the public mind lately.

Ten years ago the word *ecology* hardly meant anything for the majority of people, but today we can't help bearing it in our minds.

It has happened because of the growing effect of the rapid industrial development of the natural world, which has negative features of its own.

As a matter of fact the state of environment has greatly worsened of late.

There is no doubt that soil, water and air are contaminated with toxic wastes. Over the past few years we have been constantly speaking about ozone holes, droughts, high level of radiation about food contaminated with chemicals. Scientists in many countries are very much concerned about drastic changes in weather patterns.

The worst drought, the mildest winter and the most devastating hurricanes have become typical in those parts of the world where they used to be a rare occurrence.

Weather patterns have been changing recently due to the global warming-up process and its major reason – the greenhouse effect.

The greenhouse effect is created by carbon dioxide emissions, released by industrial facilities and a constantly increasing number of cars. Thus it is of vital importance that the world should start cutting down the release of gases that contribute to the greenhouse effect.

What is the reason for people getting so much worried about the state of environment?

The answer to this question is fairly simple. The thing is the deterioration of the environment is telling heavily on people. They are paying for this with their health. And it is obvious what all people need is a healthy environment.

To solve this burning problem it is necessary for people to combine efforts, to raise safety standards at all industrial facilities, to adequately process by-products of industry, to set up an international space laboratory to monitor the state of environment and set up an international center for emergency environmental assistance. All these measures will help us in solving these important problems and prevent us from dangerous illnesses and diseases. If the community has the right type of resources, it may be the opportunity to develop tourism, which can bring substantial benefits to the community and its residents.

To succeed, tourism in the community must be planned and managed to improve the quality of life of residents and to protect the local, natural and cultural environment.

Protecting the environment and achieving successful tourism development are inseparable. However, tourism is not necessarily desirable or feasible for every place and the potential for developing tourism must be specifically examined for each community.



TOURISM IN THE COMMUNITY

Every city, town, village, rural district and local community is comprised of land, water, air buildings – sometimes attractive, clean and fresh, sometimes not, plant and animal life, and people too. For many generations, community dwellers have used these resources (sometimes wisely) ensuring an adequate supply year after year, but often using or wasting too much. Sometimes resources have dwindled, been degraded and even disappeared. Today, people are asking: How do we provide adequate food, shelter, and jobs when the natural resources base is deteriorating?

Tourism can be one of the answers if it is environmentally sound and based on sustaining the natural and cultural base rather than eroding this resource capital.

Examining the community as a planner, ask yourself: What are the elements necessary for developing of tourism? These elements are:

- Attractions and activities – things for tourists to see and do.
- Hospitality facilities and services – places to stay overnight and places to eat; thin the area by land, air and water.
 - Basic community infrastructure – water supply, electricity, sewage and solid waste disposal and telecommunications.
 - Travel arrangements – travel agents and tour guides.
 - Promotion and tourism information services – informing tourists what to see and do in the community.

Some facilities and services are locally owned and operated or have connections to similar facilities and services in other communities. Still others may be part of national and international network. Some are small private or family enterprises while others are large corporations. Some are part of government organizations while others are non-governmental associations. Tourism at the local level is focused on tourism – and also on the tourism industry. But there are other dimensions. For tourism to be a truly beneficial economic strategy for any community, it must also be dedicated to improving the quality of life of the people who live and work there, and to protecting the environment.

Protection of the environment and achieving successful tourism development cannot be separated. Tourism must be environmentally sustainable – in both the natural and cultural environments – to be economically sustainable.

Tourism development brings benefits: new businesses and jobs, additional income, new technologies, greater environmental and cultural awareness and protection, improved land use patterns. The community has a vital role to perform in providing visitor facilities and services, development of attractions and cultural interaction.

The government has the responsibility to encourage and support conservation of nature and culture as the major recourses for tourism. The government must also provide the policies, plans and legal framework for carefully controlling tourism so that it brings substantial benefits without generating serious problems. There are important connections between tourism & local agriculture & fisheries, other industrial sectors, retail shops, the transport system, medical care, postal & banking services, other community facilities and services. However, tourism is not necessarily desirable or feasible for everyplace.

Each community should examine whether it has adequate resources for tourism and if there are potential tourist markets that can be attracted to the community.

Whether it needs tourism to reach economic development objectives. Whether it has sufficient labour force to support tourism without bringing in migrant workers.

The cost of improving access to the area and developing local infrastructure for tourism is justified. Other considerations may need to be examined such as possible competition from already existing or potential tourism projects in neighbouring communities. Each community must consider the following questions:

- Are there adequate resources for tourism?
- Are there potential tourism markets that can be attracted to the community?
- Do they need tourism to attain economic development objectives?
- Is there sufficient labour to support tourism without bringing in migrant workers?
- Is the cost of improving access to the area and development local infrastructure for tourism justified?
- Is there possible competition from existing or potential tourism projects in neighbouring communities?

BENEFITS OF TOURISM TO LOCAL COMMUNITIES

- New jobs and businesses.
- Additional income.
- New markets for local products.
- Improved infrastructure and community facilities and services.
- New skills and technologies.
- Greater environmental and cultural awareness and protection.
- Improved land use patterns.

Tourism at the level must be developed within the context of regional, national and even international tourism. At the regional and national levels, development policies, plans and programs, laws and regulations, and marketing all influence tourism development. International tourism is often desirable to encourage because it generates foreign exchange as well as other benefits, but the decisions of international tourism-related companies and associations may also affect local communities. Concepts of sustainability are now widely accepted as an essential approach to any type of development without degradation and depletion of the resources that make the development possible. It is the conservation of resources for future as well as present generations to use and enjoy. Sustainable development is based on ecological, socio-cultural and economic sustainability.

International Organizations, such as the *World Tourism Organization*, establish standards and guidelines for the development and management of sustainable tourism, which affect local communities. More generally, local decisions & actions in every community affect the options of neighbouring communities, the region & the nation, ultimately those around the world. The movement of people must be in harmony with the fundamental needs of all societies, with global cooperation on achieving economic development that conserves limited resources.

Active vocabulary

City, town, village, rural district, local community, community dwellers, natural resources to dwindle, to provide, adequate food, shelter, jobs, environmentally.

Exercise 1. Add some information & make up a small report and give a talk in class.

Exercise 2. Read the information & pick up the essential details in the form of quick notes.

Exercise 3. Analyze the score of the tourism policy.

Tourism in the local community cannot be viewed in isolation from regional, national and often international relationships. The tourism industry contains many of the same considerations regionally and nationally as it does locally but the focus is different. Regionally and nationally, the emphasis is on general policies and strategies, major development plans and programmes, and marketing. For example:

- Establishment of policies, laws and incentives for socially conscious tourism.
- Establishment of policies, laws relative to the safety, security and health of tourists.
- Major transportation systems to move tourists in and out of the region and country and through the countryside.
- Major attractions features such as state (or provincial) and national parks.
- A communications and promotion network that encourages tourists.
- Coordination within the tourism industry and with the government.

International relationships are important to consider in developing tourism in local communities. There is substantial international travel by holiday tourists and business travellers, including persons attending conferences and conventions. Foreign tourists bring in foreign exchange, which many countries greatly need to support their economic development. Many hotel chains are now internationally oriented, as are some major tour and travel operators.

Exercise 4. Tourism brings advantages and disadvantages. Here is a random list of pros and cons. Put them in the correct section of the chart below.

- Creates jobs.
- Leads to overuse of water and other natural resources.
- Causes beach and cliff erosion.
- Disrupts traditional work and employment patterns.
- Preserves traditional arts and crafts (e.g. as tourist souvenirs)
- Helps people from different countries and cultures understand each other.
- Creates a lot of pollution.
- Brings money into a country (and local people).
- Changes the real meaning of festivals to suit the needs of tourists.
- Damages the environment.
- Destroys the natural habitat of some animals and birds, as well as people.
- Broadens people’s knowledge of the world.
- Encourages greed.

Exercise 5. Which of the points in the previous exercise do you particularly agree or disagree with.

| | Advantages | Disadvantages |
|---------------|------------|---------------|
| Environmental | | |
| Social | | |
| Economic | | |
| Cultural | | |
| Others | | |

Exercise 6. Translate the single-root words.

Environment – environmental – environmentally – environs – to environ.

Exercise 7. Look at the following statements made by tourists and travellers. Decide whether you agree or disagree. Give reasons.

- I would never go on holiday to a country whose politics I didn't agree with.
- It doesn't matter if you can't speak the language of the country you visit.
- Tourism is going to continue to expand. In fifty years' time more people will be working in tourism – related jobs than any other type of job.
- The best way to travel is alone.
- Space will provide a vast new frontier for the adventurous to explore.
- If you live in a tourist resort you need the tourists but you also resent them.
- Travelling makes you appreciate your home more.
- Tourism ultimately spoils a country.

Exercise 8. Explain the benefits of sustainable tourism development.

Ecology and economy, including tourism, are becoming ever more interwoven – locally, regionally, nationally and internationally – into a web of cause and effect.

Most successful tourist destinations today depend upon clean physical surroundings, protected environments and often the distinctive cultural patterns of local communities.

Destinations that do not offer these attributes are suffering a decline in quality, loss of cultural identity and a decrease in economic benefits. It is the responsibility of local planners to ensure that resources are wisely managed today so that they are available for future generations. Fortunately, when adapted to the local environment and society through careful planning management, tourism can be a significant factor in conserving the environment.

That is because an environment of scenic beauty and interesting features, vegetation, wildlife and clean air and water offers many of the resources that attract tourists. Tourism can help justify conservation and in fact, subsidise conservation efforts.

Equally important are planning and developing tourism to conserve an area's cultural heritage. Archaeological and historical places, distinctive architectural styles, local dance, music, drama, ceremonies, arts and crafts, dress, customs and value systems all comprise the culture of an area. This cultural heritage offers attractions for tourists and can either be selectively conserved and enhanced by tourism or degraded by it, depending on how tourism is developed and managed. Essential in any type of development is maintaining the unique sense of historic, cultural and community identity of each place around the world.

The concept of sustainable development has been set forth by the *World Conservation Union (IUCN)* as following: "Sustainable development is a process, which allows development to take place without degrading or depleting the resources which make the development possible. This is generally achieved either by managing the resources so that they are able to renew themselves at the rate as which they are used, or switching from the use of a slowly regenerating resource to one which generates more rapidly. In this way, resources remain able to support future as well as current generations."

Exercise 9. Analyze the information, which is in the highlight, and use it in practice.

Exercise 10. Add some information & make up a small report and give a talk in class.

Exercise 11. Read the text & pick up the essential details in the form of quick notes.

THE BENEFITS OF SUSTAINABLE TOURISM

Sustainable tourism is defined as a model form of economic development to:

- Improve the quality of life of the host community.
- Provide a high quality of experience for the visitor.
- Maintain the quality of the environment on which both the host community and the visitor depend. Sustainable tourism encourages an understanding of the impacts of tourism on the natural, cultural, and human environments. Sustainable tourism ensures a fair distribution of benefits and costs.
 - Tourism generates local employment, both directly in the tourism sector and in various support and resource management sectors.
 - Tourism stimulates profitable domestic industries – hotels & other lodging facilities, restaurants & other food services, transportation systems, handicrafts, and guide services.
 - Tourism diversifies the local economy, particularly in rural areas where agricultural employment may be sporadic or insufficient.
 - Tourism stimulates improvements to local transportation, other basic community infrastructures.
 - Tourism creates recreational facilities, which can be used by local communities as well as domestic and international visitors. It also encourages and helps pay for preservation of archaeological sites, and historic buildings and districts.

Nature tourism encourages productive use of lands, which are marginal for agriculture, enabling large tracts to remain covered in natural vegetation.

Cultural tourism enhances local community esteem and provides the opportunity for greater understanding and communication among peoples of diverse backgrounds.

Environmentally sustainable tourism demonstrates the importance of natural and cultural resources to a community's economic and social well-being and can help to preserve them. Sustainable tourism monitors, assesses and manages the impacts of tourism, develops reliable methods of environmental accountability, and counters any negative effect.

Three main principles of sustainable development

- Ecological sustainability ensures that development is compatible with the maintenance of essential ecological processes, biological diversity and biological resources.
- Social and cultural sustainability ensures that development increases people's control over their lives, is compatible with the culture and values of people affected by it, and maintains and strengthens community identity.
- Economic sustainability ensures that development is economically efficient and that resources are managed so that they can support future generations.

Exercise 1. Translate the words and words-combinations.

Sustainable economic growth, ecologically sustainable development, sustainable agriculture, sustainable forestry, sustainable use of natural resources, sustainable public debt level, sustained effort, sustained expansion, sustaining power, sustenance, food sustains life, sustainability, ecological (environmental) sustainability, economic sustainability, concept of fairness, stability, social stability, political stability.

Exercise 2. Analyze the principles for sustainable development.

Exercise 3. Analyze the information, which is in the highlight, and use it in practice.

SUSTAINABLE TOURISM

"Sustainable tourism is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems."

Sustainable development implies "meeting the needs of the present without compromising the ability of future generations to meet their own needs".

Sustainable tourism can be seen as having regard to ecological and socio-cultural carrying capacities and includes involving the community of the destination in tourism development planning. It also involves integrating tourism to match current economic and growth policies so as to mitigate some of the negative economic and social impacts of *mass tourism*. Murphy (1985) advocates the use of an *ecological approach*, to consider both *plants* and *people* when implementing the sustainable tourism development process.

This is in contrast to the *boosterism* and *economic* approaches to tourism planning, neither of which considers the detrimental ecological or sociological impacts of tourism development to a destination. However, Butler questions the exposition of the term *sustainable* in the context of tourism, citing its ambiguity and stating that "the emerging sustainable development philosophy of the 1990s can be viewed as an extension of the broader realization that a preoccupation with economic growth without regard to its social and environmental consequences is self-defeating in the long term."

Thus 'sustainable tourism development' is seldom considered as an autonomous function of economic regeneration as separate from general economic growth.

Ecotourism, known as ecological tourism, is responsible travel to fragile, pristine, usually protected areas that strives to be low impact and (often) small scale.

It helps educate the traveller; provides funds for conservation; directly benefits the economic development and political empowerment of local communities; and fosters respect for different cultures and for human rights. *Take only memories and leave only footprints* is a very common slogan in protected areas. Tourist destinations are shifting to low carbon emissions following the trend of visitors more focused in being environmental responsible adopting a sustainable behaviour.

Exercise 1. Add some information & make up a small report and give a talk in class.

Exercise 2. Read the text & pick up the essential details in the form of quick notes.

Exercise 3. Translate the single-root words.

I. Sustain – sustained – sustainable – sustainability – sustainer – sustaining – sustenance – sustentacular – sustentaculum – sustention – sustentive.

II. Translate the word-combinations.

To sustain growth; to sustain employment; sustainable development; sustained effort; sustained policy; sustained progress.





PRINCIPLES FOR SUSTAINABLE TOURISM

Sustainable tourism development can fulfill economic, social, and aesthetic needs while maintaining cultural integrity and ecological processes. It can provide for today's hosts and guests while protecting and enhancing the same opportunity for the future.

That's the good news. But sustainable tourism development also involves making hard political choices based on complex social, economic, and environmental trade-offs.

It requires a vision, which encompasses a larger time and space context than that traditionally used in community planning and decision making.

The local planner can use the following principles as basic guidelines when attempting to incorporate this broader vision into local policies and practices:

- Tourism planning, development and operation should be part of conservation or sustainable development strategies for a region, a province (state) or the nation.
- Tourism planning, development and operation should be cross sectoral and integrated, involving different government agencies, private corporations, citizens groups and individuals thus providing the widest possible benefits.
- Agencies, corporations, groups and individuals should follow ethical and other principles which respect the culture and environment of the host area, the economy and traditional way of life, the community & traditional behavior, leadership & political patterns.
- Tourism should be planned & managed in a sustainable manner, with due regard for the protection and appropriate economic uses of the natural and human environment in host areas.
- Tourism should be undertaken with equity in mind to distribute fairly benefits and costs among tourism promoters and host peoples and areas.
- Good information, research and communication on the nature of tourism and its effects on the human and cultural environment should be available prior to and during development, especially for the local people, so that they can participate in and influence the direction of development and its effects as much as possible, in the individual and the collective interest.
- Local people should be encouraged and expected to undertake leadership roles in planning and development with the assistance of government, business, financial and other interests.
- Integrated environmental, social and economic planning analyses should be undertaken prior to the commencement of any major projects, with careful consideration given to different types of tourism development and the ways in which they might link with existing uses, ways of life and environmental considerations.
- Throughout all stages of tourism development and operation, a careful assessment, monitoring and mediation program should be conducted in order to allow local people and others to take advantage of opportunities or to respond to changes.



Exercise 1. Here is a list of "The Ten Principles of Sustainable Tourism". Can you think of any examples where the principles do or not happen?

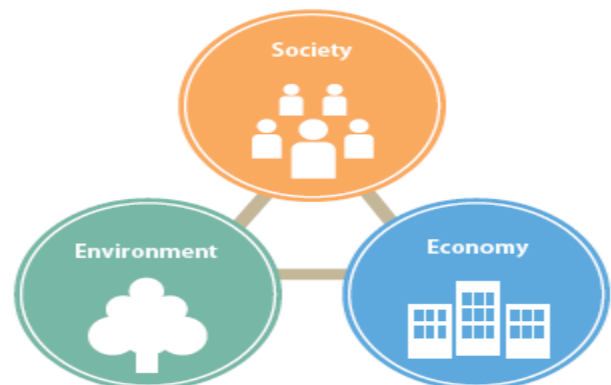
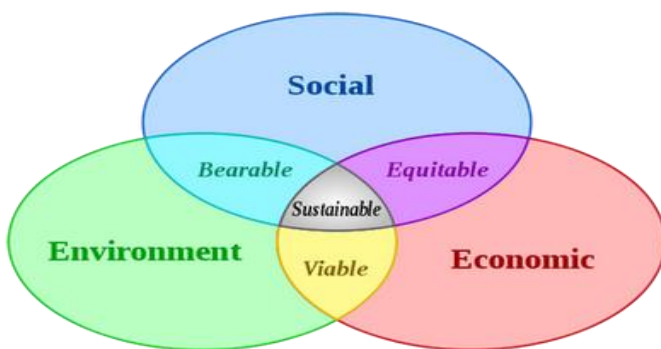
- Using resources sustainably.
- Reducing over-consumption and waste.
- Maintaining diversity.
- Integrating tourism into planning.
- Supporting local economies.
- Involving local communities.
- Consulting stakeholders and the public.
- Training staff.
- Marketing tourism responsibly.
- Undertaking research.

Exercise 2. Read this promotional statement by the tour operator, Decide which of the principles of sustainable tourism they could be connected with.

Our promise to you...

Green Earth Travel is a responsible tour operator. We are committed to the principles of sustainable tourism. We aim to provide the traveller with a memorable and fascinating experience, but at the same time we are aware of the impact that mass tourism can have on the environment and on the culture and economy of a society. Like you, we are concerned, like you we want to do something about it. In Particular we:

- Monitor the number of tourists visiting our chosen areas.
- Keep in close contact with local conservationists and regularly discuss any environmental changes caused by tourism in the area.
- Ensure that the type and scale of our tours is appropriate to local conditions.
- Encourage the use of local materials and ensure that we only use hotels and accommodations options, which blend in with the surroundings.
- Recruit local employment rather than expatriate whenever possible.
- Respect local customs and traditions.
- Arrange activities and excursions, which ensure genuine contact with local people.
- Provide detailed information on the cultural traditions of the places our customers are visiting.
- Carry out ongoing research into the impact of tourism.
- Support campaigns to raise the level of environmental awareness in the industry.
- Listen to our customers and welcome suggestions for improving standards.



THE ESSENCE OF SUSTAINABLE TOURISM

The interview with Professor Spencer

I. All the experts agree that tourism is the fastest growing industry in the world. It is also the industry, which is most difficult to control and regulate. Tourism has a tendency to destroy itself – this year's idyllic beach resort becomes next year's high-rise hell, as high-spending tourists are sought out and lured for the sake of a quick dollar.

Can we do anything about it? In the studio today we have Professor Roger Spencer, author of *Greed or green?* – The need for sustainable tourism.

Professor, what exactly is meant by sustainable tourism?

P. Sustainable tourism means, to quote from one of the early reports on the concept, "development that meets the needs of the present without compromising the ability of future generations to meet their own needs". In other words, it doesn't try to stop the growth of tourism – that would be foolish – but to make sure that tourism grows in a way that allows tourists to see what they want to see, experience what they want to experience, but does not destroy the very things they are seeing and experiencing. At the same time, the society and culture and environment of the people who live in the tourist destinations – indeed their whole way of life – is not damaged or destroyed either. The idyllic beach resort you mentioned in your introduction remains an idyllic beach resort.

I. That's all very well, but how does it work in practice? Are there any practical principles behind the theory of sustainable tourism?

P. Indeed. We have defined ten principles and I could talk about some of them.

I. Certainly.

P. Well, the first principle is the importance of using resources – natural, social, and cultural – sustainably. There is definitely a growing awareness of this problem.

Places like Disneyland in Florida now adopt environment policies towards waste disposal, recycling, and water conservation. But there are still too many examples of natural resources being destroyed. For example, in the Gulf of Thailand waste disposal from the hotels of Pattaya and Hua Hin has meant that the waters are so polluted that they are no longer able to support shellfish – ironically, one of the local dishes which these same tourists come to experience! With a little bit of education and investment the problem could be solved. All it needs is for tourists to take a little more care and to think about what they're doing, and for the hotels to invest in more effective water treatment and waste disposal systems.

I. OK. What's the next important principle?

P. Well, related to the first is the problem of reducing over – consumption and waste. To give western tourists the luxuries and comforts they are used to, forests are being destroyed, beaches are being eroded, and water is becoming scarce.

In The Gambia, for example, swimming pools in the foreign-owned hotels are full, lawns are watered, and showers are always available, at the same time, as the local inhabitants have to raise water from hand-dug holes. In Nepal, whole forests are cleared in order to make sure trekkers have enough fuel and accommodation with hot showers.

I. What about cultural resources?

P. Well, I think the most obvious example of this is the growth of the sex industry in places like the Philippines, at the expense of more traditional forms of entertainment. Again, it's a question of controlling and regulating new developments.

I. What do you recommend?

P. I think it's a question of where there's a will there's a way.

If you take the example of Western Samoa here, a hotel construction project uses traditional designs and techniques, it uses local materials, and most importantly, the whole project is based on the ownership of the hotel sites by the local villagers. This means the employment of local people and the use of local agricultural produce for the tourists to eat and drink. In other words, the growth of tourism there doesn't rely on imports, but sustains the local economy and community. This leads on to another important principle of sustainable tourism, namely making sure that the tourism industry talks to local communities and organisations and involves them in development.

I. Have you got any examples where this has or hasn't happened?

P. I think one example is Hawaii, where for many years huge ugly high-rise hotels have been built without any regard for the local people or the local culture. Often they've been built on sacred religious sites and the protests of local people just ignored. On the other side, in Costa Rica for example, there is the Eco Institute, which brings together government officials, private developers, environmentalists, and the tourism industry to exchange ideas for constructive and sustainable tourism planning.

I. Is this the model you see working most effectively to achieve sustainable tourism?

P. Yes, I think it is. We cannot exaggerate the importance of discussion and planning. If people would only think about what they're doing and the consequences of their actions, we wouldn't have such problems. It is, after all, in everyone's interest to ensure that both tourism and the countries and cultures where tourists go are sustained for as long as possible.

I. Thank you Professor. We'll hearing more from you later, but meanwhile ...

Exercise 1. Read the dialogue and render the score of the dialogue in Indirect Speech.

Exercise 2. Read the joke on When the tourists flew in & try to understand it.

The Finance minister said, "It will boost the economy, the dollars will flow in".

The Minister of Interior said, "It will provide full and varied employment for all the indigenes". The Minister of Culture said, "It will enrich our life...contact with other cultures must surely improve the texture of living." The man from the hotel chain said, "We will make you a second Paradise; for you, it is the dawn of a glorious new beginning!"

When the tourists flew in our island people metamorphosed into a grotesque carnival – a two-week sideshow. When the tourists flew in our men put aside their fishing nets to become waiters, our women became whores.

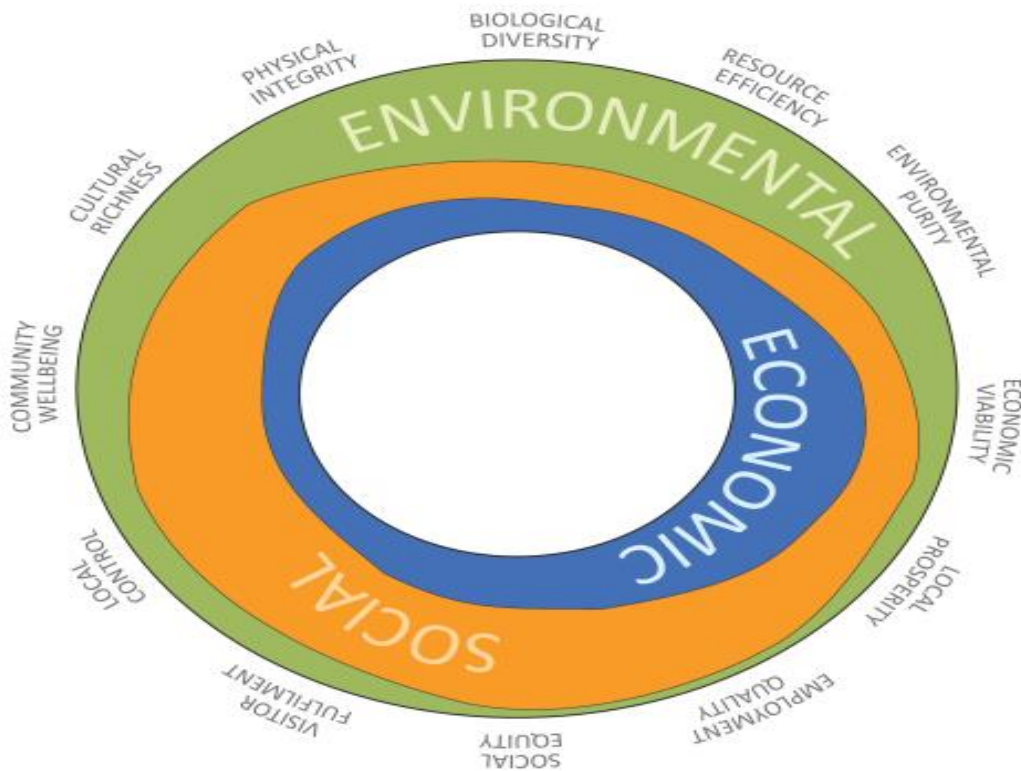
When tourists flew in what culture we had flew out of the window, we traded our customs for sunglasses and pop, we turned sacred ceremonies into ten-cent peep shows.

When the tourists flew in local food became scarce, prices went up, but our wages stayed low. When the tourists flew in we could no longer go down to our beaches.

The hotel manager said, "Natives defile the sea-shore".

When the tourists flew in the hunger and the squalor were preserved as a passing pageant for clicking cameras – a chic eyesore! When the tourists flew in we were asked to be *sidewalk ambassadors*, to stay smiling and polite, to always guide the *lost* visitor.
Hell, if we could only tell them where we really want them to go!

Exercise 3. Describe the pictures below.



TOURISM INDUSTRY

The tourism industry creates jobs, increases income & foreign exchange, stimulates capital investment, generates opportunities for large & small-scale business development.

It encourages community, regional, national, and global economic and political linkages. International tourism – persons travelling to different countries – is one of the leading categories of international trade.

Domestic tourism – persons travelling within their own country – involves ten times as many tourists as international tourism and, as a group, domestic tourists spend seven times the amount of international tourists. Tourism is an integrated system and can be viewed in terms of demand and supply. The supply is comprised of transportation, tourist attractions and activities, tourist facilities, services and related infrastructure, information and promotion. Often, community residents also make use of tourist attractions, facilities and services and related infrastructure.

More people have more time and discretionary income to travel than ever before. When people travel away from home for business, pleasure, to visit friends and relatives and some other reasons, they are called visitors. Overnight visitors are defined as tourists and the remainder as same-day visitors. Three-quarters of international tourist travel is actually within the same global region – residents of one country visiting another nearby country. Some 60 % of international travel is for holiday purposes, 30 % for business and the rest for other purposes. Increasingly, tourists are separating into different markets with one major trend being the rapid growth of special interest tourism.

In the more developed and newly industrialized countries the 35-55 year old age group is expanding rapidly and has the greatest amount of income available. They are inclined to take several shorter holidays annually rather than one long vacation.

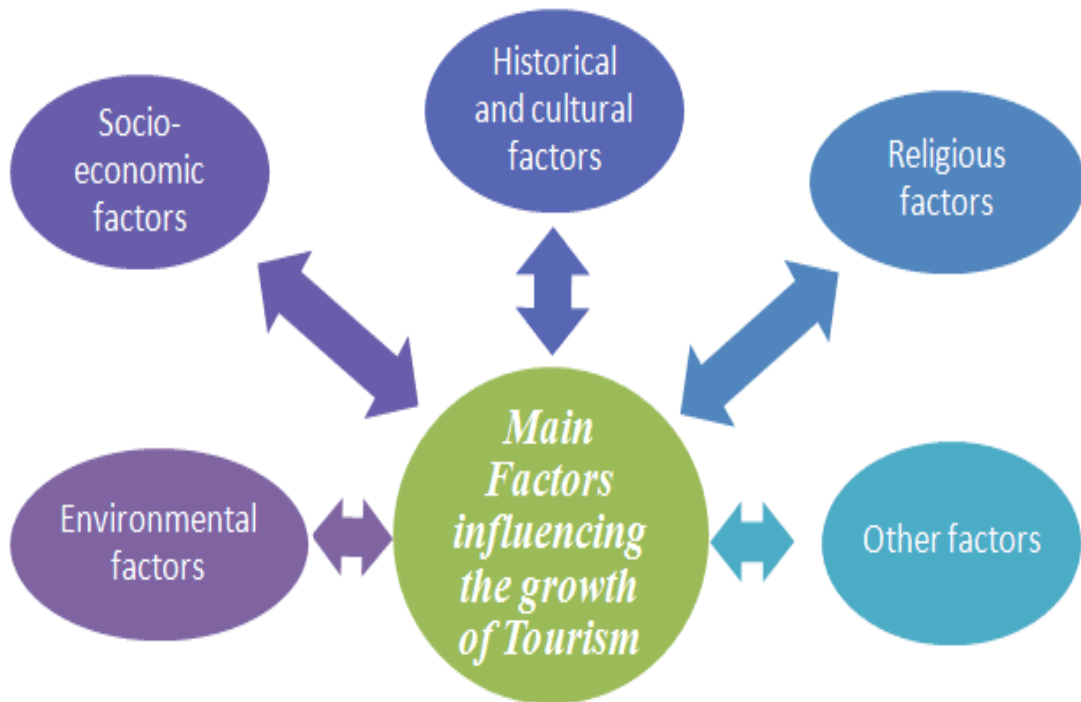
It is the retirees – growing in numbers, retiring at a younger age than before and increasingly affluent – who have the time for long trips. More tourists are now actively and learning oriented, wanting to participate.

Active vocabulary

Tourism industry, to create jobs, to increase income and foreign exchange, to stimulate capital investment, to generate opportunities for large and small-scale business development, to encourage community, regional, national, global economic.

Exercise 1. Match one word from column A and one word from column B to make a typical combination (for example travel + agent).

| A. | | | B. | | |
|------------|-----------|-----------|----------|---------------|----------|
| boarding | package | check-in | view | policy | lounge |
| departure | passport | panoramic | tour | season | card |
| guided | room | terminal | desk | cheques | building |
| high | in-flight | insurance | holiday | entertainment | agent |
| travellers | travel | | building | control | service |



Exercise 2. Read the text *Death by tourism* and translate it in it writing.

Does tourism ruin everything that it touches?

At the entrance to one of the ruined temples of Petra in Jordan, there is an inscription chiselled into the soft red rock. It looks as if it has been there for centuries.

It could have been carved by one of King Herod's soldiers, when they were imprisoned in the town in 40 B.C. But closer inspection reveals that it is not so ancient after all. It reads: *Shane and Wendy from Sydney were here. April 16th 1996.*

The ruins of Petra were discovered in 1810 by a Swiss explorer, and a recent report has just concluded that "they are in grave danger of being destroyed by the unstoppable march of tourism". More than 4,000 tourists a day tramp through Petra's rocky tombs. They wear away the soft red sandstone to powder and (occasionally!) scratch their names into the rock. It is not just Petra that is under threat of destruction.

More than 600 million tourists a year now travel the globe, and vast numbers of them want to visit the world's most treasured sites: the Parthenon, the Taj Mahal, Stonehenge, the national park of Kenya.

The tourist industry will soon be the largest industry in the world, and it has barely reached its 50th birthday. Many places that once were remote are now part of package tours. Will nothing put a stop to the growth of tourism?

It is in the last three decades of the 20th century that tourism has really taken off.

Tourism has been industrialized: landscapes, cultures, cuisines, and religions are consumer goods displayed in travel brochures.

Exercise 3. Add some information and give a talk on the problem in the text above.

Exercise 4. Translate the words and word-combinations.

Ruined temples, inscription chiselled, to carve, ruins, to discover, to tramp, rocky tombs, to powder, to scratch, under threat of destruction, to travel the globe, the world's most treasured sites, tourist industry, to remote, to take off, to display.

Exercise 5. Analyze the information, which is in the highlight, and use it in practice.



THE EFFECTS OF TOURISM

The effects of tourism since the 1960s have been incredible.

▪ The Mediterranean shores have a resident population of 130 million, but this swells to 230 million each summer because of the tourists. This is nothing. The United Nations projects that visitors to the region could number 760 million by the year 2025.

In Spain, France, and most of Greece, there is no undeveloped coastline left, and the Mediterranean is the dirtiest sea in the whole world.

▪ In the Alps, the cable cars have climbed ever higher. More and more peaks have been conquered. It is now an Old Swiss joke that the government will have to build new mountains because they have wired up all the old ones. There are 15,000 cable car systems and 40,000 kilometres of ski runs.

▪ American national parks have been operating permit systems for years. But even this is not enough for the most popular sites. By 1981, there was an eight-year waiting list to go rafting down the Grand Canyon's Colorado River, so now there is a lottery once a year to select the lucky travellers.

▪ In Notre Dame in Paris, 108 visitors enter each minute during opening hours.

Thirty-five buses, having put down their passengers, wait outside, their fumes eating away at the stonework of the cathedral.

▪ Poor Venice with its unique, exquisite beauty. On the hot, historic day in 1987, the crowds were so great that the city had to be closed to all visitors.

▪ In Barbados and Hawaii, each tourist uses ten times as much water and electricity as a local inhabitant. Whilst feeling that this is unfair, the local acknowledge the importance of tourism to their economy overall.

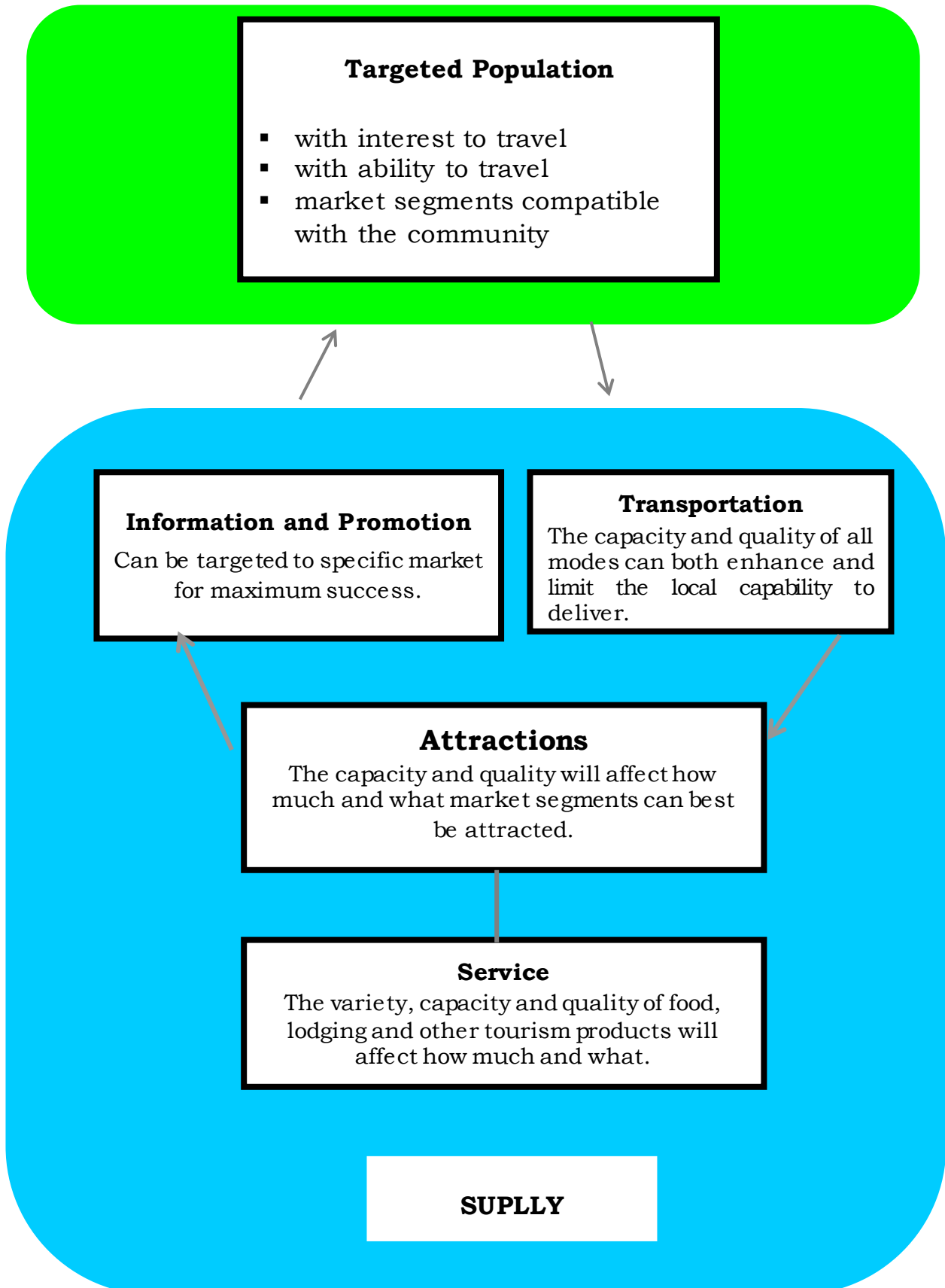
▪ The prehistoric cave paintings at Lascaux in France were being slowly ruined by the breath and bacteria from 200,000 visitors a year. The caves have now been closed to the public and a replica has been built. This is much praised for its likeness to the original. Will there be more replicas like in Lascaux? There already are. Heritage theme parks (mini-Disneylands!) are springing up everywhere. Many of the great cities of Europe, such as Prague, Rome, and Warsaw, are finding that their historic centres are fast becoming theme parks tourist ghettos, filled with clicking cameras and whirring camcorders, abandoned by all local residents except for the souvenir sellers. Until recently, we all believed that travel broadened the mind, but now many believe the exact opposite: *Modern travel narrows the mind.*

Exercise 1. Are the statements true (✓) or false (x)? Correct the false ones.

1. An ancient inscription has been discovered at the entrance of a ruined temple in Petra. 2. Nearly 1.5 million tourists a year visit Petra. 3. The stone in Petra is so soft that the tourists' feet are destroying it. 4. Tourism has been the world's largest industry since the 1960s. 5. It is now possible to go everywhere in the world on a package holiday. 6. There will be a huge increase in the numbers of tourists to the Mediterranean. 7. The Swiss are considering ways of creating new mountains for skiers. 8. Nowadays, you can only go rafting down the Colorado River if you win a lottery. 9. The caves of Lascaux are going to be closed to the public and a replica is going to be built in Disneyland. 10. Local people are moving away from many historic city centres. 11. Many of the great cities of Europe are fast becoming theme parks tourist ghettos. 12. Modern travel narrows the mind. Travel broadened the mind.

TOURISM SUPPLY & DEMAND

A MODEL DEMAND



Tourism is a *multi-sectorial* activity. Planning for it is complicated and includes both physical and institutional elements. The basic components of tourism to consider in the planning process are listed below and illustrated in figure.

- *Tourist attractions and activities* including natural and *manmade* attractions.
- *Accommodation facilities and services* such as hotels, motels, inns, *bed and breakfast* guest houses, pensions, camping and caravan parks, self-catering units, etc.
- *Other facilities and services* such as tourist information services, restaurants, retail shops for arts, crafts and convenience items, banking and money exchange, medical care, public safety, postal services, etc.
- *Transportation facilities and services* including access to and within the tourism area.
- *Other infrastructure* of water supply, electric power, sewage and solid waste disposal, drainage and telecommunications.
- *Institutional elements* including marketing plans and promotion programmes, tourism-related legislation and regulations, public and private organisational structures for tourism, education and training programmes for employees in tourism, public awareness programmes on tourism, and environmental and socio-economic programmes.

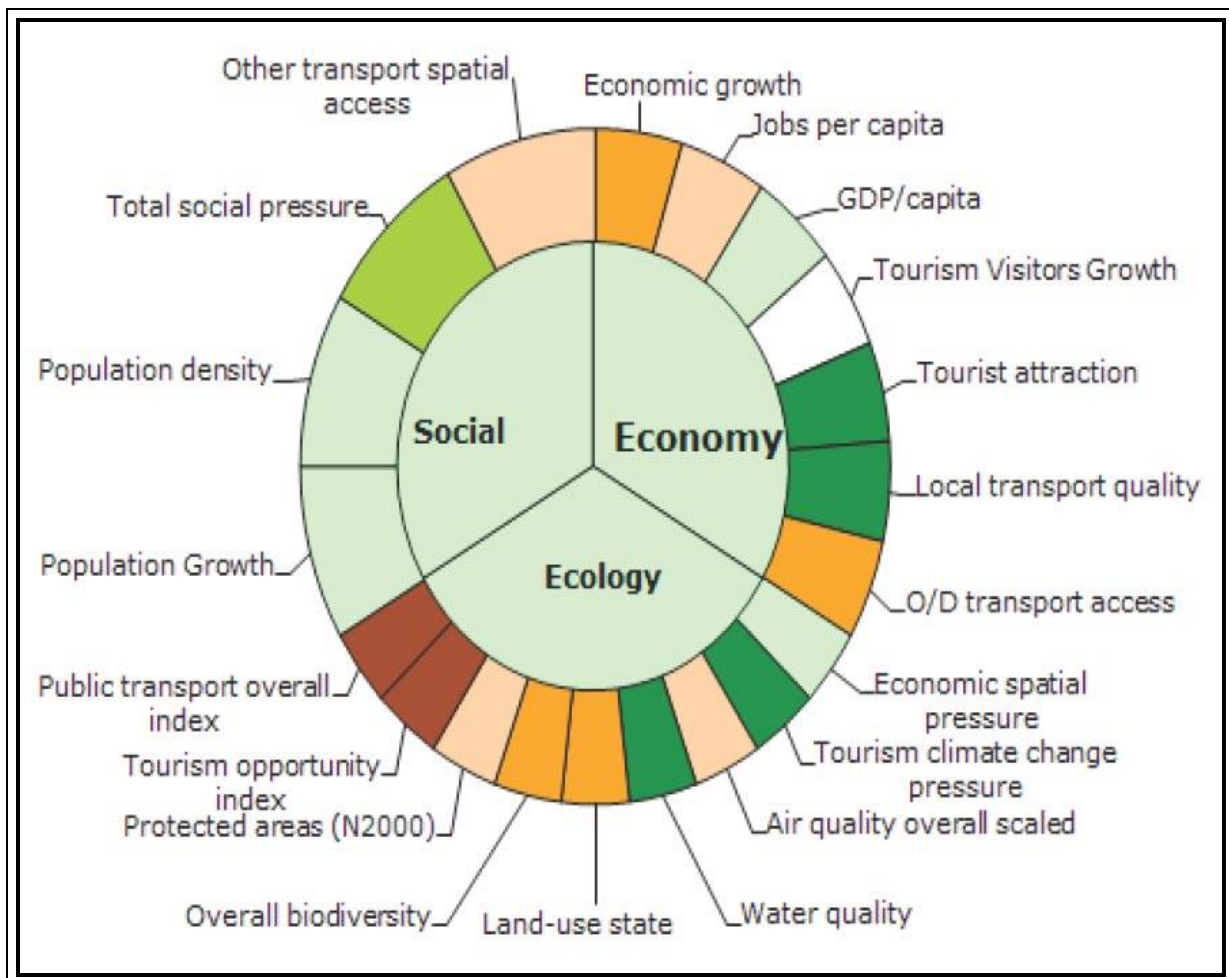
As shown on the diagram, these components of tourism are considered within the framework of the domestic and international tourist markets and local residents' use of tourist attractions, facilities, services and infrastructure. All of the components do and impact natural, built and socio-economic environments.

Exercise 1. Complete these sentences. All the words are related to travel and tourism.

1. When you get to ___ you ___ you'll be met by our representative.
2. If you want to choose a holiday the best way to start is to read a ___.
3. Hiring transport (for example, a plane) for a special purpose is ___.
4. Every year the villagers celebrate their ___ with fireworks, a procession, and a huge meal.
5. You'll need to change your money into local ___.
6. If you don't want to eat the hotel food ___ you could always go ___ and prepare your own meals.
7. The environment, including the countryside, historic buildings, etc., seen as something good to be passed on to future generations is ___.
8. Place where people regularly go for holidays is ___.
9. Short visit, often no longer than a day, returning to the place you started from is ___.
10. A list of places to be visited on one journey is ___.
11. I want to see everything in the city, so I've booked a ... tour on an open-top bus to ___.
12. For some countries you need to have a ___ before you're allowed in.

Exercise 2. Match the verbs in column A with the nouns and phrases in column B to form a suitable collocation. There is maybe more than one possibility.

| A. | | B. | |
|-----------|---------|----------------------|---------------|
| arrange | provide | local employment | activities |
| carry out | recruit | the use of... | research |
| encourage | support | the number of... | campaigns |
| listen to | monitor | detailed information | our customers |



Exercise 3. Analyze the information, which is in the highlight, and use it in practice.

A community by definition implies individuals with some kind of collective responsibility, and the ability to make decisions by representative bodies. Community based tourism is tourism in which local residents (often rural, poor and economically marginalised) invite tourists to visit their communities with the provision of overnight accommodation. The residents earn income as land managers, entrepreneurs, service and produce providers, and employees. At least part of the tourist income is set aside for projects which provide benefits to the community as a whole.

Community based tourism enables the tourist to discover local habitats and wildlife, and celebrates and respects traditional cultures, rituals and wisdom.

The community will be aware of the commercial and social value placed on their natural and cultural heritage through tourism, and this will foster community based conservation of these resources. The tourist accommodation and facilities will be of sufficient standard for Western visitors, albeit those expecting simple rural accommodation.

The community will be required to have continuous access to a phone, which might be required for medical assistance and daily access to email, which will be required by operators to confirm bookings. The community may choose to partner with a private sector partner to provide capital, clients, marketing, tourist accommodation or other expertise.

Subject to agreement to the ideals of supporting community development & conservation; to planning the tourism development in partnership with the community, this partner may or may not own part of the tourism enterprise.

Exercise 4. Read the text about the environmental policies of the tour operator Exodus. Fill in the spaces with the words in the correct form from the box below.

Individual, recruited, retain, effects, dispose, expense in blend, respect, offering, upon, interest, sound, character, cope, rather.

At *EXODUS*, we are very well aware of the potential ___ of tourism on remote places and small, simple communities. It is our firm belief that our small-group philosophy provides an environmentally ___ approach that increases the positive effects and keeps the negative ones to a minimum. Our type of holidays ___ organized by, led by, and bought by people who are genuinely interested ___ and sympathetic towards the environment and culture that they are visiting ___ are undoubtedly responsible tourism, ___ more enjoyable holidays and helping host nations preserve and protect the very reasons why we visit them. In particular, we believe that the following are the key points in this philosophy.

Small Groups

A small group makes our impact ___ communities and cultures both minimal and positive: a village can ___ with a dozen people, but a coach load will often swamp it.

Accommodation

Where it's possible, we like to use accommodation with a local _____ not just because it's more interesting, but because it's more beneficial too. Our tourist and first class hotels are often locally owned ___ than multinational, and we often use small family run accommodation, providing a direct local benefit.

Food

When staying in hotels, we generally leave the choice of a venue for most main meals to the ___ which not only gives you more choice, but it spreads the potential local benefit too. When we are camping, we try to purchase as much fresh food as is practical locally ___ another two-sided benefit. When we leave a site we ___ of our rubbish and leave the area as we would wish to find it.

Local Staff

Wherever practical, our guides, porters, means of transport are ___ locally, in order to benefit the local people directly. We are also careful to ensure that local staff and agents receive a fair rate for their work: we never try to minimize our prices at the ___ of local collaborators.

Our Own Staff

We encourage our own staff to take an active ___ in the environment and ecology of the places that they visit, and to advise and assist groups to ___ in with and respect the communities they meet.

Ecotourism – the way forward

Ecotourism may be a trendy new term, but it refers to something that we _____ at *EXODUS* have been doing for years. The key element is _____ for the people and places that we visit, so that they benefit from our presence and are able to _____ their cultural integrity for future generations.

Exercise 5. Analyze the information, which is in the highlight, and use it in practice.

Exercise 6. Add some information & make up a small report and give a talk in class.

Exercise 7. Define the key points.

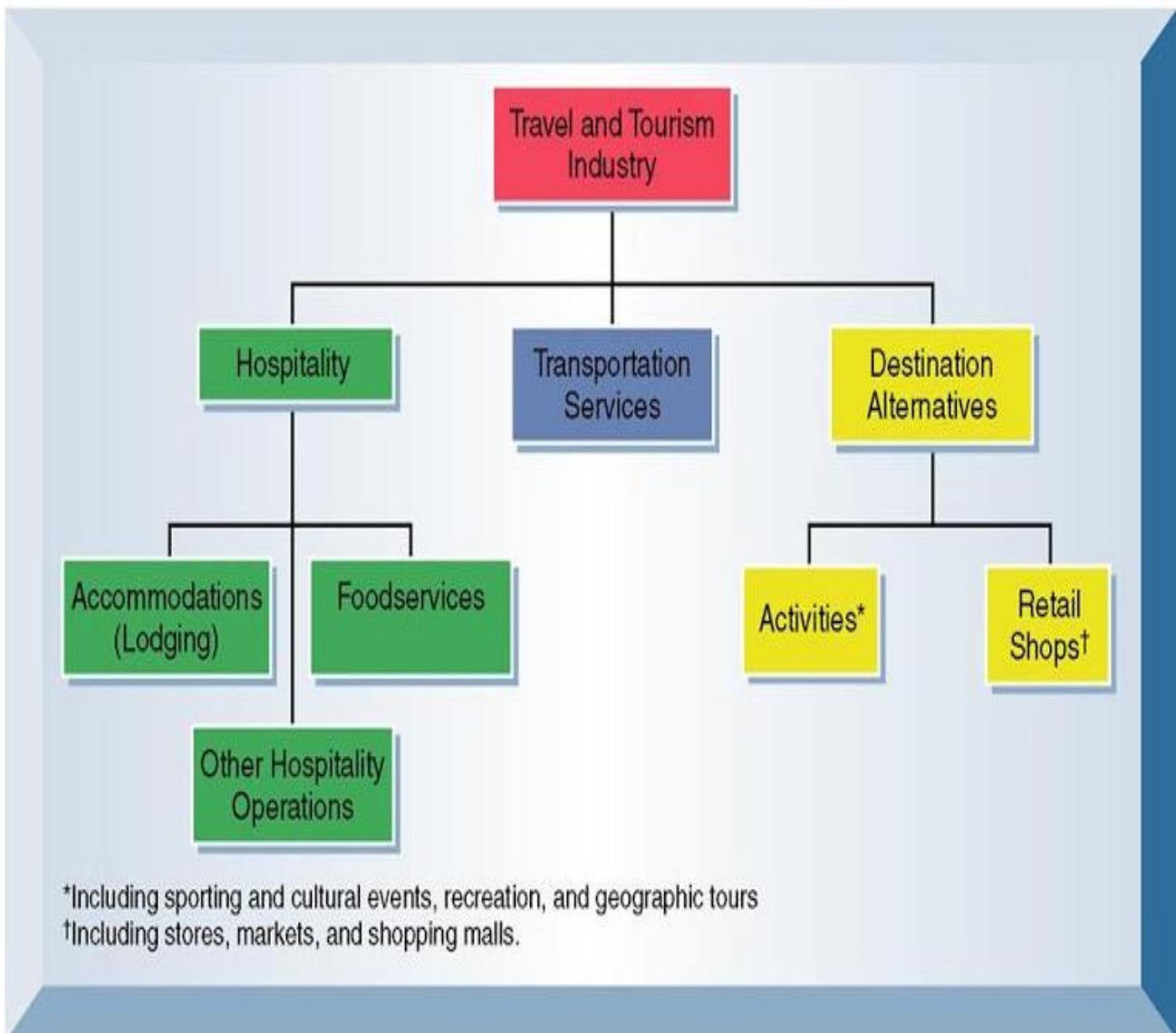
Key points highlighted include many community-based tourist initiatives are ineffective at reducing poverty at scale.

♣ Recent research suggests sizeable and sustainable transfers of benefits from affluent tourists to poor communities are possible – but only if practitioners recognize that it is linkages with, and not protection from, the mainstream industry that benefit poor communities.

♣ If mainstream tourism is part of the solution, it is important to link poor people to the major tourist flows rather than pursue a quest for alternative tourism.

♣ There are diverse ways for the poor to link to mainstream tourism. In vibrant, low-income economies more jobs for poor people are generated by craft stalls, taxis and local food supplies than by hotels and restaurants. In this context, removing barriers to enterprise is an effective way of spreading the benefits.

♣ Development practitioners who focus on a critique of mainstream tourism may be doing local communities a disservice.



Components of Travel & Tourism Industry

Exercise 8. Read the passage and describe supporting community based tourism.

Many local communities are aware of the power of responsible tourism in supporting conservation & local economic development. Based in areas of outstanding, often vulnerable, natural and cultural heritage, they take on the challenge of setting up community based tourism enterprises, usually in partnership with local and/or international NGOs. The jury is still out on whether community based tourism can actually be profitable enough to create sustainable lifestyles, and so support conservation and local economic development.

The big problem for these small scale and often remote community tourism ventures is marketing. Too often it is simply the case that they are so small and so remote that nobody knows about them. This means that booking levels and occupancy are low and they have to rely on support from donors or go out of business.

Conservation International have begun to create marketing networks to help raise the profile of these community based tourism projects and open them up to tourists all over the world. We have built a community based tourism project database which is organised and searchable by country and by holiday activities. Community based tourism holidays have a dedicated section on responsibletravel.com which is completely free for the selected community based tourism ventures. We plan to work with well-known guide books who will feature these holidays and bring them into the public eye, and with tour operators, who we will match with suitable community based tourism ventures.

Exercise 9. Read the extract and try to answer the question: Can community-based tourism reduce poverty?

A misguided quest: community-based tourism in Latin America

This paper looks at the key issues surrounding community-based tourism in Latin America. The authors argue that tourism can help reduce poverty in Latin America, but community-based tourism (CBT) is not the answer. Instead, communities should be helped to access mainstream tourism markets. Many development practitioners see a key role for tourism in regional development. But many communities and development practitioners believe that mainstream tourism exacerbates the exclusion of vulnerable groups and commodifies indigenous culture.

Exercise 10. Translate the words and phrases with the keyword «destination».

Point of destination; port of destination; intended destination; short of destination; airdrome of destination; waybill destination; one's final / ultimate destination; popular holiday destination; to reach one's destination; to arrive at one's destination.

Exercise 11. Comment the contents of the extract briefly in English.

Assuming a need for 1.0 employee per bed (about 2.0 employees per room) in the upper classes of hotels and 4 employees per bed in the other classes of accommodation and an assumed distribution of types of accommodation based on the types of tourists attracted, the direct tourism sector employee requirement was calculated to be 60,000 persons. The indirect employee requirement was calculated to be 300,000 (only twice the present number because of assumed greater productivity of workers in this sector in the future). Based on the present level of underemployment and unemployment and projected growth of population and employment in other sectors of the economy, it was determined that an adequate labour supply will exist to serve the projected level of tourism development.

Exercise 12. Render the score of the article and explain the meaning «safe tourism».

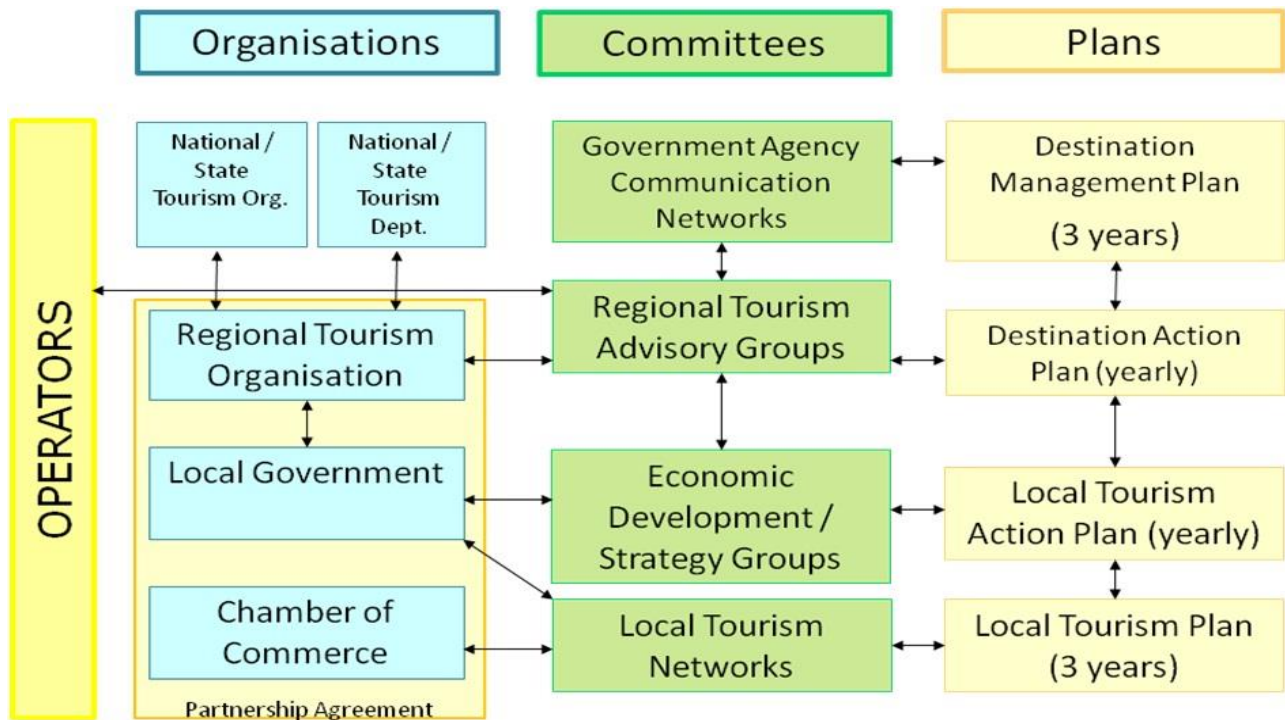
Most resource-poor island states trying to manage to survive in the global economy cannot afford to neglect the economic opportunities tourism offers. As they suffer from the continuing slide of international commodity prices, many have no alternative but to offer their natural beauty – and cheap labour costs – to attract the tourist industry.

Following the rules for sustainable tourism – while tough – could reduce the risks to the environment. So, what rules keep you profitably safe and sustainably beautiful?

The first rule is: keep tourists all in one place for as long as you can during their visit to your island. Leaving aside the thorny issues of foreign ownership and oversaturation, Hawaii can teach us a few things about safe tourism. The world's most recognised tourist destination is Waikiki. Now Waikiki was not always a beach – it was a swamp before developers trucked in white sand to create the fabled strand. The hotels on Waikiki all rose out of the same swamp & reclaimed lands. Which neatly encapsulates your second rule of safe tourism: do not displace any existing destinations. Waikiki itself, with some 30,000 hotel rooms, covers little more than seventeen city blocks. Despite its small area, the great majority of the five million tourists who visit Hawaii every year do not venture beyond this luxurious ghetto, much to the delight of the indigenous communities. Have you ever tried to get an hotel room outside of Waikiki on the island of Oahu? It is tough to find an hotel.

And there are no plans to approve any more, say aides to Governor John Waihe'e, Hawaii's first Polynesian governor. Governor Waihe'e seems proud of the fact that he has not approved a ma/or tourist development since he took office.

Another rule: take fewer tourists who will stay longer and spend more. Infrastructural construction and maintenance costs, already hovering around one billion dollars a year, rise to keep up with huge numbers of visitors to an island state with a total population of about a million. And do not forget that close to 60 % of the tourist receipts are immediately repatriated off island.



Exercise 13. Make compound sentences.

♣ A hotel imports people to work as waiters and barpersons. (There aren't enough local people with the right skills.)

♣ A tour operator tries to get as many people as possible to a resort, and builds extra hotels cheaply where necessary. (If people want to go there, then we're only providing what they want.)

♣ An international hotel chain builds a fifteen-storey hotel on the beachfront. All the other hotels in the resort are four storeys or less. (It takes up less ground space.)

♣ A tour company moves the date of a local festival so that it coincides with the peak season. (More people get to see it and find out about the local people and their traditions.)

♣ A tour operator and travel agent don't bother to send out feedback questionnaires to its customers. (We send them next year's brochure. We're not interested in the past; we just want them to buy next year's holiday.)

Exercise 14. Read the text & answer the question: What is community based tourism?

Exercise 15. Make the most of your travel.

Join Holiday Inn Priority Club now and benefit from the awards and privileges that membership can bring. At hotels in Europe, the Middle East, Africa the benefits include:

- Corporate rate.
- Express reservations.
- Express check-in (advance reservation required) and checkout.
- Extended checkout time until 2.30 p.m. upon request.
- 20% discount on specific hotel business services.
- Special Priority Club rate for business and leisure car rentals from Hertz – just quote CDP and rate code *FTR* at time of reservation.
- Regular special offers.

Exercise 16. When arranging (a) a flight and (b) a hotel, which of these things is most important?

| Flight | Hotel |
|---|------------------------------|
| A choice of flight times | Express reservation |
| A choice of airlines | Corporate discount rate |
| Express check-in | Express check-in / check-out |
| Automatic upgrade | Access to fax |
| Good food with free champagne | Modern point in room |
| Lots of leg-room | Mini-bar |
| Reclining seats | Close to airport |
| Air miles incentive scheme | Free newspaper |
| Immediate car hire pick-up on arrival | Room for business meetings |
| Limousine service from airport to hotel | Sport centre |

THE BEDOUIN OF PETRA

Tourism is one of Jordan's major sources of foreign currency, and the government has decided to capitalize on the country's rich archaeological and biblical sites in order to attract large numbers of western tourists and Christian pilgrims.

Most visitors come to Jordan as part of Holy Land tours. After visiting sites in Jordan they cross the King Hussein Bridge to the West Bank. Two sites in Jordan are always included: the Greco-Roman city of Gerasa (modern Jerash), 48 km north of the capital city of Amman, and Petra, the Nabatean capital, 262 km to the south.

Tourism in Petra has a long history, but it is only in the past thirty years or so that the area has witnessed rapid development for that purpose.

Petra has been recognized by the central government as an important source of tourist revenue, and the benefits of tourism to the economic growth of the region and the nation have overshadowed consideration for the impact on the local tribes, especially the Bidul (Bedouin). The Bidul used to raise gardens as well as herd flocks, but few young men are engaged in agriculture or pastoralism now. Most of the young Bidul families are supported by the tourist trade. Most try to sell souvenirs or to operate refreshment stands. Near the Roman theatre some six stands are located, operating in close competition.

Only a few make much money, but the daily income is more than twice what they could make in agriculture. Where once dozens of gardens were found, only two remain today. Flocks have been given over to women and children to watch. The Bidul used to offer Bedouin hospitality to all tourists, even tourists. Being members of a poor tribe, they experienced hardship as a result of having to feed extra mouths. It was expected that the visitors would leave a gift, no matter how small, for their hosts. Tourist abuse of Bedouin hospitality has caused a change in this. Although hospitality is offered, Bidul expect to be paid in cash, any currency. Tourism, and to a lesser degree archaeology, have been responsible for a number of changes in nearly every aspect of life in the Petra area. The region's importance to the national economy as a main attraction for foreign visitors has prompted rapid development. The local people have been caught up in the development process and have been forced to change in the manner dictated by it.

Exercise 1. Imagine your travel to some place with the help of the text.

You will earn Priority Club points every time you stay on most business and leisure room rates, which you can exchange for personal awards ranging from free in-house movies, store vouchers, and Holiday Inn Executive Bedroom upgrades to free weekend stays and exciting special activity awards. There are over 140 hotels to select from for your free weekend and a wide range of special activities – the choice is yours. Just imagine, you could soon be in Paris enjoying a romantic weekend, touring Michelangelo's masterpieces in Florence, or experiencing a Broadway show and dinner in New York.

Exercise 2. Imagine your travel to some place with the help of the text.

You will earn Priority Club points every time you stay on most business and leisure room rates, which you can exchange for personal awards ranging from free in-house movies, store vouchers, and Holiday Inn Executive Bedroom upgrades to free weekend stays and exciting special activity awards. There are over 140 hotels to select from for your free weekend and a wide range of special activities – the choice is yours. Just imagine, you could soon be in Paris enjoying a romantic weekend, touring Michelangelo's masterpieces in Florence, or experiencing a Broadway show and dinner in New York.



Goa, India

AN EXAMPLE OF REGIONAL TOURISM PLAN ANALYSIS

Tourism Carrying Capacity Study for Goa, India

The State of Goa, located on the west-central coast of India facing the Indian Ocean, occupies some 3,700 km² with a coastline of 106 kilometres, 65 of which consist of sandy beaches. The government's policy is for the controlled expansion of tourism development.

In 2008, there were 850,000 tourists, the majority of whom were domestic travellers.

The tourism resources in Goa include extensive beaches & a scenic natural environment of lush vegetation of palm groves along the coast, forested inland hills and mountains, some wildlife, distinctive cultural arts, crafts, and music, and highly interesting religious and historic buildings. Domestic tourists visit Goa throughout the year whereas there is a definite seasonality of foreign tourist arrivals, with the low season during the monsoon period from June to September and the peak season during the sunshine of November through January.

Since the major attraction of Goa for holiday tourists is the quality and extend of the beaches, these lands along with labour supply capabilities, infrastructure capacities and social impact evolution were the primary considerations in the carrying analysis.

It must consider the existing distribution of tourist arrivals & the recreational preferences of domestic tourists. It was estimated that an average density of 40 m² of beach area per tourist bed would be an appropriate standard in assessing beach carrying capacity.

Assuming an average width of sandy beach of 40 meters, application of that standard means that not more than one bed per running meter of beach should be developed. It was also decided that not more than 70 % of the beach or 46 out of the 65 kilometres should be developed in order to:

- protect the general landscape character of the area;
- protect the coastal villages and their surrounding areas, so that villages can continue their customary daily activities without disturbances;
- avoid ribbon or continuous development along the coastline, but instead encourage development to take place in groupings with adequate natural vegetation in between;
- avoid disfigurement of the coastal character because of building activities;
- cater for the recreational and other needs of the local inhabitants.

Application of the standard of one meter of beach frontage per tourist bed to the 46 kilometres results in an overall regional maximum development level of 46,000 tourist beds. As 30 % of beds of lower rate levels are expected to be constructed in places not directly facing the beach & sea, not more than 35 km of beach frontage are expected to be actually utilized for development. This pattern will result in a density of about 57 m² of beach area per tourist bed in accommodations fronting the beach although tourists staying in non-beach oriented accommodations will still make some use of the beaches. Because many domestic tourists & local residents here do not use the beach intensively, it is unlikely that the number of people on particular beaches on any day will exceed the above densities.

Even on peak use days the densities are not likely to drop below 10 km² per person, which is considered acceptable both in this region and internationally. Based on assumptions made of future accommodation occupancy rates (75 % for domestic tourists & 50 % for foreign tourists), average lengths of stay (4-5 days for domestic tourists & 15 days for foreigners) & a ratio of 80 % domestic & 20 % foreign tourists (aimed at increasing the proportion of foreign tourists through marketing & product development strategies.).

The 46,000 beds allowed would imply a level of approximately 4.1 mln tourist arrivals annually, almost five times the 1988 level of tourists visiting the region.

Exercise 1. Match phrases with numerical data without using the text. After that consult the text and comment on the difference.

| Phrases | Data |
|--|------------------|
| The State of Goa occupies some _____ | 40 meters. |
| The majority of 850,000 tourists were domestic travellers _____ | in 1988. |
| An average width of sandy beach is _____ | 3,700 klm. |
| An average lengths of stay is _____ for domestic tourists. | 15 days |
| An average lengths of stay is _____ for foreigners. | 4-5 days |
| Future accommodation occupancy rates is _____ for domestic tourists. | 50 % |
| Future accommodation occupancy rates is _____ for foreign tourists. | 75% |
| The direct tourism sector employee requirement was _____ | 300,000 persons. |
| The indirect employee requirement was calculated to be _____ | 60,000 persons. |

Exercise 2. Answer the questions.

1. Where is the State of Goa located? 2. How many square kilometres does it occupy? 3. How many tourists were there in 2008? 4. What do the tourism resources in Goa include? 5. Do domestic tourists visit Goa throughout the year? 6. Is there a definite seasonality of foreign tourist arrivals? 7. Where is the low season there? 8. What is the major attraction of Goa for holiday tourists? 9. Were these lands along with labour supply capabilities, infrastructure capacities & social impact evolution the primary considerations in the carrying analysis? 10. Must we consider the existing distribution of tourist arrivals and the recreational preferences of domestic tourists? 11. What is an appropriate standard in assessing beach carrying capacity? 12. What was decided to do with the beach? 13. How many km. of beach frontage are expected to be actually utilized for development? 14. Will this pattern result in a density of about 57 square meters of beach area per tourist bed in accommodations fronting the beach? 15. Do many domestic tourists and local residents use the beach intensively? 16. Will the number of people on particular beaches on any day exceed the above densities? 17. What kind of densities is considered acceptable both in this region and internationally? 18. How many tourist arrivals are allowed to imply a level annually?

Exercise 3. Transfer the given information from the passages onto a table.

| № | Activity | | | |
|----|----------|-------|------|-------|
| | Event | Where | When | Score |
| 1. | | | | |

Exercise 4. Translate the words and word-combinations.

Density, population density, average population density, crowd density, mean density, noise density, to densify, densifying, densification, densifier, to protect, to protect one's interests (rights, reputation nprotection), to protect rare species from extinction, to protect one's eyes from the sun, to protect one's own interests, to impose non-tariff barriers to protect domestic industries from international competition, to be protected by law, non-beach oriented accommodations, rate levels, overall, regional, maximum development, fronting the beach, occupancy rates.

Exercise 5. Comment the given details about the organizational change of tourism.

The need to adapt the NTO's tasks to changing market requirements will inevitably have an effect on the organization's structures, which in many cases need a thorough *reengineering*. Until now NTOs have limited their efforts to complementary marketing in the areas of market research, market communication, PR and sales promotion at the level of the destination. The job of marketing proper, which includes product development, pricing and distribution, is still considered the preserve of the private sector.

The NTOs are in this sense responsible for vertical co-operation between the service providers in different branches, in certain subordinate areas of tourism marketing. They function as a kind of advertising or PR agency for the destination.

Their services are for the most part aimed at the general public. They operate on the basis of a kind of neutrality according to which they must be equally available to all service providers in the destination. Their co-operation with partners is relatively loose and project-oriented, for example coordinating participation in tourism fairs.

Extending the tasks of a National Tourism Organization into the new areas of brand policy, information and product management as well as distribution requires a considerable restructuring effort. Special efforts at co-operation will be necessary when it comes to developing and marketing products in collaboration with the private sector. Standards must be introduced, and not all companies are likely to be able to meet these

NTOs are moving in the direction of destination marketing management enterprises. They are able to hold their own in competition with the big international companies' active on the world market. The NTO could even develop into a kind of "*incoming tour operator*". The major tourism operators in the industrialized countries have tended to neglect "*incoming business*" with individual customers, leaving this segment of the market relatively unexploited. In this context it would be fair to speak of a transition from vertical co-operation to vertical integration. This is a step that could be taken as soon as NTOs or their subsidiaries begin to market destination-oriented products.

Exercise 6. Read the texts and retell them with the help of the words given below.

Tourist development; to identify and clarify different types; purpose of highlighting the fact; a rigorous classification; coastal and alpine areas; urban and rural tourism; mass charter tourism; comprehensive luxury and plantation tourism; spatial structures of tourism; multifaceted nature of tourism; deleterious effects of tourism; discriminating; a firmer foundation for; unified approach; water pollution; spontaneous developments; variables and techniques for distinguishing; the spatial structures of tourism; measures of accommodation; economic impact; typologies of tourism; certain regularities; different forms of tourism; types of tourist; the types of classification.

Exercise 7. Complete the sentences.

The NTOs need changing market requirements _____.
 _____ have limited their efforts to complementary _____.
 _____ are responsible for vertical co-operation between _____.
 _____ are moving in the direction of destination marketing _____.
 _____ could even develop into a kind of _____.
 _____ begin to market destination-oriented _____.
 _____ are able to hold their own enterprises in competition _____.

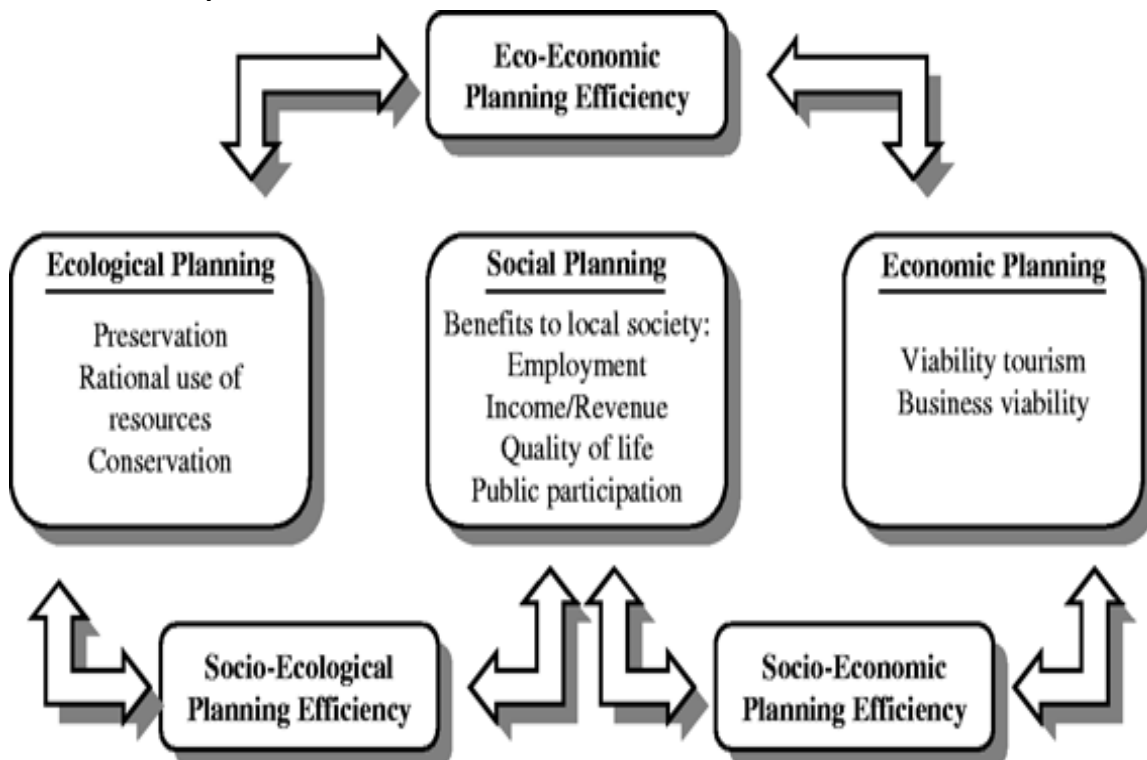
Exercise 8. Look at the advice to tourists. Fill in the blanks with Do or Don't.

- Stick to marked paths when walking in the countryside and damage any plants.
- Pick flowers; ___ leave them for others to enjoy.
- Take care with cigarette ends and matches.
- Have your picture taken with wild animals used by photographs.
- Buy local products and services rather than imported goods, foods and drinks.
- Buy souvenirs that might put at risk endangered species or the natural environment.

Avoid animal skins, ivory, rare flowers, mounted butterflies, shells, turtle products and rare flowers.

- Try to stay in locally-owned hotels, rather than multinationals.
- Your spend remains in the country.
- Follow the Green Tourist Code: "*take only photos, leave only footprints, kill only time*". But ___ask people's permission before you take their photos and ___leave too many footprints!

Exercise 9. Explain the data on the chart.



ECOLOGICAL PROBLEMS OF TOURISM

Influence of tourism on natural complexes

The tourism causes powerful migrations of the people to places of a concentration of recreation resources. Tourism is the pioneer in use of natural resources. It is not accompanied by withdrawal of natural resources and their subsequent processing, uses a natural complex (landscape) as a whole, instead of its separate components.

Tourism as the multi-purpose kind nature-using in turn shows the diversified requirements to natural complexes, frequently polar. The tourism is successfully combined with other kinds of nature-using agriculture, wood facilities, fishery, protection of a nature, even with a mining industry (excursion). The specificity tourist nature-using (integrated approach, etc.) washes away sides of the usual and steady concepts nature-using of other branches of facilities. In tourism the influence on a nature occurs basically through the consumer – tourist. The tourism, for which a resource is the natural complex as a whole, is extremely interested in its safety; the tourism is ecologically effective branch of a facilities.

Functional model of tourist nature-using

For the analysis of a problem tourist nature-using, in which all aspects connected to use, protection & restoration of natural complexes for the purposes of tourism concentrate, it is convenient to take advantage of functional model tourist nature-using, which essence consists in complex study of interrelations and mutual influence against each other of such systems, as a natural complex, technical systems, attendants, tourists, body of management.

The functional model tourist nature-using allows not only to systematize communications (connection) and attitudes developing between its subsystems, but also to not miss them in practical activity. It is not less important to take into account at designing a level and character of technological influences during construction and during operation of tourist establishments and routes, parameters of antropogeneous household loading on a natural complex on the part of the constant population. The functional model tourist nature-using allows to systematize communications (connection) and attitudes arising during interaction of tourism with a nature, and to plan ways of their perfection and management.

Exercise 1. Summarize major points about functional model tourist nature-using.

Exercise 2. Describe the typology of tourist nature-using for types of recreation activity.

The tourist-improving type nature-using serves to satisfaction of needs in the simple and extended restoration of physical and mental forces of the man, removal of industrial and household exhaustion, preventive maintenance of many diseases.

The tourist-sports type nature-using is connected with satisfaction of needs of the man for the extended restoration of physical forces. Tourist-sports nature-using is not accompanied excessive recreational by loading on a natural complex, but since the geosystems in extreme zones are extremely unstable, realization nature-protecting of measures here again is necessary. The tourist type nature-using provides realization of functions of development of intellectual forces and spiritual potential of the person. Is carried out by consumption of cultural and natural values.

Exercise 3. Digest the information briefly in English.

Exercise 4. Analyze the information, which is in the highlight, and use it in practice.

Exercise 5. Add some information & make up a small report and give a talk in class.

Exercise 6. Define the typology of tourist nature-using by criterion of parity in nature-using of a constant nature and urbanized of environment.

The main and distinctive feature reserved nature-using not raw, and information use of natural resources. Recreation nature-using assumes moderate operation of natural complexes of a natural origin, partly with antropogeneous types by structure and specially picked up steady vegetation. Rural (agricultural) nature-using is characterized by average and high intensity of conducting agriculture. The gardens, kitchen gardens, field, farm alternate here with reservoirs, woods and meadows, suburban parks for rest.

Material (raw) use of natural resources here prevails. Urbanized nature-using includes constant urban dwellings, zone of public service and enterprise of a manufacturing industry, which alternate by urban parks and squares of daily usage.

Exercise 7. Explain the ecological aspect of tourist management with the help of the text.

With the help of management of development of tourism and precise planning it is possible to reduce negative influence and to increase positive. For management of tourist flows with the purpose of preservation of ecological balance the toolkit of visiting management is used. The visiting management supervises time of trips (maximal duration of stay, time of visiting), kinds of visiting (solved kinds of sports etc.) or intensity of use of region (maximum allowable number of the visitors). The restrictive measures are entered by informing of the population, increase of cost of travels or state decrees. For the decision of a problem it is necessary to accept the following measures:

- ♣ at an individual level the necessity of preservation of an environment should be understood by everyone travelling & accordingly its attitude by this environment changed;

- ♣ at a state level should receive development soft tourism. It is tourism, which aspires to keep balance between an environment, rest and economic reproduction, or between ecology, society and economy;

- ♣ the process of new thinking should touch as well the persons responsible (crucial) for tourist activity;

- ♣ the policy should promote preservation of an environment. It is considered, that the problems of protection of an environment should be decided after economic.

On itself business the preservation of integrity of an environment is the major precondition of development of tourism, as only the virgin nature involves the tourists and promotes their high-grade rest. The destruction of an environment early or late results in disappearance in region of tourism as branches of economy.

Exercise 8. Read the questions, and write a suitable reply. Choose Conditional I to talk about the suggestion you support, Conditional II to talk about the suggestion you do not support.

- ♣ We're opening a new chain of hotels for business travellers. Do you think we should promote them by giving out leaflets in the street or by setting up an Internet web site?

- ♣ We have a lot of late availability flights to sell – do you think we should put an advertisement in the paper or get some posters put up in the underground?

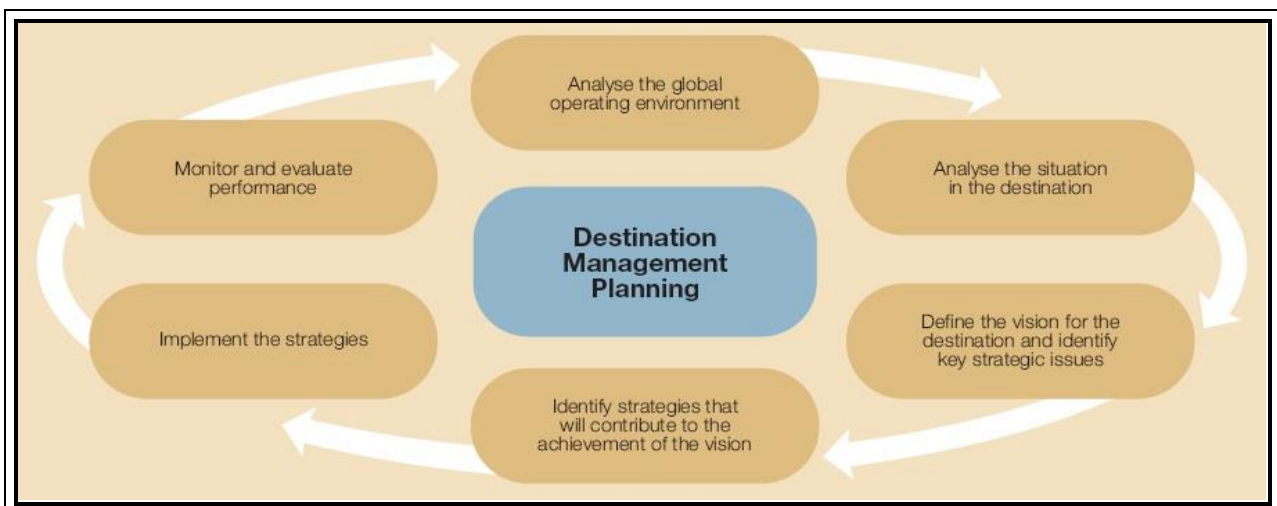
- ♣ We're trying to get some publicity for our 18-30 adventure holidays. Do you think we should think about sponsoring a sports event or take out advertisements in a theatre programme?

- ♣ We're opening a new branch in West Street – do you think we should organise a TV campaign or get some leaflets printed to band out in the street?

COMPONENTS OF A TOURISM PLAN

The following questions will help evaluate the tourist potential surrounding a protected area.

| | |
|--|---|
| <p><i>Is the protected area</i></p> <ul style="list-style-type: none"> ◆ close to an international airport? ◆ major tourist centre? ◆ moderately close? ◆ remote? <p><i>Is the journey to the area</i></p> <ul style="list-style-type: none"> ◆ easy and comfortable? ◆ some effort? ◆ difficult or dangerous? <p><i>Is successful wildlife viewing</i></p> <ul style="list-style-type: none"> ◆ guaranteed? ◆ usual? ◆ available with luck or highly seasonal? <p><i>Does the area offer</i></p> <ul style="list-style-type: none"> ◆ several distinctive features of interest? ◆ more than one feature of interest? ◆ one main feature of interest? <p><i>Is the area</i></p> <ul style="list-style-type: none"> ◆ unique in its appeal? ◆ somewhat different? ◆ similar to other visitor reserves? | <p><i>Does the area have</i></p> <ul style="list-style-type: none"> ◆ beach or lakeside recreation facilities ◆ river, falls or swimming pools ◆ no water-related recreation <p><i>Is the area close enough to other sites of tourist interest to be part of a tourist circuit?</i></p> <ul style="list-style-type: none"> ◆ yes ◆ moderate potential ◆ low or no potential <p><i>Is the surrounding area</i></p> <ul style="list-style-type: none"> ◆ of high scenic beauty ◆ moderately attractive ◆ rather ordinary <p><i>What standards of food are available?</i></p> <ul style="list-style-type: none"> ◆ varied and well prepared ◆ adequate ◆ basic <p><i>What standards of lodging are available?</i></p> <ul style="list-style-type: none"> ◆ varied and comfortable ◆ adequate ◆ primitive |
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UNIT II. THE INFLUENCE OF CLIMATE & WEATHER UPON TOURISM

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INTRODUCTION

The tourism industry and tourism destinations are often not in control of their own destinies. Critical decisions which impinge upon the volume and quality of tourism are frequently made outside of destination areas. These include decisions concerning airline routes schedules, investments in infrastructure, tour packaging and marketing, and the influences of travel agents on the potential clientele.

Tourists, by definition, are located elsewhere and are typically confronted with *a bewildering variety of destinations* and vacation packages from which to choose.

Furthermore, there are many factors, which are *external to the tourist economy* but have major influences upon it. Examples of such factors include *exchange rates and consumer prices, energy availability and costs, natural hazards*, terrorism, and other political events, such as strikes, coups, and wars. Such factors influence the very existence of tourism industries in specific places, as well as the types of tourism, which may be viable.

This lack of self-determination has triggered many of the criticisms that have stimulated the discussions of alternative tourism. Yet, even if a destination were able to accomplish perfect control over those things, which are comfortable, there are still powerful external factors that would influence the direction of tourism industry development and performance. Researches, government officials, industry representatives, affected citizens are used to thinking about such forces as economic, political, or environmental in nature, and most of the analytical tools that are typically brought to bear on such situations look at short term or intermediate term strategies for mitigation.

Beginning in the 1980s, there has been a growing body of evidence that global climate changes, such as *global warming*, may be in the process of leading to significant and permanent transformations of climate patterns in many parts of the world. This certainly adds a new dimension to issues confronting the future of tourism.

In particular, it is concerned with the possible implications of global climate change. It will be suggested that changes in global climate, which are beyond the control of the tourism industry may *have far-reaching consequences* for many current tourist destinations and for places contemplating involvement in tourism. Global climate change may place constraints upon and provide new opportunities for the tourism industry and may encourage the search for *alternative types of tourism*, which are comfortable with the climatic regimes.

Exercise 1. Read the text and retell it with the help of italic type phrases given below.

The tourism industry and tourism destinations; to impinge upon the volume and quality of tourism; investments in infrastructure; tour packaging and marketing; the influences of travel agents on the potential clientele; a bewildering variety of destinations; external to the tourist economy; exchange rates and consumer prices; energy availability and costs; natural hazards; the influence of climate and weather upon tourism; to have far-reaching consequences; alternative types of tourism; tourism promotion; tourist trade; tourist trap; tourist-class layout; tourist-class passenger; touristy; tourist base.

Exercise 2. Pick up all the details about the influence of the climate on tourism.

Exercise 3. Read the passage on climate, weather and recreation.

Atmospheric processes are among the most variable aspects of our natural environment.

Climate is a generalization of the atmospheric conditions, which have occurred over a long period of time, usually at least thirty years, while the term *weather* refers to atmospheric conditions over a specified period of time such as a day, week, season or year.

However, in recognition of this *variability*, climate may include information on the likelihood of the *occurrence of extreme events* as calculated from past records.

In simplistic terms, climate is what is expected and weather is what one actually gets. It has already been implied that *atmospheric processes* vary on a wide range of time scales. *Normal day-to-day variability* is often of sufficient magnitude to mask *longer-term trends*, making it difficult to estimate the speed and direction of change over longer time scales.

However there is ample historical evidence, such as the manifestation of glaciations, to indicate that there have been major fluctuations in climate in the past and to suggest that there may be comparable changes in climate in the future. It is important to note that while human adaptations can be made to climate; they may be less flexible with respect to weather, as it is a short-term phenomenon.

Adaptive strategies may be severely tested if climate change is marked and its onset is rapid. In much the same way as there are temporal changes in climate, so there are also spatial variations in atmospheric processes. These can be studied at a variety of scales from macro to micro, and any conclusions, which one may make, may be scale-specific.

One often thinks of spatial changes in climate in association with latitude but such broad generalizations may break down in specific locations, particularly when climate is modified by the uneven distribution of large water bodies and mountain ranges. It can be concluded that the variability of atmospheric processes is such that it is likely to have important repercussions for a *wide variety of human activities*, including tourism.

At the same time, the *temporal and spatial variations* in climate and weather make it difficult to isolate their precise significance at present, let alone their possible ramifications for the future

Exercise 4. Analyze the topical vocabulary and bear it in mind.

Arid climate – сухий клімат

humid climate – вологий клімат

temperate climate – помірний клімат

tropical climate – тропічний клімат

climate (of opinion, of thought) – суспільний клімат

climate fluctuation – зміна клімату

climatic effect – вплив на клімат

climatic hazard – дія несприятливих кліматичних умов

to acclimatize – пристосуватися до нового середовища, акліматизуватися

climatic health resort – кліматичний курорт

climatic predictability – передбачуваність клімату

climatic region – кліматична зона

climatic conditions – кліматичні умови

climatic effect – вплив кліматичних умов

CLIMATE – TOURISM INTERFACE

Following the suggestions of Riebsame, there are at least four perspectives from which the relationship between climate and tourism can be viewed.

The first is climate as setting. From this perspective, climate constitutes part of the *environmental context* in which tourism takes place. There are numerous studies, which briefly describe the *climatic characteristics of destination areas* before discussing the activities, which take place in them. Such studies are of limited use in leading to an understanding of *impacts of climate change*. A second perspective views changes in atmospheric processes as generators of change in participation in tourism. Studies of this type include some of the more thorough studies of atmospheric processes in relation to tourism and recreation, and their findings have been reviewed elsewhere.

However, most such studies stress relationship between weather and recreation rather than implications of longer-term climate change. A third perspective sees climate as hazard. Hazard implies loss or harm in the context of chance, risk, or accident.

The actual *climatic phenomena* thus termed can range in scale, character, and effect from slight, common variations, to rare, isolated effects, from *global occurrences to local incidents*. Resultant situations can vary from relatively minor inconvenience to unmitigated disaster. There are passing references to the destruction of accommodation for visitors in *coastal locations and calculations of the loss of tourist business* resulting from a *volcanic eruption*.

As an aside, it is interesting to note that impacted sites may become tourist attractions as visitors come to gaze on the misfortune of others or stop at the site of major disaster. Since human activity imposes limits on the *favorable and unfavorable valuation of meteorological conditions* and human beings determine the socioeconomic activity for a specific time & place, they, in effect, *define the hazardousness & utility* of the phenomena, which interact with their activities. That is, if the conditions vary beyond acceptable limits, the weather becomes a liability rather than a resource.

This liability is a function of human build-in vulnerability or, in other words, the sensitivity of the activities and environment which one exposes to the elements.

Two important implications arise from these statements. First, the range of interactions resulting from the limitless variation in weather and social systems indicates an exceedingly complex system to examine and generalize. Second, the observation that human beings are the resource and resistance determinants suggests that they have some control in reducing the sensitivity of human activities to weather and climate.

The identification and measurement of *the economic impact of weather variation* is a key exercise in the establishment of this interaction. The economic assessment of weather hazards, or *weather costing*, is not only possible and practical, but it enables comparisons to be made between sites and greater efficiencies to be achieved.

Masterton has suggested that changes in the weather give rise to both psychological and psychological responses that influence levels of comfort that, in turn, can be modified by the addition or subtraction of clothing. She proposes that climatic classifications can be devised based on comfort, leading to studies of tourism destinations on either a regional or a local scale, and of individual recreational activities. Mieczkowsky has employed the notion of comfort in his assessment and mapping of the tourism climates of the world.

The influence of weather conditions on tourism varies from region to region and activity to activity. Rain occurring in a region with a climate of twenty rain-days annually will likely have a greater influence upon human behaviour than rain of the same intensity and duration occurring in a climate of the hundred rain-days annually.

However, weather influences both indoor and outdoor activities. Unsuitable weather outdoor activities will drive people indoors; covered stadiums are built to protect participants in outdoor activities from the vagaries of the weather. One of the major attributes of most tourist destinations is seasonality. Not only is there a regular round of activities associated with the seasons, there is also variation in activity in areas lacking a marked seasonal climate. This is because seasonality in areas of demand results in seasonal variations in visitation to areas of supply.

Furthermore, use is further peaked in a limited number of holidays and weekends, and a few inclement weekends may tip the balance between profit and loss.

It should be remembered that the climatic and weather parameters, which influence tourism, both singularly and in combination, vary from activity to activity.

Some activities are more sensitive to meteorological conditions than others.

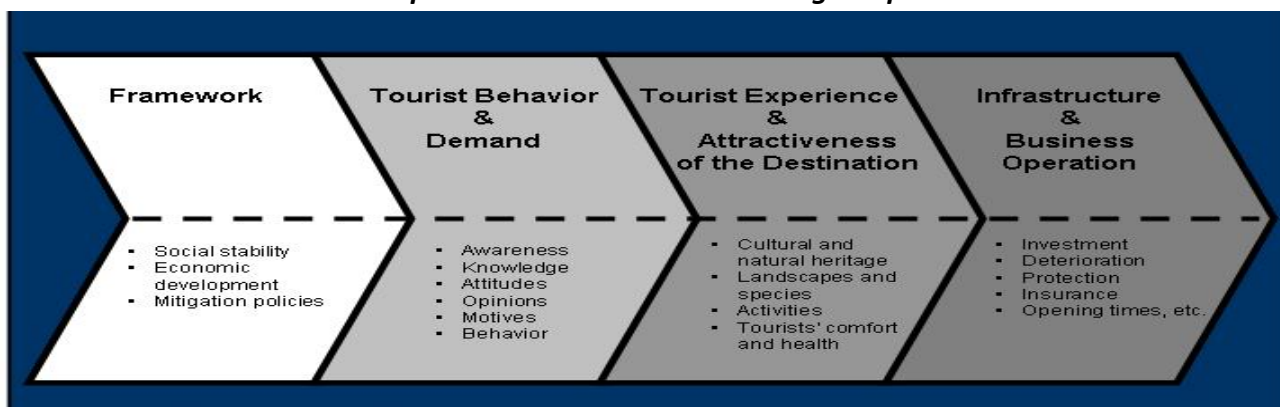
In addition to the relatively direct impacts of climate upon tourism, which have been considered, climate also impinges on tourism in a less direct fashion. Thus, for example, an abundance of snow may make the skiing conditions in a particular region very good but the journey to the slopes impossible. On a longer time scale, climatic change will influence the *distribution of vegetation types*, wildlife, and fish species on which some forms of tourism depend. Much tourism takes place on or near the shoreline, and the presence of water enhances many forms of tourism even if water contact is not required.

Fluctuations in climate at meso and macro scales have implications for water levels and discharge, and influence amenity and property values. Future climates will *influence the viability of tourism* and provide challenges and threats to some destination areas while enhancing opportunities for others.

Exercise 1. Translate phrases and retell it with the help of the phrases below.

Environmental context; climatic characteristics of destination areas; climatic variables; impacts of climate change; climatic phenomena; global occurrences to local incidents; coastal locations; calculations of the loss of tourist business; volcanic eruption; favourable and unfavourable valuation of meteorological conditions; to define the hazardousness; weather-activity relationship; the economic impact of weather variation; fluctuations in climate at meso and macro scales; distribution of vegetation types; to influence the viability of tourism.

Exercise 2. Describe the picture above on Climate change impacts on tourism.



Exercise 3. Answer the questions.

1. How many perspectives are there to view the relationship between climate and tourism? 2. What does each perspective constitute? 3. How many studies describe the climatic characteristics of destination areas? 4. How can the actual climatic phenomena range? 5. How can resultant situations vary? 6. How can the destruction of accommodation for visitors be distinguished? 7. May impacted sites become tourist attractions? 8. Human beings determine the socioeconomic activity for a specific time and place, do they? 9. What is a function of human build-in vulnerability? 10. How many important implications arise from these statements? 11. What is the first and the second? 12. What is the identification and measurement of the economic impact of weather variation? 13. What has Masterton suggested? 14. Who has employed the notion of comfort in his assessment and mapping of the tourism climates of the world? 15. What is seasonality like?

Exercise 4. Analyze the topical vocabulary and bear it in mind.

Environment – середовище, оточення; навколишнє середовище

to clean up environment – очищати навколишнє середовище

to preserve (protect) the environment – зберігати навколишнє середовище

to pollute the environment – забруднювати навколишнє середовище

a healthy environment – здорове середовище, оточення

environment baseline study – дослідження навколишнього середовища

enviromics (envirology) – енвайроніка (наука про навколишнє середовище)

environment component – компонент навколишнього середовища

environment indicator – індикатор умов зовнішнього середовища

environment influence – вплив зовнішнього середовища

environment protection – захист навколишнього середовища

environment quality assessment – оцінка якості (стану) навколишнього середовища

environment simulation – моделювання зовнішнього середовища

human environment – середовище навколо людини

cultural environment – культурне середовище

dynamic environment – динамічні (мінливі) умови

abiotic environment – неживе середовище

competitive environment – конфліктна ситуація

random environment – випадкове середовище; вибіркоче середовище

uncertain environment – невизначена обстановка

environment immunity – захист від впливу навколишнього середовища

environment(al) simulation – моделювання (зовнішнього) середовища

environment-friendly technology – екологічна технологія

environment-oriented home construction – будівництво житла з урахуванням вимог охорони навколишнього середовища

the effect of acid rain on the environment – вплив кислотних дощів на навколишнє середовище

environment-proof – захищений від впливу навколишнього середовища

moral environment – моральний клімат operating environment – робочі умови

working environment – робоче середовище, умови праці

living environment – середовище життя, побуту

social environment – соціальне середовище

Exercise 5. Translate the words and phrases with the keyword «environmental».

Environmental research; environmental engineer; environmental engineering; environmental engineering; environmental activity; environmental art; environmental research; environmental data; environmental defence; environmental depletion.

Exercise 6. Explain greenhouse effect and climate change.

Most of the gases in the atmosphere have little effect upon the earth's radiation balance; both solar and terrestrial radiation pass through them with little hindrance.

On the other hand, there are a number of gases which constitute only a small proportion of the atmosphere but which have a profound effect.

These so-called *greenhouse gases* act somewhat like a greenhouse, permitting incoming radiation to pass through but absorbing heat that radiates from the earth's surface and emitting some of this heat downwards, warming the climate.

Without this greenhouse effect, the earth would be about 30° C (60° F) colder than it is today. Human activities are now increasing the atmospheric concentration of greenhouse gases on a global basis, thus intensifying the greenhouse effect.

The major greenhouse gases are carbon dioxide, which is particularly associated with fossil fuel combustion and deforestation; methane, which is probably derived from agriculture, especially rice cultivation and animal husbandry; nitrous oxide, which results from the use of nitrogenous fertilizer, land clearing, biomass burning, and fossil fuel combustion; and halocarbons, particularly chlorofluorocarbons, which were introduced into the atmosphere for the first time this century. Concentrations of each of these gases continue to rise with far-reaching consequences for global climate.

The 1985 Villach meeting of the *International Council of Scientific Unions*, the *United Nations Environment Program*, and the *World Meteorological Organization* arrived at the following conclusions. All greenhouse gases are known to be increasing as the result of human activities, and their combined future effect may be the equivalent of a doubling of carbon dioxide by the 2030s, in less than half a century. Such a doubling may induce global surface temperature increases of between 1.5 and 4.5 degrees Celsius.

The impact of this warming will be greatest in high latitudes, particularly in autumn and winter. Equatorial regions will experience a lesser but still substantial warming. Much less confidence can be placed in assessments of the implications for rainfall and the hydrological cycle. However, there may be reduced moisture availability, particularly in middle latitudes, because of increased evapotranspiration coupled with an increased demand for water. Sea level may rise between 20 and 140 centimetres chiefly because of the thermal expansion of ocean waters (and only secondarily because of glacial melting).

These predictions are based on direct measurement of temperature and atmospheric concentrations of greenhouse gases, estimates of future energy use and technological change, and on elaborate modelling of both the economic and ocean-atmosphere systems. The eminent climatologist Kenneth Hare suggests that this would be a revolutionary change in world climate on a scale, which is unprecedented in the history of civilization. He points out that not since the end of glacial climates a little over 10 000 years ago have temperatures changed so much or so rapidly.

Exercise 7. Choose the keywords and phrases that best convey the gist of the article.

Exercise 8. Add some information & make up a small report and give a talk in class.

GREENPEACE & THE OZONE LAYER

Many kilometres above our heads, in the stratosphere, is a fragile layer that protects the world from much of the harmful ultraviolet radiation that comes from the sun.

This layer is known as the ozone layer.

In the late 1980s, scientists were alarmed to discover that year-by-year this protective shield round our planet was developing a massive 'hole' above Antarctica.

The destruction of the ozone layer was also observed in the northern hemisphere.

They noticed that the number of cases of skin cancer was rising and that the increase in the amount of ultraviolet radiation was also affecting vegetation. The main cause of this gradual destruction of the ozone layer was found to be the gases known as CFCs (chlorofluorocarbons), which are the gases used in spray cans and refrigerators.

In 1987, in Montreal, an international conference was held and it was agreed to reduce the use of CFCs by 50% by the year 2000. Unfortunately, scientists soon realized that we would need to cut the use of CFCs by at least 85%.

In 1988, the US Environment Protection Agency published a report saying that only a 100% reduction would stop further damage to the ozone layer. This is what Greenpeace also believes. We must prohibit the manufacture and use of CFCs if we are to avoid a catastrophe. Of course, a lot depends on how seriously this threat to the ozone layer is taken, both by ordinary people and governments. There was another conference in London about saving the ozone layer in March 1989, at which, Prince Charles, said, "I fear even this will be ten years too late".

Some countries have agreed to get rid of CFCs as soon as they can, but others argue that they need to continue using them because some industries cannot survive without them. One of the problems with CFCs is that many developing countries want to raise their standard of living and they want to know why they can't manufacture refrigerators and use handy spray cans, just as the people in richer, industrialized countries do.

If the technically advanced countries started the problem, then surely they should find a way to solve it. And it would be a fairer world if they also helped poorer countries to develop their industries, either with or without CFCs.

Greenpeace has looked into the question of CFCs to find out which countries make them and which countries use them. You might think that India and China, which together have one third of the world's population, would be the main users or offenders.

In fact, the biggest producer of CFCs in Europe is the United Kingdom, which is also Europe's biggest exporter of them. Not only does it export CFCs to 117 countries, but also most of those countries have not signed the Montreal agreement to reduce the amount of CFCs being used. Greenpeace has found that industrialized country is the main threat to the ozone layer because it continues to produce CFCs to other countries.

Exercise 1. Answer the questions.

1. Where is a fragile layer that protects the world from ultraviolet radiation? 2. What is known as the ozone layer? 3. When were scientists alarmed to discover 'hole' above Antarctica? 4. What was observed in the northern hemisphere? 5. What did the scientists notice? 6. What was said at an international conference in 1987? 7. What is the biggest producer of CFCs in Europe? 8. How many countries does it export it?

Exercise 2. Summarize the information given above. Make notes of your new knowledge about Greenpeace.

Exercise 3. Make up sentences with the phrases from the topical vocabulary.

Exercise 4. Translate the words and word-combination with the keyword «climate».

Arid climate; humid climate; temperate climate; tropical climate; people who lived in Alaska and other northern climates; climate of opinion; climate of thought; business climate; economic climate; hot (torrid) climate; maritime climate; salubrious (salutary, sanitary) climate; dewy climate; artificial climate; desert climate; continental climate; clement (mild) climate; coast climate; moderate (temperate) climate cultural climate; group climate; classroom climate; psychological climate; social climate; emotional climate; social-psychological climate; climatic; climatic zone; climatology; to acclimatize; Climate Change Levy.

Exercise 5. Answer the question: What would life be like without the ozone layer?

If we continue to destroy the ozone layer, there will be very serious consequences in many areas.

Human health: The ultraviolet rays which reach us normally can cause sunburn, skin cancer, and eye problems such as cataracts. If we lose only 1% of the ozone layer, then there will be extra 70,000 cases of skin cancer a year worldwide. Already, at the beginning of the 1990s, there is a 7% reduction in the ozone layer in one zone in the northern hemisphere. More ultraviolet radiation would reduce the efficiency of the human immune system; that is to say, the chances of getting skin cancer, skin infections or hepatitis would increase. Plants and food crops: tests on two hundred plant species have shown that extra ultraviolet radiation produces changes in two thirds of them. They either slow down their rate of growth, or some, like peas and soya beans, do not grow in such large quantities.

The effect on agriculture in many countries would be very serious, especially as we know that many countries do not have enough food under normal circumstances.

Wildlife: Extra ultraviolet radiation would lead to more cases of skin cancer and eye defects in wild and domesticated animals. There would be a decline in the fish population as radiation damages young fish, larvae and marine plants, all of which are food for other sea creatures.

The greenhouse effect: Scientists have warned that the Earth is becoming warmer and that we will soon be living like plants in a greenhouse, at temperatures higher than those that would normally occur in natural circumstances. Whereas with plants in a real greenhouse, however, the warming effect can be controlled and beneficial, in the Earth's *greenhouse* there is a grave danger that we will not be able to stop the rise in temperatures, caused by high levels of pollution, that many believe is now occurring.

This effect will get worse if more ultraviolet radiation passes through the ozone layer and if more CFCs escape into the atmosphere. More CFCs in the atmosphere will mean warmer temperatures too, because a molecule of CFC is 20,000 times more effective as a greenhouse gas than a molecule of carbon dioxide.

It has been estimated that global temperatures will rise by 3°C over the next forty years, causing sea levels around the world to rise and large areas of land to flood.

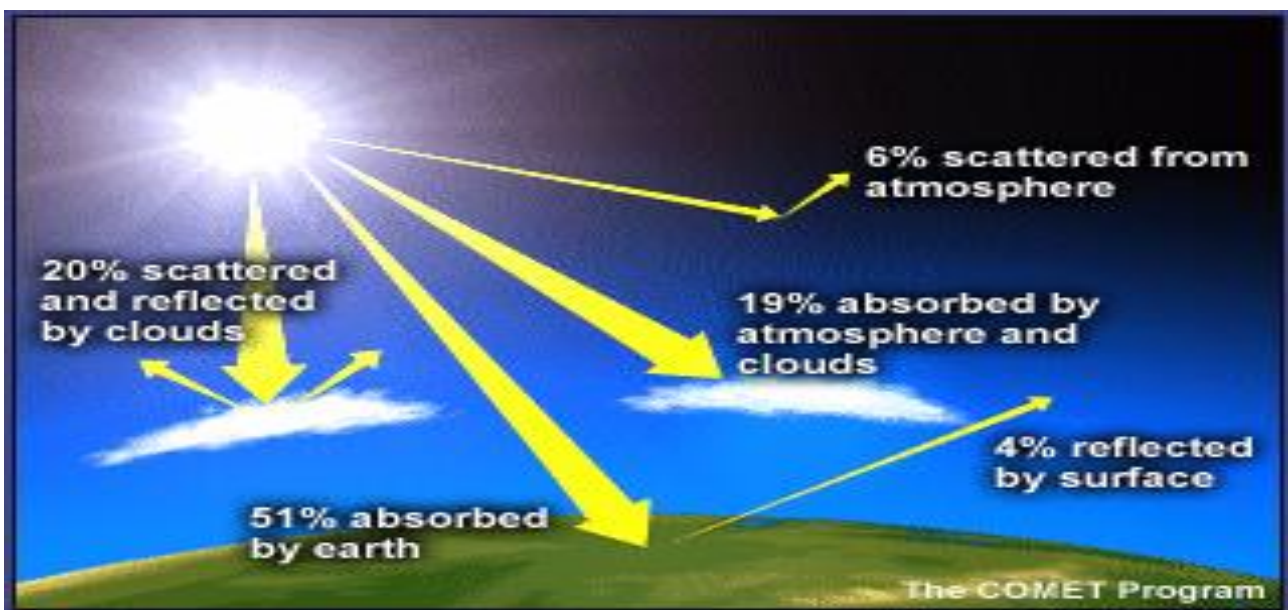
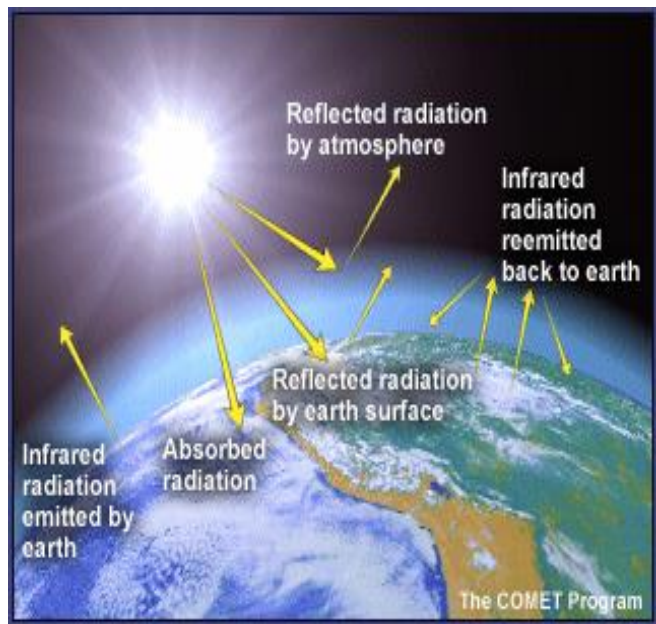
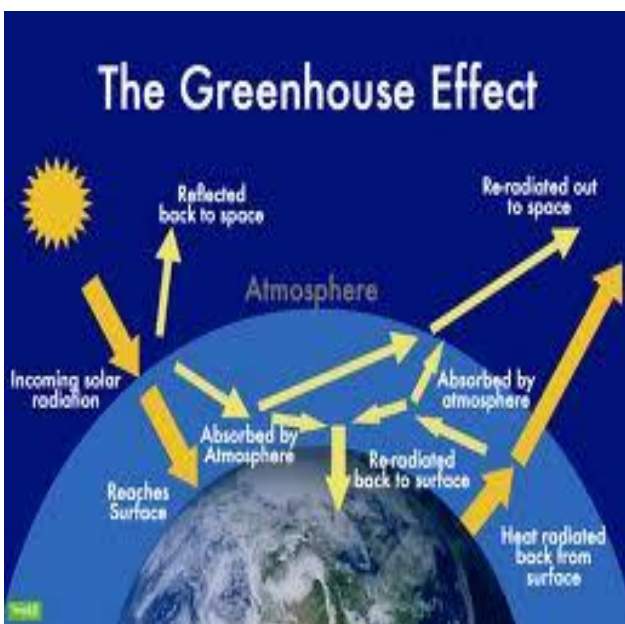
Exercise 6. Analyze the information, which is in the highlight, and use it in practice.

Exercise 7. Add some information & make up a small report and give a talk in class.

Exercise 8. Read suggestions of Greenpeace and give your point of view to this problem.

Greenpeace suggests that the best alternative is to change the manufacturing processes that are used in factories so that much less toxic waste is produced. Hundreds of companies have managed to do this and others should follow their example.

Some toxic products can be recycled or reused. In West Germany, for example, the technology has been developed to use the heat that the wastes produce to make the operation of factories more efficient. Other methods are possible, but the temptation still exists for many industries to burn their waste at sea because it seems to be easier and cheaper. Of course, the cost to the world environment and to other users of this planet is not always considered. Only a global ban on the burning of wastes at sea and a drive to find other alternatives is acceptable. Countries will also have to stop exporting their industrial rubbish. They must take responsibility for the damage that they cause or find ways of not producing waste in the first place.



GREENPEACE & ACID RAIN

Since the mid-1980s, Greenpeace has been campaigning to stop the damage done to our environment by acid rain. Britain started the Industrial Revolution, so it was the first country to start polluting the atmosphere on a large scale. It is more than a hundred years since black snow arrived in Scotland, carried on the winds blowing from the industrial areas of England.

That was in 1866! A few years later, a Manchester chemist invented the term *acid rain* to describe the type of rain that fell when the air had been polluted by industrial processes. Acid rain is caused by severe air pollution from power stations, factories and cars. When we burn fuels like coal and oil, they give off a mixture of chemicals, mainly sulphur dioxide and nitrogen oxides.

Rainwater in those countries can be ten times more acid than normal.

In some cases, it is even one thousand times more acid. What effect does acid rain have on people and the environment?

The Effect on Water. In the early 1900s, the fish population of Norway's lakes began to decline. It was later discovered that lake water had become so acidic that many species of plants and animals could no longer survive. Now, the situation is even worse.

By 1982, Norway had 5,000 lakes, which were acidic. Of those, 1,750 had no fish in them. In Sweden, a total of 90,000 kilometres of river water and 18,000 lakes were acid by the same year. In thousands of lakes in Europe and North America this tragedy has been repeated. Fish can no longer survive in such an environment.

The Effect on Health. When the water that we use for drinking contains a high level of acid it can dissolve water pipes. In Sweden, acid water dissolved copper pipes and gave young children diarrhoea; it even made some people's hair turn green!

In Glasgow, Scotland, old lead water pipes and tanks were dissolved by the acid; so that people were drinking dangerously high levels of lead. This was particularly serious in the case of young children because it is now widely known that lead poisoning at an early age can affect the brain. In southern Norway, it was found that high levels of aluminium in the drinking water seemed to be connected with a very high level of Alzheimer's disease, an illness that makes people lose their memories and appear senile.

The Effect on Forests. Scientists realised in the 1960s that acid rain was causing great damage to lakes, but it was not until the 1970s that they saw the link between that type of pollution and the death of large numbers of trees.

By 1987, forests throughout the whole of Europe were in decline. Trees showed signs of stress: they lost their leaves and could not grow at a normal healthy rate.

In Germany, where the problem was particularly great, it was estimated in 1984 that 50% of all trees were affected by acid rain. But forest decline still continues throughout Europe.

What can be done to stop acid rain? Greenpeace continues to record and monitor the levels of acid rain in our environment and insists that we must all take action to cut the levels of pollution caused by cars and industries. Cars must be fitted with *catalytic converters* to reduce the amount of nitrogen oxide, which is emitted into the air.

Power stations should not emit the huge quantities of sulphur into the atmosphere that they still do today in many places. There are ways of reducing sulphur emissions by 90% with existing technology. Governments should make sure that we stop wasting energy.

Exercise 1. Read the text and give a short summary of it.

Exercise 2. Read the text and retell about the new destination of tourism.

Active vocabulary

Greenpeace, to campaign, to stop the damage, environment, to start polluting, industrial areas, to invent, industrial processes, air pollution, rainwater, countries.

Exercise 3. Explain the connection between Greenpeace and nuclear power.

As the world's resources of other fuels decline, some countries are becoming more dependent on nuclear power for energy. Nuclear power stations, which generate electricity through nuclear reactors, have existed for more than thirty years and new ones are still being built. However, opposition to this form of energy has grown in many countries as people become more concerned about the problems that nuclear power can create, both for people alive today and for future generations.

The idea that nuclear power will provide the world with a clean and cheap form of energy is no longer accepted by many as possible. Originally, nuclear power was a military matter. During World War II, the Americans and the British worked together to find a way to split the atom to create a nuclear explosion. They wanted to build a bomb that was powerful enough to force Germany and Japan to surrender and end the war.

In fact, Germany had already surrendered in May 1945 when atom bombs were dropped on Hiroshima and Nagasaki, killing 180,000 people.

The power of atomic energy was there for all to see. After the war, scientists tried to find ways to use that power for peaceful purposes. They believed that nuclear energy could be used to produce cheap, clean electricity, which would help the industrial world to recover after the war. France and Britain opened the first commercial nuclear power plants in 1956, and the USA and USSR followed in 1957.

Other countries joined the nuclear *club* in the 60s and 70s, so that by 1980, thirty-six countries were building or operating their own nuclear power stations.

The public was not asked if it wanted them or not. What happens inside a nuclear power plant? Briefly, energy is produced in the *core*, or heart, of a nuclear reactor when uranium atoms split spontaneously. This fission process creates heat, which is used to boil water and produce steam. This steam then drives turbines to generate electricity.

The process sounds fairly simple. However, there are several side effects caused by the process, which makes it potentially very dangerous. The process of fission releases radiation. If too much radioactivity enters our bodies, it can cause diseases ranging from cataracts to cancer and it can contaminate the food we eat. Also, the nuclear process produces radioactive waste which takes a long time to decay.

Plutonium 239, for example, has a *half-life* of 24,000 years. This means that any radioactive waste materials have to be stored and guarded safely not just now, but for many years after our own deaths. Part of the cost of the electricity we use now will have to be paid for by people who are not even born yet.

Another problem with nuclear reactors is that the process of fission generates enormous heat and the reactors must therefore be cooled efficiently. If the cooling system were to fail, the core of the reactor would overheat and melt. If it melted down totally, it would burn into the Earth, a possibility known as the *China Syndrome*.

Exercise 4. Analyze the information, which is in the highlight, and use it in practice.

Exercise 5. Add some information & make up a small report and give a talk in class.

Exercise 6. Answer the questions.

1. Why are some countries becoming more dependent on nuclear power for energy?
2. What was the idea about the nuclear power?
3. When was the nuclear "club" established?
4. The public was not asked if it wanted them or not, wasn't it?
5. What does the nuclear process produce?
6. How long will Plutonium 239 decay?
7. What is another problem with nuclear reactors?
8. What will happen, if the cooling system were to fail?
9. What will happen, if it melted down totally?
10. What is acid rain?
11. How long have we known about its effects, and what should we do to prevent any damage?

Exercise 7. Describe the world of Antarctica.

It seems strange that a remote, cold and wild part of the world like Antarctica should be of special interest to Greenpeace. How can a region with so few people be important in a world that has so many other urgent problems to sort out? The simple answer is that Antarctica is the last unspoiled area on earth and it must not now become an area that is exploited and destroyed by industrial man's search for mineral wealth. Antarctica is thought to hold enormous mineral deposits. There are bases on Antarctica which belong to the twelve nations who signed the Antarctic Treaty in 1959.

In that agreement, the twelve countries said they would only carry out scientific research in the area. Now we know that those countries also secretly want to exploit the minerals that lie under the Antarctic ice. If that happens, the unique Antarctic wildlife will be destroyed for ever. Antarctica is also important for another reason.

Because it has a pure environment, we have been able to monitor environmental changes and pollution levels around the world. It is mainly from Antarctica that we know so much about sea-levels, ice-ages and activity in the sun. Recently, we have learnt from scientific information from Antarctica that the world is getting warmer because of the greenhouse effect. We also know from research done in Antarctica that the ozone layer has developed a large hole above the continent. Antarctica holds 70% of the world's fresh water and it affects both ocean temperatures and changes in the world's climate. Antarctica has already been contaminated by various activities. For example, a US nuclear reactor leaked and caused serious contamination there, and the French destroyed some of its penguin colonies when they used explosives to make an aircraft landing strip.

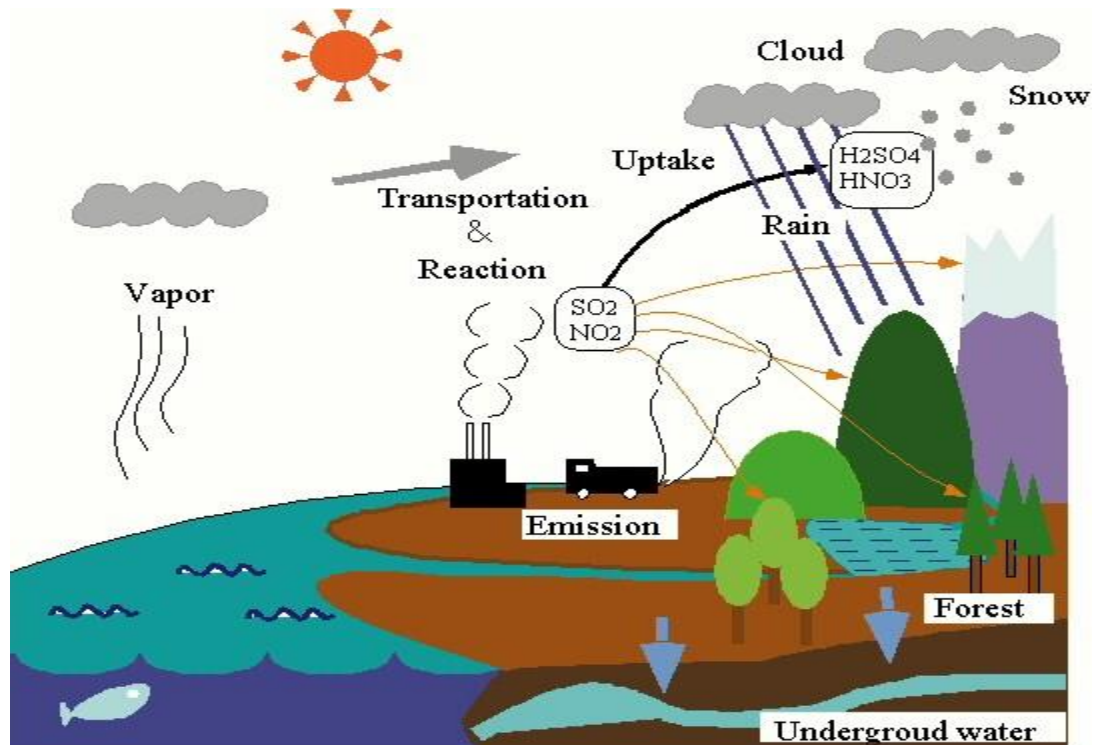
Exercise 8. Choose the keywords that best convey the gist of the information.

At the beginning of this text, there is a quotation from an old North American Indian legend. It seems to be a prophecy about the world we live in today, a world which is in trouble and where the animals are disappearing.

It gives us hope that there are people on the planet who are not only interested in talking about our problems, but who want to *do* something about them.

Are these the *Warriors of the Rainbow*, people of all different creeds, colours and cultures who know there must be a better way to live? Over the last few years, groups like Greenpeace have taken non-violent action to ring alarm bells around the world.

These are the alarm bells, which warn us that we cannot continue to treat our environment as a gigantic rubbish dump or a nuclear battlefield. We desperately need to learn how to live in harmony with our own environment and ourselves. Greenpeace knows this, and uses all the means that it has, both to find out by careful scientific research what is happening to our planet, and also to suggest alternative ways of living here.



Greenpeace has a different idea for the future of Antarctica. They believe that the continent must be preserved as a World Park where wildlife would be protected and useful scientific research could continue peacefully. In 1987 they established the first non-government base there, the World Park base, which is intended for research and preservation. The four volunteers on the base receive their supplies from the Greenpeace Antarctic ship. In 1988 the ship's crew visited a total of 23 active and abandoned bases in Antarctica and they found signs of serious environmental hazards. Greenpeace hope that they can continue to check evidence of pollution.



Exercise 9. Read texts above and answer the questions.

1. Greenpeace

- a What are the aims of Greenpeace?
- b In what way does it see itself as an independent organization?
- c What are some of the main achievements of the organization so far?

2. Greenpeace and the Ozone Layer

- a What exactly is the ozone layer and what is its function?
- b What causes *holes* in the ozone layer?
- c What are the possible consequences of destroying the ozone layer?

3. Greenpeace and Acid Rain

- a What are the main causes of acid rain?
- b How is it *exported*?
- c How can it be prevented?

4. Greenpeace and Nuclear Power

- a What three potential dangers of nuclear power stations are mentioned?
- b What examples are given of nuclear *accidents*?
- c How prepared do we seem to be for such *accidents*?
- d What alternatives are suggested to nuclear power?

5. Nuclear-Free Seas

- a How has the risk of a major disaster at sea increased?
- b What do you understand by the term *incidents* in this context?
- c What does it mean when a country adopts a nuclear free policy?

6. Greenpeace and the Whale

- a How and why are whales killed today?
- b Why does Greenpeace oppose such killing?
- c Has the *Save The Whale* campaign been successful?

7. Greenpeace and Toxic Waste

- a Why has Greenpeace fought against the price of burning waste at sea?
- b How effective has this protest been?
- c In what way are some countries used as *rubbish dumps*?

8. World Park Antarctica

- a Why is Antarctica seen as being so important?
- b How has this region been affected by pollution so far?
- c What vision does Greenpeace have for Antarctica?

9. The Warriors of the Rainbow

- a Who are the *Warriors of the Rainbow*?
- b What says the Indian legend?
- c Are there the alarm bells, which warn us?

Exercise 10. Make up the dialogue from the text and exercise above & carry it on in class.

Exercise 11. Describe the Chernobyl disaster with the help of the pictures below.

Only seven years after Three Mile Island, on April 26th 1986, the name of Chernobyl, a nuclear power plant in the USSR, hit the headlines. One of the reactors, number four, went out of control and exploded. The 1,000 ton lid of the reactor was blown off and the building's sides and walls were ripped open. Countries from Greece to Sweden received contamination. Because of the danger, 135,000 people were evacuated from a zone 30 km from the plant within eight days of the accident. It is estimated that 24,000 of them received fairly serious radiation doses of about 45 rem. (Normally, 5 rem in one year is thought to be acceptable for somebody working in a nuclear power plant.)

Thirty-one people died in the accident, mainly firemen who received massive doses of radiation as they fought heroically to put out the fires that followed the explosion.

Others will die as time passes and the radiation has its effect. Scientists cannot agree on what the approximate number could be, and estimates vary from several hundreds to many thousands of deaths from cancer and other diseases.

As with the power plant at Three Mile Island, the financial cost of the Chernobyl disaster has been enormous. The reactor building has been buried in walls of concrete one meter thick to prevent more radiation escaping over the coming centuries.

Billions of dollars have been spent to clean up the area around Chernobyl. However, there are no plans to bring people back to the 10 km zone surrounding the site. In fact, it argues that nuclear power brings with it *the threat of catastrophic accident*.

A US report in 1982 investigated 20,000 incidents at nuclear power plants in the USA between 1969 and 1979 and came to the conclusion that 169 of them could have been the start of major disasters. Greenpeace also believes that the general public is not happy with nuclear power. Information that Greenpeace received from a survey, which was carried out by the nuclear industry in the UK showed that two-thirds of the population believed that an accident like the one at Chernobyl could happen in Britain.

Furthermore, Greenpeace quotes the opinion of one leading nuclear expert who says that it is probable that there will be one major accident for every 1000 reactor years.



Exercise 12. Answer the question: Are we prepared for a nuclear accident?

Greenpeace argues that if there were a serious accident at a British nuclear power station, over 100,000 people could develop cancers and most agricultural land could be contaminated. At the same time the national economy would be seriously damaged.

Greenpeace also says that Britain could not evacuate people in the same way that people living near Chernobyl were removed to other parts of the Soviet Union.

In Britain, there are one million people living within an 80 km radius of a nuclear power station, but there are emergency plans only for evacuating people who live much closer to the scene of a nuclear accident. If there were an accident at the Dungeness nuclear power station in Kent or at the Sizewell plant in Suffolk, for instance, the number of people who would have to be evacuated would be equivalent to the population of London. Could the government, which is based in London, cope with such an emergency? Greenpeace does not think that it could.

What about the population of other European countries? As we saw after Chernobyl, radioactive dust can spread over a very wide area according to the weather conditions at the time and can cause long-term health problems for all living things.

Obviously, Greenpeace sees this as an international problem, and for over ten years it has campaigned worldwide against nuclear power because of the dangers both to individuals and the environment.

Basically, Greenpeace wants a *nuclear-free future* and it organises scientific research into the hazards of nuclear power. It also organises opposition to new nuclear plants and lobbies international agencies, which regulate pollution. Where necessary it takes direct action to make people aware of the urgency of the situation that the world is in.

In Sweden, Italy, Japan and the Soviet Union, public opposition to nuclear power has grown and governments have become careful about plans to expand the nuclear industry.

The international nuclear industry has organised itself to try to develop a safer image for nuclear power, arguing that only by expanding the nuclear power industry can we avoid the dangers of the greenhouse effect. Greenpeace does not see electricity as the most suitable form of energy for most human needs, such as heating. Where electricity is necessary, there are better, cheaper and safer ways of producing it.

Power should be generated by methods, which do not destroy the environment, such as wind, solar, hydro- and wave power. At the same time, we must learn to use energy more efficiently. At present, we waste enormous amounts of energy without thinking of the damage we are doing to the planet. Rich countries especially must learn to consume less and stop relying on nuclear power for some of their energy needs.

Exercise 13. Comment the facts and answer the question at the end of it.

One example of the type of dumping made international news in 1988. 4,000 tons of Italian chemical waste were sent to Koko, a port in Nigeria. When the local people started falling ill, it was realised that the chemicals were highly poisonous. They were stored in drums, which had begun to leak. Nigeria forced the Italians to take away the toxic waste. It was transported in a ship called the Karin B, which tried to unload the waste in Britain. The British public became so angry at this that the cargo was finally taken back to Italy. This is only one example of the problem that the world now faces with industrial waste. What are the others in the modern world?

Exercise 14. Describe the situation with nuclear-free seas.

Greenpeace has campaigned to halt the growth of nuclear power for peaceful purposes, but it has also warned of the dangers of nuclear weapons.

It is especially concerned about the high numbers of nuclear weapons, which are carried at sea and the number of nuclear powered ships.

We have seen from the accidents in the nuclear power industry that there are great risks involved in the use of nuclear power. Greenpeace points out that the world's public and media have hardly noticed that, of the world's 900 nuclear reactors, more than half are used to provide power for submarines and warships around the globe.

The greater the number of nuclear reactors that exist, the greater the danger of disaster. The risks of a serious accident at sea have increased enormously in the last few years, not just because many more vessels are powered by nuclear engines, but also because nearly one third of the world's 55,000 nuclear weapons are carried at sea.

Whether on land or at sea, accidents will happen. Accidents involving ships are, and always have been, common. Sometimes ships collide or run aground or spill their cargo and so cause environmental problems.

In one four-week period in 1989, the USA experienced five major oil tanker accidents which spilled a total of twelve million gallons of oil into American waters, causing major ecological damage. The chances of accidents involving nuclear vessels are just as likely and, in fact, could be more serious. Mistakes can be made when ships are being re-fuelled or when weapons are being handled. In addition, there is also the risk of an accident to the nuclear reactor on one of these vessels, which could lead to a meltdown. The US Navy has admitted that there were 628 *incidents* and two accidents involving nuclear weapons on board its vessels between 1965 and 1985.

The Soviet Navy has had over 200 submarine accidents. It has also had the problem of the meltdown of a reactor core, a major radiation leak on board an icebreaker and several disturbing cases of nuclear reactors and vessels abandoned on the seabed.

In 1986, a submarine sank with at least fifteen strategic nuclear missiles and two reactors on board. Similar accidents have been reported hi the media. As we saw in the case of accidents in the civil nuclear power industry, if there were an accident at a navy base the number of cancer deaths would rise considerably.

In Britain, the number of deaths and cases of leukemia in people fewer than twenty-five who live near navy bases is higher than the national average. At Holy Loch, in Scotland, which is a US nuclear submarine base, death rates of five times the national average have been found.

Greenpeace has run a Nuclear-Free Seas campaign both to warn people of the dangers of the nuclear arms race at sea and to try to get rid of all nuclear power and weapons at sea. In the UK, the Greenpeace vessel Moby Dick has toured British nuclear naval bases to tell people of the health risks of living near them.

At the same time, some countries such as Spain, New Zealand, Canada, Norway and Japan have adopted nuclear-free policies, which mean that no nuclear weapons are allowed into those countries, even on ships making friendly visits. Greenpeace has actively campaigned to get other countries to do the same.

Exercise 15. Discuss the problem of nuclear accidents and their influence on tourism.

Exercise 16. Make notes of new knowledge about nuclear accidents on the Mile Island.

THREE MILE ISLAND

The most serious nuclear reactor accident to date in the USA occurred at 4 a.m. on March 28, 1979, at the Three Mile Island nuclear power plant outside Middletown, Pennsylvania.

Operator errors in dealing with a pump that had shut down caused the Unit 2 pressurized-water reactor to lose coolant and overheat.

The temperature of the reactor core then rose to the point at which some of the zirconium-alloy fuel cladding failed, fuel itself partially melted, and cladding reacted with steam to produce bubbles of vapour and hydrogen, which then escaped into the reactor building, along with fission products from the reactor core.

As a result of the failure to close a backup valve that could be operated manually, coolant was not restored to the reactor core until more than six hours after the accident, by which time enough hydrogen had accumulated in the building to pose the threat of a low-level explosion. The building had been designed to seal automatically in the event of a pressure rise, but no rise occurred, and four hours were allowed to elapse before the building was sealed, during which time radioactive gases escaped into the atmosphere.

Within three hours after the first sign of trouble, elevated radiation levels were detected by monitors in the reactor auxiliary building. A site emergency was declared, and officials enlisted the aid of local, state, and federal emergency personnel.

The presence of a large hydrogen bubble in the reactor vessel prompted widespread fear that the reactor might explode, a concern that experts failed to allay although they knew it to be a misapprehension. Adding to the fear, dosimeter readings made in a helicopter three hundred feet above the auxiliary building's ventilation stack were misinterpreted by officials to signify elevated ground levels of radiation, prompting the governor of Pennsylvania to recommend the evacuation of all pregnant women and preschool children residing within five miles of the plant, who then complied.

Although large amounts of radiation were released, the resulting exposure of the public was relatively slight, resulting mainly from xenon-133 that was present in the gaseous plume. The largest dose of radiation any member of the public may have received is estimated to have been smaller than his or her annual dose from natural background irradiation, and the average dose to those living within 50 mi of the reactor is estimated to have been 40 to 50 times smaller than that. Because of the small magnitude of the doses that were received, no demonstrable injuries from the radiation were expected, nor have any actually been observed.

Nevertheless, the legacy of fear and resentment left by the accident has adversely affected the well-being of those living nearby, and it has heightened negative attitudes toward nuclear energy.



MODERN INDUSTRIAL PROCESSES

As we saw in the case of the nuclear industry, modern industrial processes create waste products that have to be removed or disposed of in some way. Some of them are so dangerous that even in extremely small quantities they would be deadly for all forms of life.

Since 1969, industry in many countries has decided that the best solution is to take the waste out to sea in special ships and then to burn it.

Originally, this was supposed to be a temporary solution to the problem of getting rid of industrial waste. In fact, burning at sea has now gone on for over 20 years with disastrous results. Because of this, Greenpeace has campaigned hard against this form of environmental pollution. The main problem that Greenpeace has found with the burning of waste at sea is that the process not only releases some of the original toxins into the environment, but it also produces new chemical compounds.

These include dioxin, which is the most poisonous substance known. Other highly toxic chemicals are produced by the *burn ships* and these stay in the sea water, passing into the food chain and slowly destroying sea life.

In the USA, Greenpeace joined thousands of local people and officials to oppose plans to burn waste in the Gulf of Mexico. As a result, the plans were not put into action and there has been no burning of toxic waste at sea off the USA since 1982.

The countries around the North Sea have not been so fortunate and toxic wastes are still burned there. Greenpeace has had some success however. They managed to stop the burn ship Matthias II from operating after it was discovered that it was sending out deadly dioxin into the atmosphere. In England, Greenpeace was also successful in preventing hazardous wastes from being stored on land before being taken out to sea to be burned.

In 1987, Greenpeace ran a major campaign to make people aware of the environmental threat to the North Sea caused by extremely high levels of pollution. In August of that year, Greenpeace activists managed to find the massive burn ship Vulcanus II in thick fog.

For 24 hours they chased the ship in their inflatable craft and thus attracted international attention to the activities of the Vulcanus. In October, fishing boats from Britain, Holland, Denmark and Belgium joined with Greenpeace in the North Sea to protest against the way the Vulcanus was destroying the fish that many depended on to earn a living.

Ministers from countries around the North Sea have agreed to stop the burning of waste in the North Sea, but in June 1988 the crew of the Greenpeace vessel Moby Dick came across the Vulcanus burning 2,000 tons of Spanish chemical wastes.

The danger now is that countries from the industrialized world and even countries from the developing world will start to go further south to find other parts of the sea in which they can get rid of their toxic rubbish. Another way that some countries have found to get rid of toxic waste is to put it on ships and send it to other countries.

In other words, we are using some countries as rubbish dumps. It is very expensive in industrialized countries to dispose of toxic waste, so now a lot of it is sent to countries, which need to earn money and who will do the job for less. In a recent two-year period, the industrial nations sent more than 100 cargoes of toxic waste to developing or poor countries.

These included Brazil, Venezuela, Uruguay, Mexico and the Lebanon. Africa has received many of these dangerous waste products.

Exercise 1. Answer the question: What are the alternatives to the burning & dumping of waste?

Exercise 2. Read the text and discuss the problem of environmental protection nowadays.

Environmental protection is the main problem facing humanity nowadays.

The image of a sick planet has become firmly established in the public mind lately.

Ten years ago the word "ecology" hardly meant anything for the majority of people, but today we can't help bearing it in our minds. It has happened because of the growing effect of the rapid industrial development of the natural world, which has negative features of its own. As a matter of fact the state of environment has greatly worsened of late. There is no doubt that soil, water and air are contaminated with toxic wastes.

Over the past few years we have been constantly speaking about ozone holes, droughts, high level of radiation about food contaminated with chemicals. Scientists in many countries are very much concerned about drastic changes in weather patterns.

The worst drought, the mildest winter and the most devastating hurricanes have become typical in those parts of the world where they used to be a rare occurrence.

Weather patterns have been changing recently due to the global warming-up process and its major reason – the greenhouse effect. The greenhouse effect is created by carbon dioxide emissions, released by industrial facilities and a constantly increasing number of cars. Thus it is of vital importance that the world should start cutting down the release of gases that contribute to the greenhouse effect.

What is the reason for people getting so much worried about the state of environment? The answer to this question is fairly simple. The thing is the deterioration of the environment is telling heavily on people. They are paying for this with their health. And it is obvious what all people need is a healthy environment.

To solve this burning problem it is necessary for people to combine efforts, to raise safety standards at all industrial facilities, to adequately process by-products of industry, to set up an international space laboratory to monitor the state of environment and set up an international centre for emergency environmental assistance.

All these measures will help us in solving these important problems and prevent us from dangerous illnesses and diseases.

Exercise 3. Summarize your findings on environment and tourism and issue in a short presentation (75 words).



TOUR OPERATION-PLANNING

Anglo-Global Holidays PLC

Specialists in holidays for young people (teenagers and students), primarily from the US, Canada, Israel, and Europe. Incoming groups and individuals are offered a full package of sightseeing activities, social events, and contacts with local youngsters, under the guidance of experienced youth workers.(Established 1957)

Brit – Tours LTD

Deals in large volumes of group traffic from North America, specialising in complete incentive programmes plus special-interest groups and business conferences. Creativity and quality assured. US office in Dallas, Texas.

Hollywood Travel Services LTD

Catering for both groups and individuals from all over the world, Hollywood Travel offers special interest tours in over eight different categories. Private entertaining in rural hotels and private houses of historic and architectural importance. Private shooting and fishing packages. The personal touch for an exclusive clientele.

Blue Skies Travel LTD

An organisation, which sends over 80,000 people a year on short-stay packages, mainly to London. Specialists in concerts with coach travel, accommodation, and guided tours included. Contact through newspaper advertising throughout the UK. Also markets theatre programme for schools.

Customtours LTD

Custom-made itineraries, designed to meet the need of both groups and individuals. Specialising in special-interest tours, performing groups, and youth groups from overseas and within the UK.

Notes on the text

Assemble – meet. Evolve – develop. Freebie – thing given away free. Itinerary – plan of a journey. Fam (iliarisation) trip-trip, which informs people about resorts. In-depth – detailed. Know intimately – know extremely well. Leaflet – printed paper with information. Mailshot – advertising material sent to potential customers by post. On the line – at risk. Group traffic – groups travelling. Guidance – control and supervision. In the event of smth. – if something happens. Incentive tours – tours by a company for its staff. Kept updated – always given the latest inform. Inspects – look at something carefully. Mailing list – list of names and addresses of people, whom advertising material sent. National Trust – organisation in UK that takes care of places and historical buildings.

Active vocabulary

An exclusive clientele, accommodation, guided tours, newspaper advertising, special interest tours, to offer, local youngsters, package of sightseeing activities.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Add some information & make up a small report and give a talk in class.

Exercise 3. Read the text & pick up the essential details in the form of quick notes.

Exercise 4. Choose the keywords and phrases that best convey the gist of the information.

Leeds Castle & Canterbury & Dover

We begin at Leeds Castle, set on an island in the middle of a lake and surrounded by beautifully landscaped gardens. It became known as Lady's Castle, because of the number of Queens of England who lived there. Today, many people say it is the loveliest castle in the world and it is used for top-level conferences between heads of state. Leeds castle is renowned for its unique museum of dog collars.

The White Cliffs of Dover

Our final port of call is the port of Dover, renowned for its great stretch of white chalk cliffs. We visit 12th century Dover Castle-designed by Henry II but incorporating much Norman architecture-and from the ramparts we may see the coast of France. Leaving Dover, we return to London, travelling past the Channel Tunnel entrance and workings, making our first drop-off at around 6.15 p. m.

Canterbury & its Cathedral

Canterbury is England's ecclesiastical capital, where St Tomas Beckett, then Archbishop of Canterbury was murdered in 1170 by the knights of Henry II.

Beckett's shrine in the Cathedral became the goal of the "Canterbury Pilgrims" and the town prospered on this early form of tourism. Bypassing the queue, we enter the Cathedral, which was founded as a monastery by St. Augustine in 597 and was enlarged in both the 11th and 14th centuries.

Exercise 5. Match each part together.

PART I.

- Where's the best place to get a panoramic view of the city? We want to take some photos.
- I've heard there are some paintings by Andy Warhol somewhere in Sydney. Can you tell me where they are?
- Is there anywhere in the harbour where you can see battleships or any other old historic ships?
- We want to relax, bang out, and just do a bit of swimming and sunbathing. Have you got any suggestions?
- I'd like to take the kids somewhere educational but not boring. Is there any museum with - I don't know - sea-life, sharks, crocodiles, that kind of thing? Someone told m there's a good display on the Great Barrier Reef as well.
- I'm interested in seeing all the famous sights – the Bridge, the Opera House. Is there a boat trip or anything like that shows me all the sights?
- What about the more ethic side of Sydney? Is there anywhere we can go to get a different kind of food for example?
- Where can we go for a bit of fun & excitement-rides, roller coasters that sort of thing?
- Excuse me. Could you tell us the best place to get away from the noise and bustle of the city – a park or somewhere? You know, a bit of greenery and some fresh air.
- Someone told us there's an old-fashioned indoor shopping mall with all the top designer shops and some nice bars and restaurants. Do you know the place?

PART II.

- There are one or two possibilities. The Tower is the obvious one – you get some outstanding 360-degree views of the city. But you can also get some good views from the Harbour Bridge – if you go up the Pylon Lookout – and the Opera House as well. I'd go for the Tower though, if you've got a good head for heights!
- That's the MCA – it's got some wonderful modern and contemporary art.
- You should go to the National Maritime Museum. You can visit twelve or so historic ships in the outdoor display and the indoor exhibition are also well worth visiting.
- You could go to Bondi Beach, or there are some great beaches to the north.
- You could try the Powerhouse Museum – that's got a lot of hands on stuff – but if they're interested in sea-life then it's got to be the Aquarium.
- Yes, go down to Sydney Harbour – I'll show you where – and take any one of the cruises. There's a lot to choose from: I recommend one of the old square – riggers.
- There's always Chinatown if you like Chinese food. Or alternatively, I could give you the names and addresses of some good Thai restaurants – they're my favourite.
- The place to go is Luna Park. It was restored and modernised a few years back and it's great. You'll love it, I guarantee it!
- I can recommend lots of places to go shopping, but I think the place you're talking about is the Queen Victoria Building.
- If I were you I'd go to the Botanical Gardens – or the Chinese Garden.

Exercise 6. Translate the words and phrases in the previous exercise.



Leeds Castle



Dover Castle

GUIDE INSTRUCTIONS

Sydney Harbour Bridge

This is the Sydney Tourist Information Centre's recorded information line, giving information on all the major tourist attractions in Sydney. You will hear a menu of attractions.

Please press the appropriate number when you hear the name of the attraction you are interested in.

- National Maritime Museum.
- Aquarium.
- Chinese Garden and Chinatown.
- Sydney Observatory.
- Sydney Harbour Bridge.

Sydney Harbour Bridge, known to locals by the nickname of *the coat-hanger* because of its shape, is one of the most famous sights in the world. It is many things – an essential link between the south and north sides of the harbour, the perfect postcard backdrop to the Opera House, and a great spot from which to take in the harbour panorama. It is the world's widest long-span bridge and it was completed in 1932. It took eight years to complete and a workforce of up to 1,400 men was employed.

It is over 500 m long and nearly 50 metres wide. Supported by massive double piers at each end, the bridge spans the north and south sides of the harbour in a single arch, which has a height of 134 metres above the water at its highest point, with a clearance of 49 metres for shipping. It has two railway tracks and eight lanes for road traffic, the direction of which can be varied according to traffic requirements.

There is a cycleway and walkways for pedestrians. An average of 170,000 vehicles cross the bridge every day, although increasing traffic led to the building of a tunnel under the harbour which was opened in 1992.

Keeping the bridge freshly painted is a major job, and teams of painters are permanently employed. The actor Paul Hogan, star of the film *Crocodile Dundee*, was once a Harbour Bridge painter. By far the best way to experience the bridge is to walk across.

From the city side, access to the walkway is via Argyle Street in The Rocks, while the northern entrance is near Milson's Point Station, where a ferry service also operates. In the south-east pier there is a museum illustrating the history of the bridge's construction.

There is a 200-step climb to the look-out for magnificent views of the city and harbour. The museum is open daily from 10 a.m. to 5 p.m.



GUIDE COMMENTARIES

The elegant building you can see on your left with the lovely green lawns in front of it is, of course, one of the most famous buildings in America. It is one of the most powerful.

It was designed by James Hoban after the site had been chosen by George Washington.

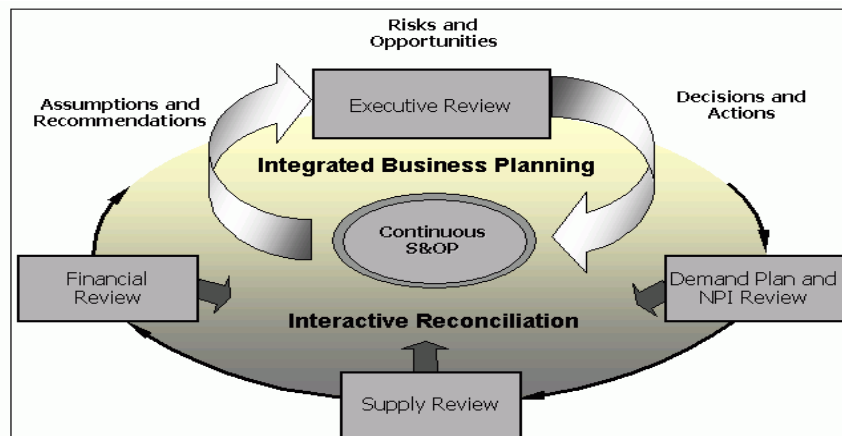
Building work began in 1792, and although it was burned early on by the British in the war of 1814, it was restored. John Adams was the first president to live here. You are now standing in front of one of the most famous sights in the whole world. It is without doubt the finest example of Mughal architecture. The glorious white marble exterior stands as a symbol of purity and love. It was built by the emperor Shah Jahan as a mausoleum – a burial place – for his beloved wife Mumtaz, and it took nearly twenty years to build.

The magnificent structure we are now passing is 300 metres high and has stood on this site for over a century. It stands as a proud example of the technological and engineering achievements of 19th century France. It is said that the British planned to build a similar structure just a bit higher, but they only got as far as the first stage when – so the story goes – the structure began to collapse. Now, standing in the middle of this square we have a splendid view of the largest and most important church in the Christian world. The church was started in the early 16th century and took over a hundred years to complete. Bramante, Raffaello, and Michelangelo all worked on it. The centrepiece of the church is the magnificent dome standing over 120 metres high. We shall now go into the church and climb to the top for some wonderful views of the city – so I hope you are feeling fit.

The building in front of you is nearly two-and a- half thousand years old. It is a masterpiece of architecture, reflecting the advanced development of the culture, which produced it. It was built as a temple to the goddess Athena, but in its long history it has also been used as a Christian church and as a mosque. Over the years much of it has been destroyed, indeed a lot of the sculptures are held in the British Museum in London.

We're now approaching a very famous sight indeed. It has a main span of 1,280 metres, with a total length of 2,824 metres, making it one of the world's longest suspension bridges. As we cross, look to your left for some superb views of the city and the bay, and to your right you'll be able to gaze out to the blue horizon of the Pacific Ocean.

Soon we'll be entering one of the most famous ancient buildings in the world. Most of what you can see is original. Imagine the scene, if you can, over 1,500 years ago, as gladiators fought to the death seeking the favour of their emperor. Imagine the blood and the death, the cruelty, and the peculiar pleasures of the declining empire. It was here also the Christians are said to have been thrown to the wild beasts...



HOLIDAY ADVERTISEMENTS

I. Holiday in Scotland

We are organising a holiday walking tour in the north of Scotland this summer.

We are going to cover 150 miles of mountainous country in ten days.

It is going to be hard work.

It is going to be tough.

You're going to be wet, cold and tired a lot of time. But it's going to be fun!

If you're young and fit, and if you like beautiful places – why not join us?

Cost \$95 inclusive.

II. Adventure Holidays

ALGERIA

Trek through the Saharan wilderness on a camel accompanied by blue-robed Tuareg guides deep into the heart of nowhere. You will discover a world of silent beauty and infinite horizons. Holidays on the beach will never be the same again.

AUSTRALIA

On walk about safaris in the Kakadu National Park you can learn how the Aborigines live off the land and see their 20,000-year-old rock paintings. Even more famously, Kakadu is the place to see crocodiles, some of which grow up to 9 metres long.

BORNEO

Travel through the jungles of Borneo by boat and visit the gigantic Mulu caves. Then put on your boots for a two-day climb up Mount Kinabalu, followed by a train ride through mountainous forests, and then relax at the coast with some excellent snorkelling.

BRAZIL

The 150,000 square miles of the Pantanal swampland is the world's largest wetland sanctuary, home to 600 species of birds including enormous flocks of parrots. It is the best place in the America for a safari.

PERU

In Peru you can encounter almost every climate in the world. It has a desert coastline, fertile valleys and a vast area of tropical rainforest. As well as this, there are glaciers and snowy mountain peaks that rise to over 6,700 metres. Despite this wealth of natural beauty, the country is best known for a man-made sight: Machu Picchu, the 'Lost City of the Incas'. High up in the Andes, it is entirely hidden from the valley below and its existence was forgotten until 85 years ago.

THAILAND

Backroads is a 12-year-old US company specialising in cycling trips. Each day you cycle anything from 10 to 60 miles while your luggage is transported by van. The Thailand trip costs about \$800 for nine days, including meals, good accommodation, elephant riding and foot treks, but excluding airfares.

GREENLAND

For a tough and exciting challenge, try hiking along the mountainous east coast of Greenland. Most people walk in one direction, following tracks across the tundra and staying overnight in huts, then flying back by helicopter.

ADVERTISEMENTS

Merrydown Holidays. Ring for our new brochure on shopping and sightseeing holidays in Hong Kong, Tokyo, Paris, New York and Singapore. Each holiday includes visits to theatres, nightclubs and best restaurants.

Escape from the crowds! Go to Stirling! Beautiful scenery and small, comfortable self-catering cottages at low prices. Free colour brochure from Stirling Tourist Board.

Newquay, Cornwall. Come and learn to paint while you are on holiday! One-week painting holidays with expert tuition, good food and comfortable accommodation in large farmhouse. Ring for further information.

Adventure holidays. Ring for leaflets and brochures on our holidays in Nepal, Papua New Guinea and the Amazon. Every holiday is full of excitement!

Sunny Camp Holidays. Spend a holiday in one of our caravans or tents in Europe. We've chosen 120 of Europe's best campsites. Shops, restaurants, swimming pools on all the sites. Write to Sunny Camp Holiday Ltd, Hetton House, Stockport, and Cheshire.

Switzerland. Choose from 32 hotels next to mountains and lakes. Flights from London and Manchester. Our holidays include half-price travel on the mountain railways, cable cars and lake steamers. Swiss Travel Service, Bridge House, Ware.

I. TROCADERO

Get ready! You are about to discover a dynamic world of adventure at Europe's biggest indoor hi-tech entertainment complex – the Trocadero. Adrenalin-pumping rides, virtual reality simulators, a Virgin seven-screen multiplex cinema, plus a whole range of shops should keep you on your toes all day long. When your toes get tired (your mouth needs feeding) there are eight different places to eat, including four themed restaurants, a Lebanese restaurant, as well as an Italian Pizzeria and not one but two McDonald's – all under one roof. Every hour, visitors to the Trocadero will see a brand new, truly spectacular multi-media lazer show. Using 16 animatronic figures, mechanical special effects and computer light, plus an amazing 16 channel sound system through 24 speakers, the Trocadero offers you an experience you'll never forget. It's the theme park of the future-right in the heart of London.

II. SEGAWORLD

If you're looking for adventure, you've found it. Because in Segaworld you'll see things you've never imagine - not even in your wildest dreams! There are six spectacular Sega Ride Attractions, each one guaranteed to blow your mind.

- Space Mission – a virtual reality space challenge – and somebody has got to win!
- Aqua Planet – interactive 3D adventures in a strange, wet world!
- Mad Bazooka – interactive motion combat – a fight to the death.
- Ghost Hunt – a spooky paranormal breakout!
- Beast in Darkness – a sensory experience with, oh no, the Beast!
- AS-1 – The wildest, futuristic car chase of your life.

III. ROCK CIRCUS

Capture and celebrate 30 years of rock and pop music at Madame Tussaud's Rock Circus, the unique multi-sensory rock attraction that allows you to see, feel, touch and be moved by the true spirit of rock and pop music.

IV. VIRTUAL REALITY ATTRACTIONS

Enter the world of vitality. It's life, but not as you've ever know it.

Experience war in the 31st century. Gather on a distant planet in your giant two-legged tank and battle beyond your imagination. Then race through the mineshafts and canals of Mars in your souped-up hovercraft.

Plunges you into a flight of fantasy over "Metropolis" or challenges you to steer your way through the "Grand Canyon" in a VR hang gliding experience.

Traverse the intergalactic highways; plunge into the depths of an underground inferno or venture into the blood curdling vampire's lair in this terrifyingly realistic simulator.

Experience virtual reality, bumper cars, 10 lane bowling and battle with hundreds of awesome hi-tech video and simulator games. Win prizes varying from keyrings to hi-fis by playing fun redemption games and meet the mascot Funcat.

DIALOGUE

- Hello, Peter speaking. Can I help you?
- Yes, I saw your ad in the paper and I wanted *to find out a little bit more*.
- Certainly. I can send you a copy of our latest brochure.
- That would be great. Can I just ask a few things first, though?
- Of course.
- On the Antarctica trip, *whereabouts* do we go? Presumably we don't actually get to the South Pole?
- No, you don't. You start in Buenos Aires and then you fly south across Patagonia to Tierra del Fuego where you *set sail for* the Antarctic Peninsula. You stay mainly *on the coastal areas*, where most of the *interesting wildlife* is.
- And *accommodation* is on the ship most of the time?
- Yes. You're in hotels for the first two nights and then again for the last night, but the rest of the time you're *on board the expedition ship*.
- What are facilities like there?
- Very good. Comfortable fully furnished cabins, all with outside views. The ship has a dining room with waiter service – most meals are included, by the way. There's a library and laboratory, a heated plunge pool, and a sauna.
- I see. Sounds great. I wasn't quite sure how long the trip was?
- We've got two different itineraries – 14 days or 16 days. The 16-day includes two extra days on the Antarctic Peninsula.
- Right, so what can I expect to see on the trip? Apart from snow and ice that is!
- You'll certainly see a lot of that – and it's beautiful, especially some of the glaciers. Mainly I'll be penguin and seal colonies, but you'll also see whales, and of course you may even catch a glimpse of the rarest *Antarctic species* of all – the human being! We visit a *research station* and an *abandoned whaling station*.

Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English.

Exercise 2. Analyze the information, which is in the highlight, and use it in practice.

Exercise 3. Add some information & make up a small report and give a talk in class.

Exercise 4. Read the information & pick up the essential details in the form of quick notes.

WELCOME TO DISNEYLAND PARIS!

Welcome to a wonderful world of adventure, fun and fairy tales come true.

Welcome to Disneyland Paris! Here, the timeless magic of Walt Disney's great films is everywhere to be seen. The five fabulous *Lands* are home to your favourite Disney Characters and all the amazing shows, rides and attractions you love.

Step through the gates of the Park and the first thing you do is journey back in time. Start at Main Street, USA. It's a great place for meeting, shopping and browsing. If you thought science fiction was just fiction – you were wrong! The proof is right here in Disneyland, a vision of your future you can experience today.

The brightest star in this galaxy is Space Mountain – a stunning ride into outer space aboard a cannon-launched shuttle. Have a great trip! Fantasyland – is the enchanted Kingdom of Sleeping Beauty – that's her castle you can see. Here you can experience the very essence of Disney: a world of real life fairy tale where kids of all ages can meet Snow White, the Seven Dwarves, Winnie the Pooh – even Mickey Mouse himself! There's a very Curious Labyrinth where it's easy to get lost – and easier still to run into Alice and the Queen of Hearts! Fly to Neverland with Peter Pan; meet a dragon in his subterranean lair. There's so much to do all the time in the world!

Adventureland! A mysterious Amazonian jungle, an Oriental Bazaar straight from *1001 Nights*; and the ever-present beat of distant drums this is Adventureland and explorer's paradise that's full of some of the most exciting attractions in the Park. Don't miss the Pirates of the Caribbean an all-time classic. Disneyland Paris isn't just the land where Fairy tales come true, it's a gold mine of breathtaking rides and attractions – like Indiana Jones and the temple of Peril, a nerve shattering through the ruins of a temple. You can even relive some great moments tangling with ghosts at Phantom Manor – bloodcurdling! Once upon a time and your favourite fairy tales come the lives! Mickey welcomes you like a long-long friend, Snow White curtsies and Alice invites you to tea! The *Mark Twain* chugs along the Mississippi – with you on board! Your destination?

Why not *It's a Small World*, a magical, musical trip through the countries of the world or a date with danger in the company of *Pirates of the Caribbean*? The enchanted Land of Aladdin? Big Thunder Mountain? Peter Pan's Flight? The choice is yours!

Active vocabulary

A wonderful world of adventure, fun and fairy tales, rides and attractions, meeting, shopping and browsing, park, Curious Labyrinth, favourite, a magical, musical trip.

Exercise 1. Choose the keywords that best convey the gist of the information below & above.

Disneyland. Theme Park. Paris. Main street, USA.

Pass through the gates of the Theme Park and enter another world with your first steps on Main Street, U.S.A. Antique automobiles and horse – drawn streetcars move up and down this busy street – and don't miss the spectacular daily parade. The magic starts as soon as you enter Main Street, U.S.A., every detail of the specially shops and restaurants reflecting the charm of small – town America at the turn of the century. There's at least one fabulous parade every day of the year, with special themes and characters. Steam trains depart Main Street Station for a trip around the Park whilst at the far end of the Street is the Central Plaza, where all four lands come together. Which one will you explore first?

Discoveryland

A celebration of space and vision! Disney's newest thrill, the incredible journey from the earth to the moon on Space Mountain... followed by a flight through space in the Star Tours simulator and a journey through time in Jules Verne's Visionarium. Taking its theme from the Star Wars trilogy, the high – tech Star Tours intergalactic flight sets the pace for a whirl through space and time. At Videopolis you enjoy spectacular live stage shows and Captain EO, the extraordinary 3D musical space spectacular starring Michael Jackson.

Jules Verne's extraordinary visions are explored to the full in The Mysteries of the Nautilus where his undersea world can be seen from captain Nemo's submarine.

Space Mountain is Disney's £ 65 million white – knuckle ride which combines Jules Verne's imaginary world with a thrilling roller – coaster which catapults you to the moon!

During the ride, you'll blast out of the great cannon, and dodge falling meteorites hurling through space in a breathtaking series of inversions – including a 360° sidewinder loop!

Adventureland

Pack your bags for distant lands and discover the mysterious Adventure Isle. Explore the jungle with Indiana Jones and set sail with the Pirates of the Caribbean!

Be prepared for a spot of swashbuckling with Captain Hook and Peter Pan aboard a magnificent pirate galleon. Just up ahead the Jolly Roger flies atop a menacing Spanish fortress – it's the Pirates of the Caribbean! Indiana Jones & the Temple of Peril is a breathtaking roller coaster chase. Trains career past ancient temple gods, teetering columns, and hidden perils, before climbing through a full gravity – defying loop! – not for the faint – hearted, this is one of the biggest thrills in the Theme Park!

Fantasyland

An enchanting land of fairy tales and make – believe. Sleeping Beauty's Castle forms the centrepiece of the Park and here your childhood memories become reality.

Especially popular with younger children, this fantasyland brings to life the stories of *Snow White* and *Alice in Wonderland*. Take a musical cruise around the globe with *It's a small world* and enjoy *The Voyages of Pinocchio*, *Peter Pan's Flight*, *Dumbo the Flying Elephant*, and the whirl of the *Mad Hatter's Tea Cups*. Ride through *Storybook Land* aboard *Casey Junior's Circus Train* or on the *Storybook Cruise* on the canal, taking in the scenes from *Peter and the Wolf*, *The Little Mermaid*, and *Beauty and the Beast*.

Frontierland

Relive the golden age of the American frontier with cowboys, Indians, rugged frontiersmen in this land of romance and excitement.

A chilling experience awaits you at haunted *Phantom Manor*, whilst children of all ages will enjoy the *Pocahontas Indian Village Playground* and live show and the small farm animals in *Critter Corral*. For sheer excitement, don't miss *Big Thunder Mountain*, one of Disney's most famous attractions and one of our favourites.

The runaway train takes you on a perilous plunge from rocky peaks to treacherous mine shafts. An explosive experience – hang on to your hats!

Exercise 2. Choose the keywords and phrases that best convey the gist of the information.

Exercise 3. Make notes of your new knowledge about advertising.

Exercise 4. Analyze the information, which is in the highlight, and use it in practice.

DIALOGUE

- Hello, can I help you?
- Yes, I saw your *advertisement* in the World Wildlife magazine and I'm *interested in* getting some more information.
- Right, that was our safari holiday, wasn't it?
- Er, yes – the rhino one.
- OK, what would you like to know? I'll send you *a brochure* of course, but I can give you *some information* now as well.
- Thanks. Where exactly does the tour go?
- It's in the north – east of India, mainly in the eastern Himalayas – which as you can imagine provides some particularly spectacular scenery. But the tour also visits Delhi, Agra, and Calcutta.
- What about accommodation – the ad mentions *first class hotels*. Are the facilities really that good?
- Well, you've got to remember that this region has only *recently* been open to tourism, so if you're looking for *an endless succession* of five-star hotels then you're going *to be disappointed*. But all the hotels we use are clean and *comfortable*, and you'll find that the beauty of the surroundings more than makes up for any small *lack of amenities*.
- Oh, I'm sure. I'm not after luxury!
- Well, in fact a lot of the places we stay at are quite *luxurious* – the Wild Grass Lodge in the middle of the Kaziranga National Park, for example, where we stay for three nights for the main rhino and elephant safari, is very charming.
- Sounds good. Now the advert said it's an 18-day tour. Is that the only tour you offer?
- That's our only "In search of rhino" tour but we do many other tours to different parts of India, and we can also arrange *independent tours* and help you with different *itineraries*, which could include many of the places on the rhino tour. You'll see it all in the brochure – just get back to us if you want to arrange something a bit different.
- Great. Just a couple more questions if you don't mind.
- Sure, that's what we're here for!
- I know we hope to see rhino and elephants. What other things will we see?
- Well, with luck you'll see wild buffalo, deer, monkeys and gibbon, and possibly a tiger or two. There are also some beautiful exotic plants – orchids in particular. And, of course, there are man-made places – the Taj Mahal, temples, Buddhist monasteries, and so on. But I think the thing that *impresses* most of our *clients* is the amazing beauty of the Himalayas – there's nothing like it.
- What happens about meals?
- For most of the tour we include room and breakfast only, so that you get a chance to use local restaurants – they're very cheap in any case – but in some more remote places, such as the Kaziranga national Park we *include* full board. You'll see the details in the brochure and *price list*.
- Good. Well, thanks, you've been very helpful. Could you send me that brochure?
- Certainly.

Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English.

MALIBU

Spend a lazy afternoon down at Malibu Lagoon. Many of Hollywood's younger film stars and directors come here to relax, and some have homes here by the sea.

You may see them jogging on the beach or shopping for yoghurt and diet drinks in the supermarkets. Malibu is also an excellent beach for surfing, and champion surfers come here from all over the world. Go on a tour of the exclusive suburbs of Beverly Hills and Belair. Here you can see the homes of the rich and famous – magnificent houses built in every possible style, and surrounded by green lawns, swimming pools and high security fences.

The streets here are spotlessly clean, and there are Rolls Royces everywhere you look. Have a look round Universal Studios, where some of Hollywood's greatest films were made. You can take a guided tour, which will take you through the film sets and behind the scenes to the dressing rooms, and will bring you face to face with King Kong and the shark from Jaws. Drive down Sunset Boulevard, probably the most famous street in Los Angeles.

Here you can see every side of the city's character – cheap nightclubs side by side with smart boutiques and expensive restaurants. At the western end of the Boulevard is the Beverly Hills Hotel, where visiting film stars, directors and writers go to sign their contracts. If you're tired of Disneyland, go and see the nearby Movieland Wax Museum, and admire the wax figures of famous stars such as Gary Cooper, Yul Brynner, the Marx Brothers and Brigitte Bardot – all in scenes from their best-known films.

The museum also has a fascinating collection of the cameras used to make the very first moving pictures in the early days of cinema. Return to the world of your childhood by spending a day at Disneyland, a place for children of all ages.

At Disneyland you can go on a boat journey through a tropical jungle; you can take a train through the American Wild West; travel in a spaceship to the stars; take a trip on a monorail; plunge into a pool at Splash Mountain; or just sit in the sun and eat ice cream.

DIALOGUE

- Hello, Maureen O'Connor speaking.
- Hello, my name's Linda Lloyd. I saw your advertisement in the local paper and I'm very interested to find out more, and maybe come along on the trip.
- Good, well the first question is: Have you ever done any walking like this before? It's very arduous, you know.
- I'm a very keen walker, and I've been on similar extended trips before. I've never done anything this long, but I've always been fascinated by the Camino de Santiago.

Yes, it's a wonderful pilgrimage. I did one of the shorter routes two years ago and some of the scenery is breathtaking – I'll never forget the Pyrenees and the view from the Val Carlos pass. But of course, the most wonderful thing is when you arrive at Santiago and go to the cathedral. I'm holding a preliminary meeting next week. Would you like to come?

- Yes, I would.
- I can give you some leaflets and books at the meeting.
- That would be great. I'd love to come to the meeting. Where is it?
- I'll give you the address. Have you got a pen? ...

Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.

Exercise 2. Render the contents of the dialogue in Indirect Speech in English.

FOUR-DAY TOUR OF SCOTLAND & THE ENGLISH LAKES

Day 1. We travel to Edinburgh via Newcastle and the wild and charming scenery of the Northumbria National Park. We'll make a photo-stop at the Scottish border in the lovely Cheviot Hills. Passing through Jedburgh with its beautiful abbey, we'll arrive in Edinburgh in the early evening. After checking in at the hotel the rest of the evening is free for you to explore the city.

Day 2. Morning sightseeing in Edinburgh. You'll see the elegant New Town and Princes Street, once described as "the most beautiful street in the world", the Royal Mile, Holyrood House, and Edinburgh Castle. In the afternoon we have included visits to a whisky distillery, and a tweed and woollen mill.

Day 3. Full day tour to the Trossach Mountains and Scotland's largest and loveliest lake, Loch Lomond – an optional boat cruise is available on the loch.

Returning to Edinburgh we stop for photograph of the 100-year-old Forth railway – bridge, a showpiece of Victorian engineering. Then it's back to the hotel for an evening of traditional Scottish entertainment with dinner included.

Day 4. We'll see more stunning scenery today as we leave Edinburgh and travel south – west to Moffat, where we stop for coffee, and then on to England where we visit one of the most popular parts of the country, the Lake District. We stop for lunch in the village of Grasmere, home of the poet William Wordsworth. There'll be time to discover the many delights that Grasmere has to offer before boarding the coach for the final journey back to London.



SEVILLE: WHAT TO SEE

Santa Cruz Quarter

This quarter, part of which was the old Jewish neighbourhood, is cool and shady with narrow, twisting streets, which are closed to cars, and delightful small squares full of flowers. Murillo was buried in the old church of Santa Cruz in 1682.

Maria Luisa Park

The Matia Luisa Park, with its majestic buildings built for the 1929 World Fair, is uniquely beautiful. Its 18th and 19th century surroundings overflow with geraniums and charm.

Cathedral

The gothic cathedral, which contains a vast wealth of artistic treasures, is one of the largest in Christendom, rivalling St Peter's in Rome and St Paul's in London. Columbus is buried here. Its tower, the Giralda, with a belfry and huge bronze weather – vane in the form of a human figure, added in the 16th century, is the old minaret. The Orange Tree Patio was the site of the bazaar in Moorish times.

Alcazar

This is a fortified area containing an 11th-century Mudejar palace that has undergone several reformations. The Hall of Ambassadors, the gardens, and the tilework generally are noteworthy.

Archieve of the Indies

In the Casa Lonja, Archievo de las Indias is an incredibly valuable repository of ancient documents relating to the discovery and conquest of the Americas. Not all of the documents have been fully studied yet: it is not open to the general public, only to scholars.

Hospital De La Caridad

This Hospital (Plaza de Jurado), which houses one of Seville's most important collections of art, was founded to care for the poor and the sick and to bury the dead.

Today it is an old people's home. It contains numerous artistic treasures, including paintings by Valdes Leal and Murillo. It was founded in the 17th century by a wealthy wastrel, Miguel de Manara (1629-79), after a bad binge in which he imagined men were coming to pick him up off the street and put him in a coffin.

Bullring

The Real Maestanza bullring where, according to both Bizet's opera and to local legend, Carmen's former death, is the most ornate in Spain.





Cathedral



Alcazar



Archieve of the Indies



Bullring

Orange Grove

Location: Set in a charming hilltop position with excellent sea and countryside views from Rodney bay and the Reduit Beach.

Facilities: In the gardens is an attractive swimming pool and sun terraces. The restaurant set in the main building, serves all meals and there is terrace and bar. During the day there is a free shuttle to Choc beach.

Accommodation: 62 rooms and suites set around the pool area all with air-conditioning, television, telephone, and terrace. Standard rooms (STD): have twin or one queen-size bed, and bathroom with shower only. Superior rooms (SUP): are newly built and as standard but more precious, with twin or king-size bed and shower.



Anse Chastanet

Location: nestling within a 400 acre plantation on St. Lucia's Southwest coast, this gem, Anse Chastanet is 20 minutes drive from Soufriere and about 1,5 hours from the airport.

Facilities: Dining here is in the hilltop restaurant with incredible views of St. Lucia's beautiful sunsets, or down at the beachside restaurant. Life at Anse Chastanet centres, where guests can enjoy free snorkelling, windsurfing and sunfish sailing. Keen divers will enjoy the PADI dive school. On land the hotel organizes free excursions as well as rain forest hikes, nature walks and boat trips to castles.

Accommodation: Rooms (48) are beautiful and traditionally decorated; each has ceiling fan, fridge, tea / coffee making facilities, shower, and an incredible view!

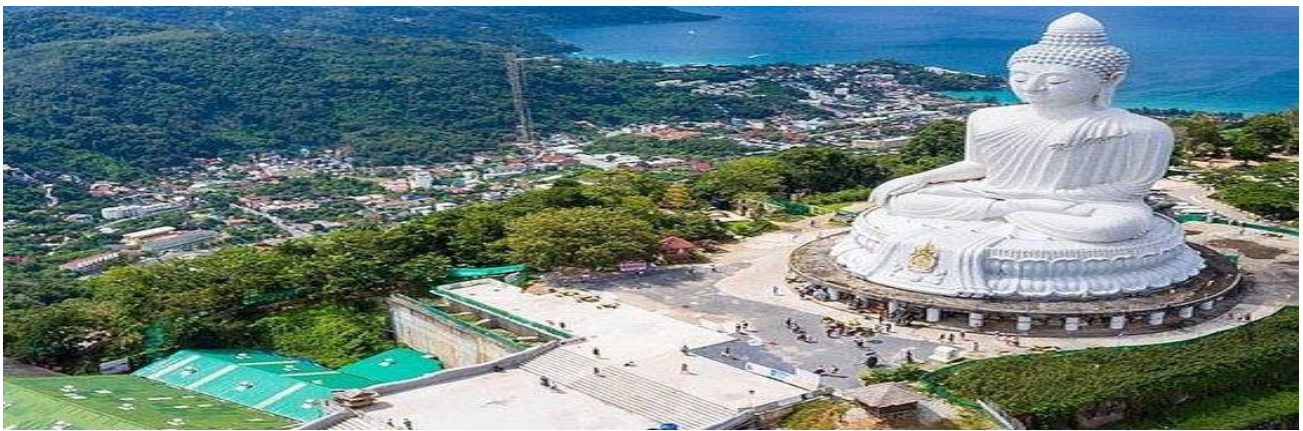
Superior hillside rooms (SUP): in octagonal cottages scattered on the hill. Deluxe hillside rooms (DLX): are very spacious, with large balconies and open walls. Breathtaking view! Beachside rooms (BCH): are very private and give immediate access onto the beach.



Phuket

For a conference venue that will be unforgettable, few places on earth can match the beauty of Phuket. Away from the pressure of ringing phones and difficult customers, your valued employees can relax on Thailand's paradise island, surrounded by the pure clear waters of the Andaman Sea. Accommodation is in local bamboo style bungalows set in 13 hectares of tropical vegetation. With very little traffic to disturb the peace, your staff can listen to the sounds of the birds and the wind in the palm trees.

- This is the perfect place to encourage communication, company loyalty, team spirit and successful sales forces. 5 restaurants, 3 bars and a night club.
- Conference facilities and equipment including multi-system VHC VCR, sound system, flip chart etc.
- Swimming pool with aqua gym, sailing snorkelling, tennis, squash, golf, archery, volleyball, basketball, boules and table tennis.



Pangkor Laut Resort

Location: Pangkor Laut is a privately-owned island off the west coast of Peninsular Malaysia facing the Straits of Malacca. There are only two ways to get here; one by private ferry from the peaceful town of Lumut on the mainland; the other by plane to Pangkor Island and a shorter boat journey across the historic Straits.

One island. Virtually the whole of the 300-acre island is covered in virgin rainforest estimated to be more than two million years old with magnificent sweeping bays of fine sandy beaches along its perimeters. The island's population is limited to guests and staff; for on this one island is only one resort. The island is traversed by jungle trails culminating at many of the bays along the island's perimeter. Nature lovers will encounter a variety of species of colourful birds and plants including native orchids. Yellow pied hornbills, white-breasted sea eagles, crab-eating macaque monkeys and tropical iguanas are common sights.

One resort. At Pangkor Laut resort, you can live over the water, on the beach or up on the hillside amidst the jungle. Each promises discreet luxury with panoramic views of the sea and the virgin jungle, 125 luxury villas on Royal bay comprising ninety-four Royal Hill Villas perched dramatically on the hillside amidst the rainforest with sweeping views of the sea below; eight Royal Beach Villas clustered around tropical gardens steps away from the fine sandy beach as well as 21 Sea Villas and two Royal Sea Villa Suites set on stilts over the emerald green sea.

They are linked by wooden walkways.

This is a nature resort and hideaway for those who want to experience a pristine wilderness of peace and tranquillity. Unrivalled luxury amidst unmatched natural beauty.

Dining and entertainment. The Palm Grove Cafe offers casual all-day dining comprising local as well as Continental dishes. The Samudra restaurant serves a unique blending of Malaysian and Mediterranean cuisines in a spectacular over-water setting.

The Royal Bay Beach Club overlooking our 35 metre lap pool and tennis courts offers poolside snacks and platters to accompany a round of drinks in a dramatic setting.

The oasis Bar on the deck of our freeform pool offers drinks and Tropical Cocktails.

Chapmans Bar located beachfront at Emerald Bay offers light lunches or snacks, allowing you to spend the day at our little piece of heaven.

Recreational facilities. Recreation facilities include 3 tennis and 2 squash courts; 2 swimming pools; hot spa & cold dip; a fully-equipped water sports centre including snorkelling, windsurfing, sailing, water-skiing, scuba diving with recognised certificate; fishing trips, fitness centre / gymnasium; sauna; a television lounge for news, films and documentaries; a multilingual library; a gift and sundries shop; a conference / meeting room; jungle trekking as well as cruises for charter to neighbouring islands on one of the Resort's many vessels.



TOURIST ATTRACTIONS IN NEW ORLEANS

Confederate Museum

The Confederate Museum is the oldest museum in Louisiana. It was built in 1891.

The museum has a large art gallery. You can see pictures of the Civil War there.

Included in the collection are the personal effects of General Robert E. Lee. General Lee was the leader of the Confederate army.

Destrehane Plantation

Destrehane Plantation is conveniently located near the city. It is the oldest in Louisiana. It was originally built by the d'Estrehan family. The family was French aristocrats. It's a great place to visit in November. The annual festival is held in November.

Longue Vue House

Longue Vue House is a beautiful English-style country home. It is set in eight acres of beautiful countryside. It originally belonged to the Stern family. The Stern family's collection of modern art is still housed there. The estate has beautiful gardens. You can have picnics and relax there.

Exercise 1. Read the description of a five-day opera tour. The words below have been removed from the text. They are in the right order but not in the right form. Choose the correct form of the word to fill in the gaps in the text.

1. Idyll 2. Celebrate. 3. History. 4. Luxury. 5. Relax. 6. Wonder. 7. Arrange. 8. Perform. 9. Fine. 10. Shop. 11. Question. 12. Beauty. 13. Option. 14. Arrive.

Opera & Italy

Every summer the ancient Roman arena in the centre of Verona is the *idyllic* setting for the ___ Italian Opera. Our short break includes two evenings of opera, time to enjoy Vicenza and a day to savour the ___ city Venice.

Day 1. We depart locally for London Heathrow Airport and start your flight to Milan. Our coach will transfer you to the ___ Forte Agip Hotel in Vicenza. Evening free to settle in and enjoy your ___ dinner.

Day 2. Today you are free to explore Vicenza home of the Palladian style of ___. Later in the ___ day we board our coach for the easy drive to Verona for dinner and a ___ evening of opera at the Roman Arena. ___ ___ have been made for you to have very good seats (second sector stalls). After the ___ our coach takes us back to the Forte Agip Vicenza.

Day 3. Late morning we take the short drive to Verona, after Venice the ___ art centre in Venetia. It is an elegant city with excellent ___ opportunities. Dinner at the Forte Agip Verona and ___ before taking our seats for another delightful evening of opera in the Roman Arena. ___ overnight at the Forte Agip Vicenza.

Day 4. Today we board our coach for the journey to Venice, one of the world's most ___ cities. ___ you may have a day free to explore at leisure, or you may join us on one of our ___ guided tours.

Day 5. After breakfast we transfer you to Venice Airport for your scheduled Alitalia flight to London Gatwick Airport. On ___ our staff will greet you and transfer you for your homeward journey.

Exercise 2. The following is an extract from a travel brochure about trekking in Nepal. Some of the words have been removed. Choose the word from the options below.

| | | | | | |
|-----------|----------|-------------|---------------|------------|-----------|
| known | called | labelled | told | provide | suggest |
| offer | show | difference | change | alteration | variety |
| too | enough | so | such | opening | beginning |
| cater | feed | supply | introduction | preface | serve |
| communist | communal | common | communicative | classical | feed |
| antique | historic | traditional | numbers | quantities | amounts |
| volumes | whole | all | full | complete | |

Nepal Lodge Treks

Nepal's classic trek, with an amazing variety of scenery and culture.

This circuit of Annapurna – rightly ____ as Nepal's classic trek ____ offers more variety than another walk of equivalent length, and takes us through virtually every type of scenery that Nepal has to _____. There are superb views of Annapurna and Dhaulagiri.

The constant ____ of landscapes ranges from sub-tropical through Alpine to a semi-desert akin to Tibet, and at the climax of the trek there's a mighty 5,31 m pass, the Thorong La, to cross. This is a lodge-based trek, so we spend time in villages inhabited by many of Nepal's different tribes, both Bhuddist and Hindi. Though it is certainly demanding ____ for the seasoned trekker, the Annapurna circuit is still an excellent ____ to walking in Nepal for those who are confident of their fitness.

Lodge Treks

Centuries of trading throughout the mountains of Nepal have produced an excellent network of footpaths, along which village inns or lodges supply food and overnight accommodation for local travellers. With the advent of trekking, many of these ____ have learned to ____ for western tastes as well. Some have simple ____ bedrooms and ____ local food; others offer more comfortable accommodation with quite sophisticated menus.

These lodges provide an easy alternative to camping on trek, and on the more popular trails they can be a better option: cheaper and with an added human interest, they provide extra shelter and comfort, a greater variety of food, and village contacts. On the practical level they enable us to operate a trek with smaller ____.

So that we cause less impact on the villages we pass through. As you have a choice of menu we do not include food or drinks in the price, while still providing the guides and porters who are essential if you are to enjoy the scenery to the ____.

Exercise 3. Analyze the information, which is in the highlight, and use it in practice.

Exercise 4. Find English equivalents in the text for:

countryside, originally, to belong, collection of modern art, picnics, relax, to locate, place, annual festival, museum, a large art gallery, pictures, to include, personal effects, leader, luxury with panoramic views, a spectacular over-water setting.

NEPAL

The ancient buses and cars were hooting loudly, but the cow didn't care. It was sleeping peacefully in the middle of the road and everyone just had to go round it. On the golden roof of a temple some monkeys were playing.

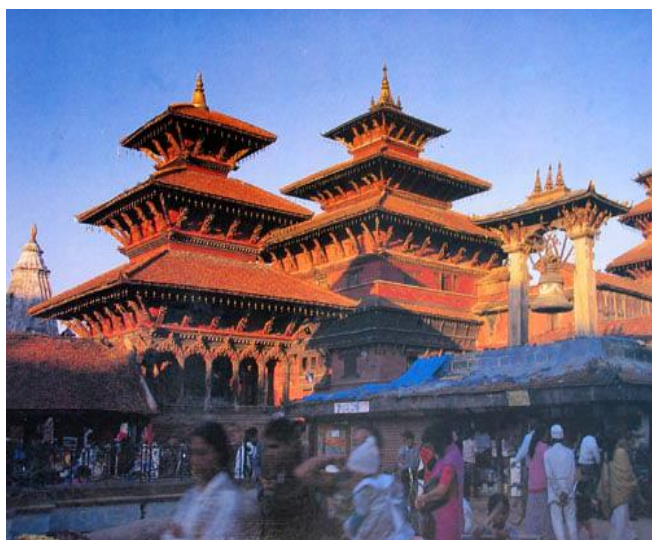
In the street people were selling everything from knives to colourful shirts. This was Kathmandu, the capital of Nepal. We were driving from the airport at the start of a week's holiday there, and we were entering a different world. Between India to the south and Tibet to the north, Nepal is one of the poorest countries in the world, but it is rich in culture and natural beauty, and there is a lot here for the adventurous tourist.

We spent our first day in Kathmandu and took a sightseeing tour around this fascinating city. The Nepalese people are very friendly and there is almost no crime here. But don't expect an exciting nightlife, because 99 % of the population is in bed by 10 pm, and there are no nightclubs. We needed our sleep, however, because by seven o'clock the next morning we were already travelling to the River Trisuli. Here we began a dramatic journey by boat through the Trisuli rapids. It was heart stopping – the most exciting experience of my whole life. For mile after mile the white water threw our small boat from side to side. Then suddenly we arrived in the calm water of a beautiful lake.

While we were recovering from this amazing experience, our Nepalese guides calmly prepared lunch. Then a minibus took us to Pokhara for our three-day trek into the mountains. Each day of the trek began at six o'clock. Our guides carried all the equipment and our luggage, prepared all the meals and put up the tents every night. We walked for about 4-6 hours each day through the most spectacular scenery in the world.

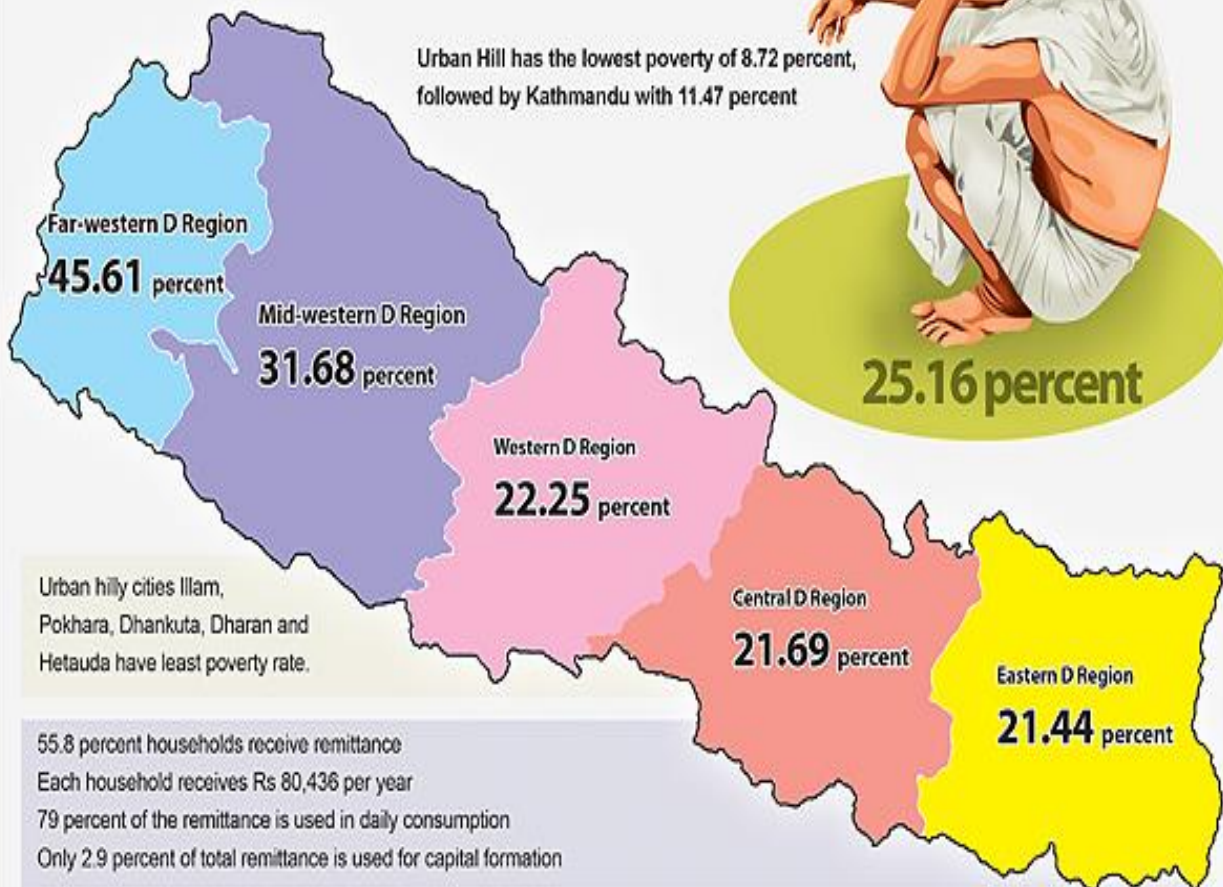
On day 6 we arrived back in Pokhara for the return flight to Kathmandu. And we spent our final day in Kathmandu buying our souvenirs. Our seven days in Nepal were wonderful, but don't expect luxuries. In Kathmandu we stayed in the 3-star Marshyangdi Hotel. The rooms were small, but they were clean and had bathrooms. During the trek we slept in tents, and the toilet was just another tent with a hole in the ground.

The food was good, but simple. There are no direct flights to Kathmandu, so most tours include some time in India. We had three days in India before the week in Nepal and another four days afterwards.



NEPAL LIVING STANDARDS SURVEY (NLSS)

| PEOPLE LIVING BELOW POVERTY LINE | POVERTY LEVEL |
|----------------------------------|----------------------------|
| 2003-04 30.85 percent | Urban 15.46 percent |
| 2010-11 25.16 percent | Rural 27.43 percent |



PROMOTING GEORGIA THROUGH THE INTERNET

I. What do you know about the American state of Georgia?

- Where exactly is Georgia located?
- Which of these places are in the State of Georgia?

Alberta – Atlanta – Alabama – Charleston – Columbus – Dallas – Rome – Savannah

- Do you know any songs or films associated with Georgia?
- What type of holiday would visitors to Georgia have?
- What do you think would be the aims and function of the Georgia Department of Industry, Trade, and Tourism?

II. Georgia, like many other tourist boards, and travel companies and organisations in general, promotes itself through the Internet.

- What do you know about the Internet?
- Have you ever used the Internet – either for –e-mail or to look at information on the Worldwide Web?
- What is meant by the following terms?

What information would you expect to find out about Georgia through the Internet?

STATE OF GEORGIA HOME PAGE

The Georgia Department of Industry, Trade and Tourism is Georgia's official state agency for developing new jobs and creating capital investment. The Department carries out this mission by encouraging business investment, expansion of existing industry, locating new markets for Georgia products, promoting tourism and promoting the state as a location for film and videotape projects.

Information on Georgia's great business climate. International Trade Welcome to Georgia We invite you to begin Your tour with a Message from Governor Zell Miller.

To assist you in Identifying Georgiaproducts available for export, we have compiled. Visit the host state of the 1996 Olympic Games. Browse a calendar of events or search by areas of interest. Georgia Film. See Georgia's TV Campaign across the Internet. Listen to Elton John's Memorable theme for Georgia. Pattern your PC's desk-top with lots of freely downloadable desk-top images. Request more information on State Georgia and register in our guest book.



PLANNING A PROMOTIONAL CAMPAIGN

You are going to plan a campaign to promote tourism in the region where you are studying. These are your main aims.

- To promote the region in general as a destination for potential tourists.
- To promote a particular annual event, such as a festival, a sporting tournament, or an anniversary of a local building or institution.

You will need to research and plan your campaign very carefully.

Follow the guidelines below.

- Define exactly what it is that your region offers to tourists and visitors. Decide which annual event you are going to promote in particular (invent one if necessary).
 - Identify your target market and describe likely market segments. Who are your potential customers? What are their common characteristics?
 - Set detailed objectives for the campaign. Are you trying to attract new customers, maintain existing ones, and raise awareness in general? What areas are you particularly aiming to increase?
 - Identify the best way to reach your target markets. Which promotional activities and methods are you going to use?
 - Identify the resources you will need to carry out your campaign.
 - Set a schedule for the next twelve months for both (a) the general campaign to promote your region, and (b) the promotion of the annual event you have chosen.
 - Prepare your opinions and plans in the form of a report that can be shown to the rest of the class.

Exercise 1. Design a web site for your region.

- Start with the welcome page.
- Which extra ones would you add to suit the attractions and facilities of your region?
- Write the text for each section. Be brief – this is only the introduction!
- What pictures would you include? How would you lay out the page?

Exercise 2. Describe tourism-based unveils advertising campaign for Costa Rica holidays.



WHAT YOU CAN EXPECT ON A CHURCHMAN OBSERVER TOUR

First class accommodation

We carefully select our hotels to offer you First Class of Deluxe hotels in each area that we visit. Where these categories are not available, we will use the best available hotels.

Fully escorted tour programs

Our tours are all planned so that they will be escorted from Canada by a well-travelled, experienced Tour leader, as specified in each of our brochures.

In addition, where required on foreign tours, you will be met by professional English-speaking tour managers and / or guides. Together they will take care of all the troublesome details of travel, ensuring a carefree and pleasant holiday. Generally, at least half of your meals are included in your tour cost. The included meals are shown on each tour itinerary. Generally you will fly on regularly scheduled air carriers. Coach travel will be on the best available and most suitable coaches in each area visited. We carefully select the cruise lines that we use, thus ensuring you the highest quality of service, cuisine and accommodation.

You know from our brochure just exactly what your tour cost will be, and what it includes.

Tips for porters, waiters, even for your tour manager and coach driver, in fact, tips for all services included in the tour will be handled by your Tour Leader, leaving you free to thoroughly enjoy your trip. On cruises, tips for cabin and dining room staff are always included. These include airport taxes, port taxes, and hotel and government taxes.

Most of our tours are planned for a membership of between 20-40 guests. Cruise groups may range in size. To protect your funds on deposit if you are forced to cancel for medical reasons. In addition, the coverage provides for medical expenses, baggage protection, and accident and flight insurance.

A carefully planned itinerary

Each tour is carefully planned with you and the destination in mind. Where possible, we avoid those early starts and long days, we include sightseeing and admission charges, and we leave you enough free time for personal relaxation, exploration, and shopping. Where possible, we include two or three night stays in areas of special interest.

Because we arrange the tour and offer it directly to you, we can offer you excellent value for your travel. In addition, only the best available group or advance purchase fares are used.

Pre-tour information

Prior to joining the tour you will receive a package of pre-tour information. While the amount and type of information will vary from tour to tour, it will likely contain climate and clothing suggestions, shopping tips, a suggested reading list and facts about any health requirements and will assist you in obtaining any visas or tourist cards required. Needless to say we are willing and able to answer any questions that you may have about your tour or your destination.

Active vocabulary

Tour, itinerary, to join, to plan, to receive a package of pre-tour information, areas of special interest, protection, possible, destination in mind, to include sightseeing.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Add some information & make up a small report and give a talk in class.

AN INTRODUCTION TO SWANDEAN SCHOOL OF ENGLISH



WORTHING & BRIGHTON

Dear Student,

Welcome to Swandean School of English!

The school has been established since 1976 and achieves its excellent success rate through a happy balance of work and social life. Swandean is one of only about 250 private schools in Britain to be accredited by the British Council for the teaching of English as a foreign language. Swandean is also a member of ARELS, the Association of Recognised English Language Schools.

We aim to provide you with three important benefits.

- To improve your spoken and written English to the best of your ability within your time with us.
- To make you feel *at home* in England by friendly teaching and by carefully choosing your accommodation, usually with a host family.
- To help you to enjoy your free time, both in social activities organised by the school and by following your own interests.

We hope this booklet will answer most of your questions, but please ask us for any more information you may require. On behalf of all our staff, I look forward to welcoming you to Swandean in person.

Which course is best for you?

We offer you a choice of course that best meets your needs and time availability.

Intensive Course Worthing (Age 16+) You can join this course if you can ask and answer simple questions in the present and past tenses and have a vocabulary of about 250 words. New students join on any Monday (Tuesday after a Public Holiday) and listening test so that you can be allocated to a suitable level.

Exercise 1. Add some information on English schools abroad.

There is a minimum of five levels.

- Elementary.
- Lower Intermediate.
- Intermediate.
- Higher Intermediate.
- Advanced.

Your course will consist of 30 lessons of 45 minutes each per week. You can stay for any period from two weeks to one year. The average number of students in a class is 8 to 10, with a maximum of 12.

The Intensive Course Covers

- Coursebook work: grammar, listening, reading, writing, pair work, problem-solving tasks and vocabulary exercises.
- Oral work: pair work, group discussions, debates, role-play, pronunciation, syllable stress, sentence stress and intonation.

The class teacher and the Director of Studies will monitor your progress and give assistance on individual learning problems. You can advance to higher levels as your standards improve and – as with all our courses – you will receive an end-of-course certificate for the level you attain. If you wish to go on to a British University or College of Higher or Further Education, we can help you.

TEACHING ENGLISH ABROAD
Essential Facts You Need to Know Before Packing Your Bags

There are over **1.5 billion** English learners across the world

There are an estimated **250,000** native English speakers teaching English abroad

South Korea is the most popular destination for English teachers abroad

Japan has made learning English a requirement in primary school

Teaching English in the Middle East pays the most. In Saudi Arabia, language school teacher salaries range between **\$3,200** to **\$4,000** per month

English has become the largest language for business with **85%** of global companies using the language

TESOL salaries in the U.S. range between **\$40,000** to **\$60,000** per year on average

The TESOL is the master's degree for English language teachers

More than **300 million** people are learning English in China

It is estimated that global English learners will spike to **2 billion** by **2020**

References:

Prepared by: Day Translations



UNIT II. TYPES OF RESORTS



Resorts combine a hotel and a variety of recreations, such as swimming pools. A resort is a place used for relaxation or recreation, attracting visitors for holidays or vacations. Resorts are places, towns or sometimes commercial establishment operated by a single company. Such a self-contained resort attempts to provide for most of a vacationer's wants while remaining on the premises, such as food, drink, lodging, sports, entertainment, and shopping.

The term *resort* sometimes is misused to identify a hotel that does not provide the other amenities required of a full resort. However, a hotel is frequently a central feature of a resort, such as the Grand Hotel at Mackinac Island, Michigan. A resort is not merely a commercial establishment operated by a single company, although in the late twentieth century this sort of facility became more common. Towns that contain resorts – or where tourism or vacationing is a major part of the local activity – are often called resort towns.

Towns such as Sochi in Russia, Sharm el Sheikh in Egypt, Barizo of Spain, Cortina d'Ampezzo of Italy, Druskininkai of Lithuania, Nice or French Riviera of France or Newport, Rhode Island or St. Moritz, Switzerland, or larger regions, like the Adirondack Mountains or the Italian Riviera are well known resorts. The Walt Disney World Resort is a prominent example of a modern, self-contained commercial resort.

Resorts exist throughout the world, increasingly attracting visitors from around the globe. Thailand, for instance, has become a popular destination. Resorts are especially prevalent in Central America and the Caribbean. Closely related to resorts are convention and large meeting sites. Generally these occur in cities where special meeting halls, together with ample accommodations as well as varied dining and entertainment are provided.

Historical Resorts

A famous resort of the ancient world was Baiae, Italy, popular over 2,000 years ago. Capri, an island near Naples, Italy, has attracted visitors since Roman times. Another famous historical resort was Monte Ne near Rogers, Arkansas, which was active in the early 20th century. At its peak more than 10,000 people a year visited its hotels. It closed in the 1930s, and was ultimately submerged under Beaver Lake in the 1960s.

Active vocabulary

Resorts, accommodations, entertainment, to be popular, to attract, visitors, to provide, destination, to occur, a modern, self-contained commercial resort.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Add some information & make up a small report and give a talk in class.

Exercise 3. Describe types of resorts.

A commercial establishment at a resort destination such as a recreational area, a scenic or historic site, a theme park, a gaming facility or other tourist attraction competes with other businesses at that destination. Examples would be hotels in and around Walt Disney World, resorts in St. Martin in the Caribbean, and establishments at Aspen, Colorado in the USA. A destination resort is a resort that contains, in and of itself, the necessary guest attraction capabilities – that is to say that a destination resort does not need to be near a destination (town, historic site, theme park, or other) to attract its public.

Consequently, another characteristic of a destination resort is that it offers food, drink, lodging, sports, entertainment, and shopping within the facility so that guests have no need to leave the facility throughout their stay. Commonly these facilities are of higher quality than would be expected if one were to stay at a hotel or eat in a town's restaurants.

An all-inclusive resort is a resort that, besides providing all of the common amenities of a resort, charges a fixed price that includes most or all items.

At a minimum, most inclusive resorts include lodging, unlimited food, drink, sports activities, and entertainment for the fixed price. In recent years, the number of resorts offering *all-inclusive* amenities has decreased dramatically; in 1961, over half offered such plans and in 2007, less than ten % do so.

Exercise 4. Make up an outline of the text and render the main idea of it.

Exercise 5. Describe the infrastructure of a resort.



FIVE TYPES OF RESORTS

There are many great resorts with different landscapes and themes worldwide.

When choosing the top 5 resorts for families it is best to break them down into categories and we recommend checking out the Resort Member Association for the most comprehensive information. Remember older children and parents are part of the family too! However it is safe to say that beaches and golf courses go hand in hand. Just like skiing goes hand in hand with mountain views.

Beach Resort

Fiesta American Grand Coral Beach has a five diamond rating by triple A. The beach is just wonderful and peaceful and serene. The resort city of Cancun has been a favorite for native Mexicans for decades. The restaurant La Joya is also five star rated. All of the rooms have an ocean view. Cancun offers a brilliant and exciting night life. Hanging out at the beach is safe and full of activities – or not. Jet skiing is popular along with snorkeling and of course swimming. You will have a chance to paraglide if thrills are your style. If you have the time definitely go for a half day fishing trip.

Theme Park Resort

Disneyland Paris is the best. Of course Paris is a top destination by itself, combining it with the fun of Disney is just right. The rides are all Disney quality. The food is great and the accommodations are first class for the whole family. But Disney parks are much more than that and Disneyland Paris is no exception. They are family memories and children's excited laughter. Disneyland Paris is where you can spend all day enjoying your children, and perhaps act like one.

Winter resort

Cerro Catedral Alta Patagonia is nestled in the mountains of Argentina. It is fashioned much like European ski villages that are dedicated to the mountain. This resort has views and views and views. The ski area has over 40 ski lifts with nearly 1,500 maintained skiable acres. For the adventurous they have great backcountry terrain and La Laguna lift to get you there. The top elevation is over 7,000 feet so powder riding and skiing are often available.

Wilderness resort

Phinda Forest Lodge South Africa is a reclaimed land. It is beautiful and remarkable for the natural setting. Safaris are a great experience to be enjoyed by the whole family. The rooms a cottage villa types that are customary in Africa. Just a few things that are fun to do as a family are: Snorkeling, Swimming, Hiking, Canoeing, Local Cultural exhibitions, and water sports and the beach and of course wildlife and Nature activities.

Golf resort

Nai Yang Beach Resort in Phuket Thailand has five world class golf courses nestled into the Southeast Asian landscape. The Coral Pool is one of the most beautiful pools ever created. It is surrounded by large trees and wonderful wooden amenities. The resort is surrounded by Nai Yang National Marine Park. It is serene and restful. And all of the fun of the beach is there for the family. Nai Yang Beach resorts also offers cool things like the famous Thai foot massages and a dive shop and school where anyone can learn and enjoy in safety.



White Sands Resort occupies a quiet corner on the long stretch of sandy beach at Mui Ne. The resort is set in beautifully landscaped gardens which contain many different types of tropical plants and trees. The resort offers both ocean view bungalows with balconies and also garden view for those who prefer.

The rooms are fitted out to a high standard; there is complimentary tea and coffee facility in each room and mini bar. Every room is fitted with air conditioning and ceiling fan has a TV with international programs selection. You will be welcomed when entering your room with welcome fruit and also flowers. The restaurant facility offers a truly international menu that is prepared by professional chefs to the finest standards.

Apart from the outside swimming pool which has bar facilities close at hand there are available full facilities including fitness centre, massage, sauna, steam room & Jacuzzi, couples can reserve time in this centre for them to enjoy privately.

For those wishing for a truly peaceful holiday break this is an ideal location.



PALACE RESORTS



Social responsibility is no longer just conversation, rather an essential element to the hospitality industry, and one of paramount importance in today's corporate world. As one of the world's largest and fastest growing industries, the continuous growth in tourism will place great stress on the surrounding biologically diverse habitats and indigenous cultures.

Known as an industry leader in social responsibility hospitality initiatives, Palace Resorts discusses its continuous green efforts. Supported by the Palace Foundation, they have significantly raised the standard for sustainable tourism.

The company was the first group member globally to join EarthCheck – the environmental sustainability programme that is raising the certification benchmark.

Through EarthCheck, Palace Resorts has implemented new systems to monitor measure and manage resort operational efficiencies, adhering to the highest scientific standards for sustainable tourism, including eco-friendly approaches to operations, conservation measures and Corporate Social Responsibility (CSR).

As a result of fulfilling all the new EarthCheck policies, Palace Resorts has also successfully been certified under the Meso American Reef Tourism Initiative (MARTI), which awards companies which protect the region's natural landscape through sustainable hotel operations. The company's golf courses are also the first Latin American properties to be awarded the Golf Environment Organization (GEO) certification, which has the recognition and endorsement of the United Nations and the World Wildlife Foundation, as a result of the green design, construction, studies of impact & environmental practices. Fully committed to environmental efforts and sustainability, Palace Resorts also holds the Calidad Ambiental Turistica certification. To complement the company's environmental efforts, Palace Resorts created the Palace Foundation, which supports the land and people in the Dominican Republic.

The Palace Foundation strives to enrich and enhance the lives of the people residing in areas where Palace Resorts properties exist, as well as supporting and initiating environmental causes and programmes. To that end, the Foundation has created four committees, each dedicated to specific initiatives that contribute to the organisation's overall mission.

The Social Welfare Committee is charged with assisting the advancement of the surrounding societies by promoting the personal development and growth of its members.

This includes psychological and legal assistance by partnering with professionals who specialise in psychiatric and substance abuse services, in addition to support and legal advice for women. The Foundation's Environmental Committee strives to educate guests and staff on the importance of prevention practices, while instilling and integrating environmental policies into the corporate culture.

The committee aims to balance the development of business with the environmental wealth in the area by enforcing the five "R's" of Environmental Education:

- reduce the amount of waste and trash generated;
- reject the use of non-environmentally friendly products;
- reuse by maximising the use of products and objects before discarding them and using them for new and different purposes;
 - recycle by creating and manufacturing new products without the use of natural resources, but rather with already existing materials; and,
- respect all forms of life while protecting the environment.



The road to the pedestrian bridge at the resort Strbske Pleso. Tourist Resort of Porto Galinhas, Pernambuco, Brazil. Tourist Japan resort



Image of luxury holiday resort with ocean view. Santorini, Greece. Brazil

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Add some information & make up a small report and give a talk in class.

Exercise 3. Read the text & pick up the essential details in the form of quick notes.

Exercise 4. Transfer the given information from the passages onto a table.

| № | Activity | | | |
|----|----------|-------|------|-------|
| | Resort | Where | When | Score |
| 1. | | | | |

ECO-ADVENTURERS & LUXURY JUNGLE RESORTS

Making the transition from a military-based economy to a tourism-based one, Panama lures eco-adventurers to luxury jungle resorts.

Now that Panama officially owns the famous canal that U.S. military personnel built in the early 20th century, the country faces the challenge of maintaining economic stability. The military has moved out, and with it, the revenue its staff generated for Panama.

Instead of despairing that its chief financial source is gone, however, entrepreneurs have converted army barracks and an Air Force communications tower to hotels ideally situated near the canal's rainforests. This move ensures an increase in eco-tourism if marketed properly, and gives Panama a chance to show off its natural resources while building a new financial future. The Gambia Rainforest Resort overlooks the Chagres River as it flows into artificial Gatun Lake, a primary component of the Panama Canal.

While the hotel is just getting on its feet, it does offer a sky lift to a nearby observation tower as well as wildlife exhibits, including one that features twenty-five different butterfly types. For many travellers, though, the Canopy Tower offers the best value for money.

This former communications tower affords a panorama of Soberana National Park from its observation deck and provides guided jungle walks.

To succeed in the eco-tourism industry, Panama still has a long way to go before it can attract the amount of visitors follow Central American countries Costa Rica and Belize do. Still, it's taking steps to remedy this. Besides the jungle resorts, extended service via cruise ship and airplane have increased revenue.

Panama is also crusading to turn Ft. Amador, a coastline town, into the next big tourist destination, with plans to open resorts, vacation properties, and a golf course.

At this pace, watching the country develop should prove exciting for travel organizations and potential visitors. Don't look for Velcro-backed mints on your pillow in the Orbital Hilton anytime soon. While buckling-up for blastoff on a Spaceways cruise liner is a 21st century certainty, the countdown for routine passenger space travel is far from reaching zero. That was the general tone from escape velocity experts meeting here, taking part this week in a conference sponsored by the Space Travel and Tourism Division of the Virginia-based Space Transportation Association (STA). They report that a gaggle of technological, safety, legal, marketing and financial issues remain to be sorted out.

But don't despair. Mixed in with all those stuffy practicalities, dream schemes abound for ticket-in-hand space travellers. There's still hope for camera toting, off-the-planet vacationers grabbing that special take home shot of Earth.

Exercise 1. Summarize your findings on different National Tourism Organizations and issue in a short presentation (100 words).



ALL INCLUSIVE CARIBBEAN RESORTS FOR COUPLES

Are you going on your honeymoon to the gorgeous and picture-perfect Caribbean Islands? You know, however, that when it comes to Caribbean Island stays and vacations, those prices for hotels or resorts anywhere in the group of islands isn't always as cheap as you'd like. Lucky for you there are all inclusive hotels and resorts in the Caribbean which are specially offered to couples and honeymooners only to make your vacation amazing. Some of the very best all inclusive resorts for couples are actually found in the Caribbean Islands. And if you ever are wondering whether amenities, quality or overall services of these resorts are compromised because of the "all inclusive" stamp, fear not as they still offer some of the most luxurious vacations around.

All inclusive resorts for couples and honeymooners are what couples and newlyweds actually search for whenever they plan their vacations. They are the first ones to always get filled up and fully booked whenever vacation or wedding season arrives.

Who would want to go out of their way to pay for individual services and amenities, when all inclusive resorts can solve all your planning hassles? As mentioned earlier, they offer not only the best perks and amenities, but the best overall services any resort or hotel offers as well. Anything and everything from shuttles to and fro (airport, resort, hotel and tour shuttles); from great welcoming services and amazingly exquisite rooms and suites; to full day tours and night activities, to ultimately the littlest of services such as room service, massages, and other miscellaneous amenities; all of these are offered by the best all inclusive resorts for couples at the Caribbean Islands to help you relax, have fun and enjoy the company of your other half.

You might think though, that just because the hotels and resorts offering all these all inclusive freebies or services, it does not mean that those said prices are inexpensive and affordable. You are correct, of course, for not every single all inclusive hotel and resort for couples and honeymooners out there are offer their prices at the most affordable standards. What separates the best all inclusive resorts for couples is the fact that they offer their all inclusive rates at exactly the most affordable standards for couples everywhere. You cannot find so many of them anywhere else other than the great and magnificent islands of the Caribbean.



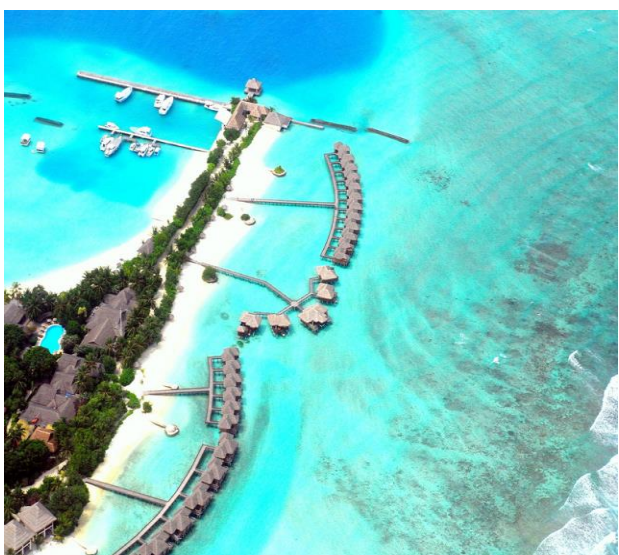
Some of the very best all inclusive resorts for couples in the Caribbean are well-affiliated resorts and hotels of very big and successful hotel franchises. It is therefore because of this fact that you won't have to worry at all about any other lingering doubts you might still have about their overall services ever after everything just mentioned.

You cannot deny quality and overall service when huge and highly-successful resort and hotel franchises are involved. And believe the statistics when it states that almost every single all inclusive resort or hotel within the top ten most beautiful and best all inclusive resorts for couples are either subsidiaries or direct affiliates of the best hotel and resort franchises in the world.

Are you bags packed? Is that flight ready to depart? Do you have the camera ready to point and shoot? Do you already have that all inclusive hotel and resort you are fully paid for to stay in now? If that last question right there is still answered with a no, then do not wait any longer! Go and book yourselves in the best all inclusive resorts for couples in the Caribbean Islands now! Do not get left behind!

Active vocabulary

Honeymoon, gorgeous, picture-perfect, successful, quality & overall service, all inclusive resort, full day tours, statistics, overall services, freebies, to offer, to answer, luxurious vacations, to depart, for couples, subsidiaries, direct affiliates.



Exercise 1. Give a description of the resorts on the pictures.

Exercise 2. Draw up some dialogues and carry them on with your classmate in class.

Exercise 3. Read the article How to travel and comment it?

Those who wish to travel, either for pleasure or on business have at their disposal various means of transport. There is, for instance, the humble inexpensive bicycle.

Then there's the motorcycle, with which you can travel quickly and cheaply, but for long journey's it's rather tiring. With a motorcar, one can travel comfortably for a long distance, without getting too tired. Luxurious ships cross seas and oceans from one continent to another. Aeroplanes carry passengers to various parts of the world in almost as many hours as it takes days to do the journey by other means.

But most of us still have to use trains. Look at this picture of busy railway station. A train is standing at one of the platforms ready to leave.

Some of the passengers are looking out of the windows watching the latecomers who are hurrying looking for empty seats. The engine is ready to draw the train out of the station. On another platform a train has just come in: some passengers are getting out, others are getting in. Those, who have not taken the precaution of getting their tickets beforehand, are waiting in queues at the booking office. At the bookstalls people are choosing books, magazines or newspapers for the journey.

At the cloakroom others are depositing or withdrawing their luggage. Further along there are refreshment rooms crowded with people snatching a hasty meal, while those with time to spare are sitting in the waiting rooms.

Exercise 4. After analyzing the information answer the questions.

There are great possibilities in the tourism industry, but that's not all.

- Do you know what is Alphetourism?
- How a tourist is called who visits tourist attractions only between dusk & dawn?
- What type of travelling can you choose if you want to travel and play hide-and-seek with your partner at the same time?
- What is inbound and outbound tourism like?
- What do we call experimental tourism?



TYPES OF HOLIDAYS

activity holiday

an activity vacation

activity vacation

a vacation on which you spend your time doing a particular activity such as walking, canoeing, rock-climbing, painting, or cooking

adventure travel

a type of organized vacation in which people do new and exciting things: a trek or a safari

break

a short vacation

camp

a place for children to stay in the summer that offers training in a particular skill

daycation

a very short holiday in which you go to a place and come back on the same day

escape

an occasion when you go away on vacation

excursion

a short visit to an interesting place arranged by a tourist organization, as part of a vacation

getaway

a short vacation

holiday

a vacation

honeymoon

a vacation that two people take after they get married

house swap

an arrangement where two families exchange houses for a vacation

jeep safari

an organized group trip in a fourwheel drive vehicle, for example to look at wild animals

lecture tour

a trip that includes lectures on the places you visit and the paintings you see

minibreak

a short holiday for only two or three days

package (package holiday)

a vacation that includes a hotel room and transportation in the price

package deal

a package tour, especially at a special low price

package tour

a vacation arranged by a travel company for a fixed price that includes the cost of your hotel and transportation, sometimes meals & entertainment

R & R

a vacation that people in the military get during a war or after a long period of hard work

safari

a trip, especially to Africa, in order to watch, take pictures of, or hunt wild animals

safari holiday

a vacation that includes a safari

staycation

a holiday a holiday in your own country

study tour

a visit to a country where you go to different places and have lectures and classes

summer camp

a place where children can go to stay during the summer and do various activities

vacation

a period of time when you do not work and you do things for pleasure instead

walking tour

a trip on which you walk from one place to another, spend the night, and then continue walking the next day

working vacation

a vacation during which you do unpaid work to benefit the community you are staying

Exercise 1. Analyze the vocabulary notes and remember them.

Exercise 2. After reading the information answer the question: Why not stay at home?

Some people travel on business, some in search of health. But it is neither the sickly nor the men of affairs who fill the Grand Hotels and the pockets of their proprietors. It is those who travel *for pleasure*, as the phrase goes. What Epicurus, who never travelled except when he has banished, sought in his own garden, our tourists seek abroad. And do they find their happiness? Those who frequent the places where the resort must often find this question, with a tentative answer in the negative, fairly forced upon them. For tourists is, in the main, a very gloomy-looking tribe. I have seen much brighter faces at a funeral than in the Piazza of St. Mark's. Only when they can band together and pretend, for a brief, precarious hour, that they are at home, do the majority of tourists look really happy.

One wonders why they come abroad. The fact is that few travellers really like travelling. If they go to the trouble and expense of travelling, it is not so much from curiosity, for fun, or because they like to see things beautiful and strange, as out of a kind of snobbery. People travel for the same reason as they collect works of art: because the best people do it. To have been to certain spots on the earth's surface is socially correct; and having been there, one is superior to those who have not. Moreover, travelling gives one something to talk about when one gets home. The subjects of conversation are not so numerous that one can neglect an opportunity of adding to one's story.

Exercise 3. Read the information & pick up the essential details in the form of quick notes

Exercise 4. Make up dialogues from the information above and carry them on in class.

Exercise 5. Add some information & make up a small report and give a talk in class.

Exercise 6. Digest the information How to travel briefly in English.

Those who wish to travel, either for pleasure or on business have at their disposal various means of transport. There is, for instance, the humble inexpensive bicycle.

Then there's the motorcycle, with which you can travel quickly and cheaply, but for long journey's it's rather tiring. With a motorcar, one can travel comfortably for a long distance, without getting too tired. Luxurious ships cross seas and oceans from one continent to another. Aeroplanes carry passengers to various parts of the world in almost as many hours as it takes days to do the journey by other means.

But most of us still have to use trains. Look at this picture of busy railway station.

A train is standing at one of the platforms ready to leave. Some of the passengers are looking out of the windows watching the latecomers who are hurrying looking for empty seats. The engine is ready to draw the train out of the station. On another platform a train has just come in: some passengers are getting out, others are getting in.

Those, who have not taken the precaution of getting their tickets beforehand, are waiting in queues at the booking office. At the bookstalls people are choosing books, magazines or newspapers for the journey. At the cloakroom others are depositing or withdrawing their luggage. Further along there are refreshment rooms crowded with people snatching a hasty meal, while those with time to spare are sitting in the waiting rooms.

Active vocabulary

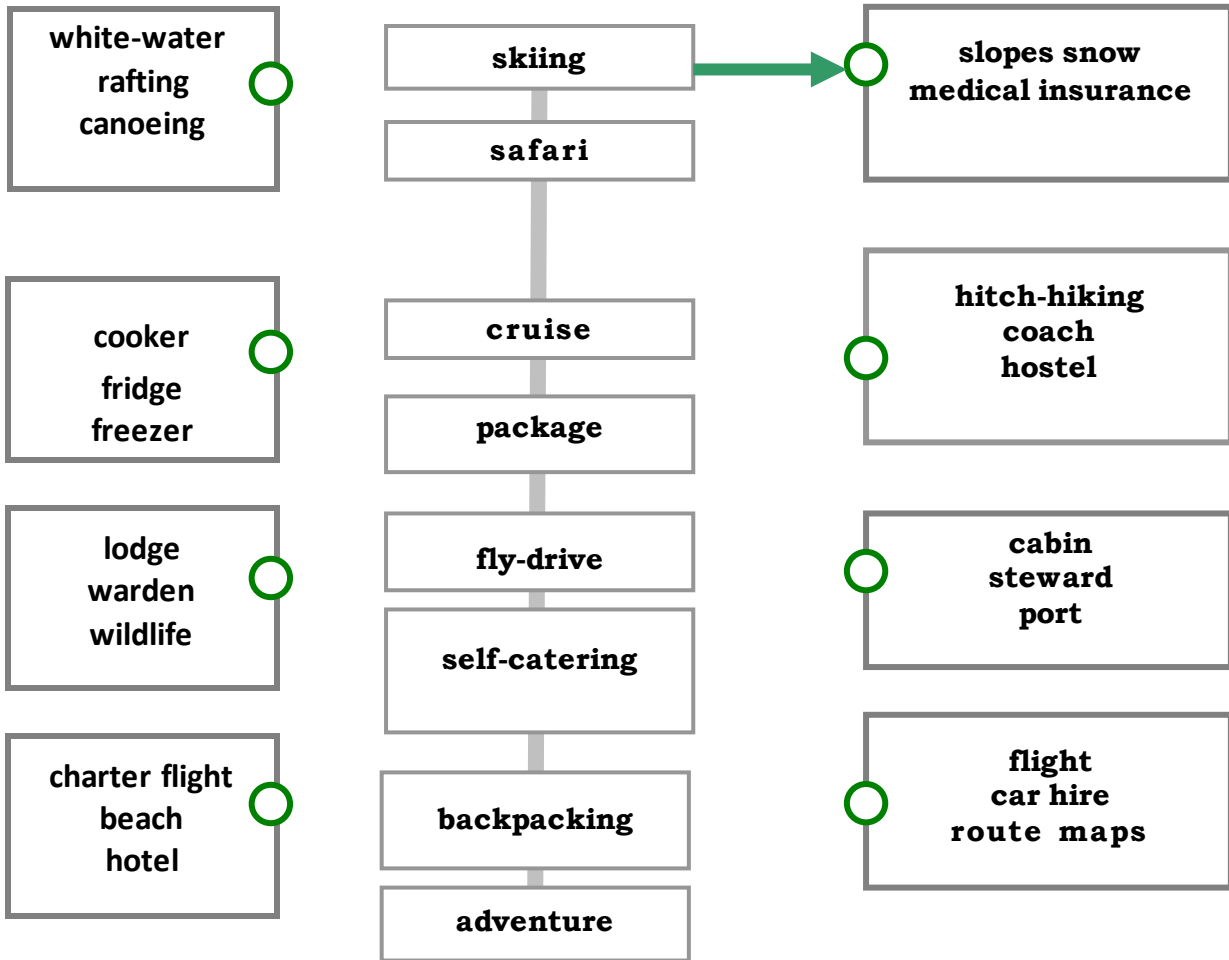
Holiday, to travel on business, in search of health, to use trains, luggage, to have at one's disposal, tourists, to seek abroad, passengers, to aeroplanes, to carry.

Exercise 7. Explain the data in the table.

| | Increase in the number of trips over the period 1998-2005 | Share in the total number of trips | |
|-----------------------------|---|------------------------------------|--------|
| | | 1998 | 2005 |
| All holidays | 30.8% | 100.0% | 100.0% |
| Short holidays (1-3 nights) | 46.8% | 44.2% | 49.6% |
| Long holidays (4+ nights) | 18.1% | 55.8% | 50.4% |
| Domestic holidays | 32.5% | 74.2% | 75.2% |
| Outbound holidays | 25.8% | 25.8% | 24.8% |
| Short domestic holidays | 47.3% | 40.1% | 45.1% |
| Short outbound holidays | 42.0% | 4.1% | 4.4% |
| Long domestic holidays | 15.2% | 34.2% | 30.1% |
| Long outbound holidays | 22.7% | 21.7% | 20.3% |

Source: Eurostat, Tourism Statistics.
Note: Aggregated based on data from the Member States for which data is available for 1998 and 2005 (BE, DK, DE, EL, ES, FR, IT, LU, PT, FI, UK), UK data refers to 1998 and 2006.

TYPES OF HOLIDAYS



Exercise 1. Try to understand the essence of the chart.

Exercise 2. Read the questions, write a suitable reply. Choose *Conditional I* to talk about the suggestion you support, and *Conditional II* to talk about the suggestion you do not support.

1. We're opening a new chain of hotels for business travellers all over Europe. Do you think we should promote them by giving out leaflets in the street or by setting up an Internet web site?
2. We have a lot of late availability flights to sell – do you think we should put an advertisement in the paper or get some posters put up in the underground?
3. We're trying to get some publicity for our 18-30 adventure holidays. Do you think we should think about sponsoring a sports event or take out advertisements in a theatre programme?
4. We're opening a new branch in West Street – do you think we should organise a TV campaign or get some leaflets printed to hand out in the street?

Exercise 3. Transfer the given information from the passages onto a table.

| № | Activity | | | |
|----|----------|-------|------|-------|
| | Event | Where | When | Score |
| 1. | | | | |

HOLIDAYS

Nearly all British people in full-time jobs have at least four weeks' holiday a year, often in two or three separate periods. The normal working week is 35-40 hours, Monday to Friday. People who have to work in shifts with *unsocial* hours are paid extra for the inconvenience. More overtime is worked (at extra pay) than in most other Western European countries, but there is relatively little *moonlighting* – that is, independent work for pay in leisure hours. (Another way of saying this is that the *black economy*, involving work paid privately in cash and not officially recorded or taxed, is relatively small.)

There are only eight official public holidays a year, only one of them in the six months before Christmas. None of them celebrates anything to do with state or nation, though the first Monday in May was made a *bank holiday* (national holiday) by a recent Labour government as the British holiday in honour of working people.

The most obvious – and traditional – British holiday destination is the coast. No place in the country is more than three hours' journey from some part of it.

The coast is full of variety, with good cliffs and rocks between the beaches, but the uncertain weather and cold sea are serious disadvantages. Also, two weeks in a hotel room with balcony and private bath can now cost less in Spain or Greece, with flight included, than the same in a British hotel. Most of the hotels in the numerous seaside resort towns were built in the railway age, between 50 and 100 years ago, and seem now to be used as much by people going to conferences as by those on holiday. Going to a conference can be a sort of holiday, even in working time and with expenses paid.

People who go for one or two weeks' holiday to the coast, or to a country place, tend now to take their caravans or tents to campsites, or rent static caravans, cottages or flats. Some take tents, but their optimism is usually disappointed. Many town dwellers have bought old country cottages, to use for their own holidays and to let to others when they are working themselves. People on holiday or travelling around the country often stay at farms or other houses, which provide "bed and breakfast".

These are usually comfortable and better value than hotels. By now the holiday resorts most popular with the British are on the Mediterranean coasts, or yet further south. In 1988 a third of all British people went abroad, mainly to places where warm sea and sunshine can be confidently expected. Most travel by air on "package" holidays, paying for flight, local tax and hotel or flat all together, others travel by car or bus and ferry. If affluence continues to grow and spread more widely, it seems likely that foreign travel will grow more quickly still, particularly in winter to places not too far from the equator.

Active vocabulary

People in full-time jobs, overtime, holiday, inconvenience, leisure hours, public holidays, to celebrate, the British holiday in honour of, expenses, caravans, to campsites.

Exercise 1. Give a short summary on the topic.



TRAVEL FOR ENGLISH

It is easy to feel too rushed when touring. One familiar joke is "Where are we, dear?" "If it's Thursday, it must be Belgium". I've met Japanese teenagers after they have *done* 9 European countries in 6 days! They were absolutely exhausted and had simply a confusion of images. Even seeing the photos and videos they shot on that tour won't help them understand what they saw. To enjoy a tour, why not buy a map of the city/country before you go there. See how it relates to things and places you already know. See what is familiar – bridges, rivers, main railway stations. If it helps, draw a quick sketch of the main pattern on the map, e.g. is it a square city with a river in the middle and hills? Is it a triangular country with most of the population in one corner?

Now you have a simple model to which you can relate further things as you learn them. Can you borrow or buy a book about what you are going to see on the tour? Can you get a video and watch it? Are there illustrated leaflets you can obtain from the tourist organisation? Can you go into a travel agent and look at the travel brochures?

In these ways you can learn more about the tour before you go. This won't spoil your enjoyment. It will enable you to understand more and appreciate more of what you hear and see when you are there. Also, if you attend the tour with some interesting questions already in your mind, you will experience the whole thing in great depth. You can use your questions as a bag in which to collect information.

You can use your questions as threads to connect together what you experience.

You can ask several people in that country the same question, and compare their answers. What insights into their culture do the different answers provide?

Maybe you haven't got the money or the time to go abroad. Instead, you can tour from your armchair. You can write off for brochures and videos from the organisations and addresses shown. By reading and viewing, you can experience travelling yet be in the comfort of your own home, and can still learn more vocabulary, more about the culture.

Prepare your questions and see if the brochures or the videos answer them.

To have more fun, read and watch together with two or three friends. Become English-speaking characters and tell one another imaginary stories in English of what *happened* to you on the tour! (Later you may be able to go there in reality and have your own, real adventures). You can even write postcards and letters about your *experiences* and *adventures*. (Some of the most popular travel writers of the 18th and 19th centuries never left their homes!)



DIALOGUE «BOOKING A HOLIDAY»

(The travel agent & a customer)

- Hello, can I help you?
- Yes, we're looking for a holiday in November, somewhere hot – you know, near a beach and all that, but not too far away if possible.
- OK, well, what about going to the Canaries? They're warm throughout the year and they're very interesting.
- Yes, we thought that. In fact we saw this ad here for Tenerife – Playa de las Americas. It seemed very reasonable.
- OK, I'll check availability for you... No, I'm sorry they've all gone. It was a special offer. There's plenty more choice in the Canaries, though. But, I wonder, have you thought of going to The Gambia? It's very reasonably priced and you're guaranteed sun.
- Yes, but it's a long flight, isn't it?
- It is a six-hour flight, you're right. OK, let's stay with the canaries. What type of accommodation are you looking for? Something with a bit of life or something more relaxing?
- We want somewhere quiet but with some facilities – restaurants and things like that.
- How about La Gomera? It's a small island, very quiet but with things going on and very pretty. The only problem is that there are no direct flights, so you have to get a ferry from Tenerife.
- Mmm. We've only got a week so we need somewhere with a direct flight.
- You could try Lanzarote. There are some very peaceful parts. I think you'd like it. We often recommend Playa Blanca – there's a great hotel there called the Lanzarote Princess. All the usual facilities, near the beach, but very tastefully designed and built. Here's a picture – it's fairly cheap as well, as you can see.
- Mm. Sounds good.
- I'll check availability for you... . Would you want a twin room with a balcony?
- Yes.
- Bed and breakfast or half-board?
- Er...I'm not sure.
- If I were you, I'd choose B&B, then you can eat out in the restaurants at night. That way you'll see a bit of the local life.
- OK – bed and breakfast.
- I'm sorry, did you say you wanted a balcony?
- Yes, we did.
- OK. There's availability on the 14th of November. Flight from Gatwick at 09.35, arriving at 10.30 local time. Returning on the 21st of November, departing Lanzarote 15.00 and arriving at Gatwick at 19.00.
- That's good – no night flights. Can we think about it?
- Of course. I can put a 24-hour hold on your reservation, and you can let me know tomorrow.
- Yes, that's a good idea. We're not committed then, are we?
- No, you're not. You can make your minds up in your own time. Can I just take some details? What name is it? And a daytime phone number?

- John and Amanda Hollins. 3400839.
- OK. What I'll do is hold this for 24 hours. If you could phone us tomorrow and tell us if you want to confirm the booking we'll take some more details then. I'll just give you the booking reference number. it's 173645.
- Great, thanks. I'll call you tomorrow. Thanks for your help. You are welcome. Goodbye

Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.

Render the contents of the dialogue in Indirect Speech in English.

Exercise 2. Read the situations. Using your own ideas, write down what you might say.

1. You are on the phone with a client whose hotels you use for your tours. He has just suggested meeting next Wednesday, but you would prefer to meet on Friday.

A. What about meeting next week – say Wednesday at 2.30?

Your client asks if there is anything in particular you want to talk about.. you want to discuss how many rooms you will need for next season. You also want a price reduction, but don't want to go into details now.

B. Is there anything in particular that you'd like to bring up?

Your client wants to discuss the complaints you had last year. You think this is a good idea, and suggest bringing along some of the letters you have received from dissatisfied customers.

C. Perhaps we could look at any complaints you had last year and see if there are any problems we can sort out.

Your client suggests that he may have to raise prices; this is absolutely unacceptable. Say you understand his point, but might consider booking more rooms instead.

D. Now, as I am sure you know, the changes in the exchange rate mean that there will have to be to a modest increase in our charges, or we'll end up losing money.

Your client asks if there is anything else to discuss; your directors have insisted that you talk about the high cancellation charges, which they felt were unreasonable.

E. Is there anything else that you'd like on the agenda?

You have decided to bring the phone call to a close. Finish by confirming the time of your meeting.

F. I'll make sure that the meeting room is free, and I'll bring along the documents I mentioned.



English
for
business
travellers



DIALOGUE «A WEEKEND BREAK»

(A travel agent and a man and a woman)

- Good morning. Can I help you?
- Yes, we're looking for information on a short holiday – you know a weekend break or something like that.
- Well, there are some good deals for long weekends – you go on a Friday and come back on the Monday. Obviously if you stay for a week you get longer, but then you do have to pay a lot more. You can do quite a lot on a three-night stay.
- OK, a long weekend it is.
- Have you thought about where you'd like to go?
- We're not quite sure. We went to stay in this country, but I'd like to stay in the countryside, a nice quiet hotel where I can relax, whereas you'd prefer something else...
- Yes, I want something with a bit more to do. A small city where there's a bit of history, things to look at, and restaurants – that sort of thing.
- Certainly the countryside is quieter and more relaxing than the city.
- That's the problem.
- However, I think you can get the best of both worlds. Can I suggest something?
- Please do.
- Why not go to Chester? It's a beautiful city. On the one hand, you've got some fascinating buildings, museums, ancient city walls, and old-fashioned shops. On the other hand, it's also very relaxing – and I can recommend a very peaceful hotel.
- That sounds good.
- OK. There are various packages. Here are the details... as you can see, you've got some choice. You could go by train or you could go by coach. The train is quicker, but it's much more expensive.
- That's a point; maybe we should go by coach.
- On a Friday? We'd be on the road forever!
- Yes, but think of the cost.
- Despite of the cost, I think we should go by train. I don't want to be tired and uncomfortable from a long journey in a coach. You were the one who wanted a relaxing break!
- That's true. I do want to relax. Nevertheless, the idea was that this would be a cheap holiday.
- There is another option. You could just book the accommodation package and then drive – you'd not only have more freedom, it would probably also be fairly cheap.
- Good point. What do you think, dear? We could share the driving.
- All right. Let's drive, although we'll probably end up arguing about the route!
- Right, that's decided then. Now, can you give me some details...

Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.

Render the contents of the dialogue in Indirect Speech in English.

Exercise 2. Describe the scope of the professions in tourism.

Tour operator, travel agent, resort representative, check-out and check-in personnel, porter at a hotel, an assistant, a secretary, a tour guide, customer services manager.

Exercise 3. Make up dialogues from the information and carry them on in class.

INTERNATIONAL BICYCLE FUND

Less-Developed Countries & Bicycle Tourism

♣ A group of Zambians wants to promote cultural tours to Zambia (by bike) and says the government is moving away from its promotion of high-end tourism and wants to promote *eco-tourism*. Worldwide *eco-tourism* is growing, but bicycle tourism is hardly in the picture. How can people who are interested in bicycle-tourism and cultural-tourism use *eco-tourism* to build their programs?

♣ For decades villagers in southern Senegal have been building a network of interesting, well located village-owned and operated hostels. They are low-energy consuming, bicycle-friendly and ideal for cultural-tourism. Where tourism has taken a different form are the benefits any different from classic tourism characterized by the fortress-tourist hotel?

♣ Huge increases in light and heavy motor vehicles, in India, are congesting roads, devastating air quality and raising noise pollution. Besides forcing a dramatic reduction in local use of bicycles and destroying historic structures, it is said to be deterring tourists from abroad. How should the tourism industry be involved in protecting environmental quality?

♣ Momo, a young entrepreneur, in a remote village in Togo (very suitable for bicycle access), built some bedrooms to house guests, laid out interpretive walks through the nearby farms and forest, planned meals and organized students to perform traditional music and dance for evening entertainment. It was a favourite stop for the group I was with, but guests only stop a couple times a year. Momo went to the national tourism office for help in publicizing it. They refused because his project was too small.

♣ On a bicycle tour of Tunisia, the favourite hotels were several 'no-star' lodgings that reflected the unique architecture of the area. The country is in the midst of a ten thousand-hotel room-building boom – none are in any of the simple, energy efficient and bicycle-friendly traditional styles! It is generally assumed that tourism is good – a Godsend for non-industrialized countries – that *eco-tourism* is the best, and that *bicycle tourism* is at or near the top of the list of eco-tourism. Let's look at these assumptions and the environmental, economic and cultural elements of tourism and *bicycle tourism*.

Classic tourism revolves around motor-vehicle tours and homogeneous energy-intensive destination resorts that feature a primary activity: beach, golf, skiing, and wildlife – often in hot or cold destinations, which require extra energy consuming cooling or heating.

International corporations own a lot of the industry – local residents aren't stockholders who benefit from the profits. In less-developed countries, outside the walls of the fortress hotels, there is often no easy access to safe drinking water, no electricity, and no new schools or clinics. Public works like roads and airports are built for tourism, not to the priorities of local people. The job creation is low-wage, low-skill cleaners, cooks, waiters, bartenders, gardeners, drivers and prostitutes. Much of the tourist's activity is independent of the culture and society of the destination. If considered, the cultural complexity of the area is only an amusement. Too often, when tourists do venture into the community the depth of the interaction is rewarding begging children, buying trinkets and patronizing discos and prostitutes.

Exercise 1. Summarize the information given above.

Exercise 2. Read the text and retell about advantages and disadvantages of bicycle tourism.

HOLIDAYS FOR YOUTH

We all love holidays. But what is the perfect holiday? If you go to the same place every year, you know a few people and feel at home. But a change is as good as a rest – maybe it's more exciting to look for adventure somewhere new. And then there's the question of who to go with – family, old friends, new friends or a school party.

We have a house in the country, in Dorset, and I usually go there to spend the time with my family. That's quite fun, but sometimes it can be a bit boring.

Last Christmas I had a very exciting holiday in Sri Lanka. It was very different; the people were very different. I saw lots of elephants, which was exciting. I went swimming in the hotel pool, and in the sea. With my brother, I met lots of nice people. I went to a festival and saw Sri Lankan dancers – that was very exciting. The food was very hot indeed – very different to English food, but I liked it. Lots of rice and curry.

My ideal holiday? I think I'd go with all my friends to Australia, because it's nice and hot and we could go swimming every day in the sea, and see lots of fish. *Laura, 15*

I usually go up north to Birmingham to stay with relatives or friends. But last year I went to India, where my parents are from. It was different from what I'd expected. I had expected people to be a bit better off; I was quite shocked at the contrast between Britain and India. I was impressed by the great sense of survival - the way even in very poor living conditions the community manages to stick together, and they survive. I didn't expect so much history. I went to see lots of historical buildings. My dream holiday? I'd love to go round the world with my best friends. I'd like to go to America, maybe Europe, Australia, then on around the world – just a group of four girls. *Katie, 17*

We go to Ireland every summer, because my mum's Irish and we always go and visit her family. We normally stay at the coast. It's quite nice.

My best ever holiday was about two years ago, around Easter time. I went to Egypt and I met my family in Cairo – my dad's Egyptian. Then my cousins and I went to the Red Sea. We did a lot of water sports. We went jet-skiing, snorkelling. It was really good fun.

My ideal holiday would be to go to Brazil, to Rio de Janeiro. Latin American culture is interesting. I'd probably go with a group of my friends – a whole lot of girls. *Nadia, 17*

Last month I went on a college trip to France, which was a lot of fun. We weren't treated like kids; the lecturers gave you freedom – you were allowed to do whatever you wanted, more or less. The only thing they said was: "Don't cause a disturbance when you get back to the hotel." In the summer I usually stay in London and go out with my friends, but three years ago I went to Hong Kong. It's an amazing place. For one thing, it's very hot and humid. You can't wear more than shorts and a T-shirt. It's a beautiful city and it's really full of life. My dream holiday would be to go with my best mates to Hawaii or somewhere like that.

Terry, 17

Exercise 1. Render the score of the letters in Indirect Speech.

Exercise 2. Transfer the given information from the passages onto a table.

| № | Activity | | | |
|----|----------|-------|------|-------|
| | Event | Where | When | Score |
| 1. | | | | |

SUMMER HOLIDAYS

Many young people travel in twos or threes and buy a special rail or bus touring ticket, which lets them travel whenever or wherever they want. Often they save money by sleeping on the bus or train overnight on the longer journeys. The cheapest kinds of hotel in the United Kingdom are bed and breakfast.

Cheaper still are Youth Hostels and Young Men's and Young Women's Christian Associations (YMCA, YWCA). Even cheaper are the networks where you offer hospitality in your house/ apartment in your own country. You can then put your name on the international list, and can ask anyone else on the list to give you hospitality. The list gives the names, addresses and phone numbers.

Each country has its own regulations in regard to each other country. Sometimes these are uniform, like in the European Union. What many young people do, instead of attending courses in English, is to go as volunteers to work in international work camps. Young people come from all over the world. Their common language is English.

One example is to live with handicapped people helping them to have an activity holiday. Another example is building a community centre for refugees.

If you go, you will work hard, you will have a lot of fun and you will make friends from many other countries. You will certainly practise your English (and you will have vivid, interesting experiences to talk about in any oral examination!)

Normally you pay your travel from your own home to the work camp, and you pay for anything you buy or do in that country except on the camp. On the camp, your food and accommodation are free. Normally you sleep in single sex dormitories (many-bedded rooms) and there is always running water and lots of food.

In the UK the Central Bureau for Cultural Visits and Exchanges helps to arrange visits and exchanges for organisations and schools. (They don't help individuals.)

Some companies organise courses where you live with a family, who also teach you English. There are also many courses for whole classes of students of English.

Active vocabulary

Summer holidays, dormitories, a community centre for refugees, international work camps, courses in English, to travel, exchanges for organisations and schools.

Exercise 1. Make notes of your new knowledge about holidays.

Exercise 2. Try to understand the score of the text How to book holidays.

You can book your holiday at a travel agent, or direct with the company by telephone. First you choose your holiday in the brochure or magazine.

Then you link with the agent or call the office. When you have requested your booking by telephone, you complete your booking form and send it to the company office at the address given on the form. To request your reservation form you should pay a deposit of 20% (sometimes it is not required). Then you get the Reservation Advice with all the information you need. Sometimes pre-payment is needed and sometimes full payment it depends on the terms of the company).

In Britain you can pay either by cheque or credit card. Every holidaymaker is recommended to have holiday / travel insurance.

ANNUAL HOLIDAYS

Attitudes to leisure have been much influenced by the modern love of moving around and by the ease of travel. Industrial workers have two weeks' holiday with pay each year, most professional workers a month or more.

Factory holidays are much concentrated in the period between mid-July and mid – August, and those who look for rationalisation are always wishing that the annual holiday could be spread over a longer period; but to make this convenient it would be necessary to make changes in the school holidays too. State schools usually only have six weeks off in summer, from about mid-July to the end of August. The coast is the most popular objective of English people for their annual holiday, and seaside resorts have many hotels. Food in British hotels and restaurants is reasonably cheap, but rooms are not.

Few English people rent houses or flats for their holidays, but one of the traditional ways of spending summer holidays is in a boarding house, which may have a card in its window advertising *apartments*, or *bed and breakfast*.

In seaside towns there are whole streets of houses almost every one of which has such a notice in its window. Some boarding-house keepers provide all meals (board residence) for their guests, others provide breakfast only. In recent years several new holiday habits have developed, of which the most interesting is the institution of the so-called holiday camps.

Their name is misleading; they are really holiday towns or villages.

They consist usually of great numbers of small and often quite comfortable, chalets, rather like those of a *motel*, together with central dining halls, dance halls and swimming pools. The camps are mostly outside established towns, and aim at providing most of the things that people want on holiday within their own areas. Camping holidays in the proper sense of the word, with tents, are not so well developed in England as in France; the summer weather too often can be very unpleasant for tent-dwellers.

On the other hand, caravans (or, as Americans would call them, *trailer*) have become exceedingly popular. Some people bring their own caravans already in position.

Very few British people have summerhouses to visit for holidays and weekends, but for many the mobile caravan is coming to perform much the same sort of function.

A caravan pulled by the family car, can provide good opportunities for holidaymaking in solitude, but many people like the friendly atmosphere generated in an organised caravan site. The British may be conservative about the times at which they take their holidays, but they have shown themselves very ready to take to new places.

Each year more English men, women and children become familiar with some part of continental Europe. Many take their cars, often with tents or caravans, crossing the Channel in ferries; others use the travel agents' scheme for group travel and hotel booking, some of them, regrettably, being taken to hotels which have been trained to provide English food.

Active vocabulary

Leisure, to influence, two weeks' holiday, professional workers, industrial workers, convenient, to make changes, school holidays, attitude, to rent houses or flats, traditional ways of spending summer holidays, central dining halls, dance halls and swimming pools, motels, hotels, hostels, mobile caravans, to be familiar with.

Exercise 1. Make up dialogues from the information above and carry them on in class.

SIMPLE STEPS BEFORE YOU GO ON HOLIDAY

Going on holiday? Fine. These few simple tasks before you go will give the maximum ease of mind to enjoy your well-earned rest. Stop all milk and papers. If possible arrange with the local postman to hold all letters until they day you return, or for a sum have them held at the post office for you. Turn off electricity at the main, and water at the main stop-tap. Empty the tank. One never knows. Defreeze and clean out fridge, leaving the door open a little to prevent mould or mustiness. Shut all windows fast and lock all doors.

Some people pull curtains to keep the hot sun from turning the house into an oven. This is a debatable point though- it rather announces the fact that you're away to anyone crafty enough to watch the house. So also does a fast-growing lawn.

If your holiday is likely to be lengthy try to arrange for a neighbouring lad to mow it for you, for a few bob, or better still do a straight swoop with a neighbour – you do his while he's away, in return. Likewise, allow him the run of fruit or vegetable, which will only perish or seed otherwise. Make sure you've got the damp last minute washing out of the machine or spinner; otherwise you'd be met with a nasty pong on your return.

Don't do as one local person did, go away and leave the clothes merrily spinning to shreds. How she did it I don't know – they make such a din when going. I reckon she needed that holiday, she was so eager to go on.

Sweep crumbs off the floor, especially if you have a large secluded garden, as crumbs attract mice, and also ants under the doors. Puff a line of insect-killer power along the back and front doorsteps. Tidy around, as you'll be tired when you get back, but don't leave the place looking as though it's not lived in, nor will be for weeks.

Crafty prowlers get to recognise certain signs. Enlist the help of the police. For the price of a phone call or letter to ask them, they will watch your premises for you.

They will, however, want you to leave the keys with a neighbour just in case it should be needed. It makes no differences if in your eyes you've nothing worth pinching-in someone else's you might have plenty. Some of these things may seem to be over-cautious, but one never knows. They take time when you're just bursting to get going and the kids are hopping from one foot to another, but it really is worth taking the bother and putting your mind at rest. You'll enjoy your lie in the sun, or whatever, much more with the knowledge that you've done your best to see all is well at home. Happy holiday!

Active vocabulary

Simple tasks, differences, it is worth, to make sure, in return, to reckon, to need.

Exercise 1. Write out all commands in the right order in the form of a piece of advice.

Exercise 2. Complete these sentences in your own words.

1. A cookout is 2. A barbecue is 3. Shish kebab is 4. A clambake is 5. Corn on the cob is 6. In my family, we 7. Strawberry shortcake is

Exercise 3. Find out synonyms to the following words.

Task, rest, to enjoy, to arrange, to turn off, to clean, a din, to leave, plenty, to burst, to perish, to tidy, nasty, to go away, to watch, premises, help.

Exercise 4. Analyze the information, which is in the highlight, and use it in practice.

Exercise 5. Add some information & make up a small report and give a talk in class.

HOLIDAY CAMPS & YOUTH HOSTELS

The standard form of holiday has always been to go to the seaside and stay at a boarding house or in lodgings: and for families with young children this is still the favourite kind of holiday because of the delight that the young mind takes in playing on the sands and in splashing in and out of the sea. Unfortunately the service provided by seaside landladies and boarding houses is not always very good: and this situation is made worse by very high prices and by the fact that many boarding-houses refuse to take in children at all. Dissatisfaction with these conditions is largely responsible for the development of holiday camps in Great Britain. Several of these have been established at the seaside by a certain Mr William Butlin, who aims at providing within the limits of his camps everything – literally –necessary for the amusement of his patrons.

Families are accommodated in little one-or two-room bungalows (called "chalets" because the word has a vague association with luxurious holiday making in Switzerland).

Meals are taken in huge restaurants. Within the camp are sports-grounds and dance halls as well as play rooms where children may be left in competent hands while competitions are organised for the evenings, and the policy of the British Camp is to ensure that there is never a dull moment for anybody. For this purpose they employ specially trained organisers (1 / every 25 campers) to keep everybody in a mood of lively good humour.

Officials with particularly jolly voices are given the responsibility of telling the campers every now and again through loudspeakers exactly how very, very much they are enjoying themselves. At the other extreme is the Youth Hostels Association which, founded in 1930, aims at encouraging young people to spend their holidays exploring the countryside.

The rural areas are now dotted with Youth hostels where for very small charge members of the association may obtain simple shelter and facilities for looking food.

Members are expected to look after themselves and there is nobody to wait upon them; the hostels are essentially for people on walking tours who will not want to stay more than one or perhaps two nights.

But naturally, as the various walkers arrive at the hostel for the night there will be a pleasant atmosphere of easy informal friendliness – less hectic but perhaps more spontaneous than that which is so strenuously cultivated at a holiday camp.

Holidays are popular in all seasons, but very many people like spending their holidays in summer. When summer comes we usually start asking the question "where would you like to spend your holiday this summer?" The question comes easily, the answer doesn't.

We have a lot of hotels, rest homes and sanatoriums in the South of our country and holiday-makers like spending their holiday on the coast of the Black Sea, especially in the summer season. The coast of the Baltic Sea and its holiday hotels and sanatoriums are very popular with holidaymakers too. But some people like having their holiday in winter. They go skiing and skating and spend much time in the open air.

Active vocabulary

Informal friendliness, summer season, to enjoy, young people, to encourage, jolly, responsibility, to obtain, simple shelter, hostels, facilities, food, campers, camp, people, to cultivate, a pleasant atmosphere, walkers, to arrive.

Exercise 1. Choose the keywords and phrases that best convey the gist of the information.

Exercise 2. Make up some dialogues from the information above.

THINKING OF TRYING A HOLIDAY CAMP?

Down Average Street just now we're talking a great deal about these summers' holidays. A lot of us, being sensible people, are talking, but planning, budgeting & booking.

What are we going to do? There are about 100 families in Average Street, and, to judge from past years, about 60 families will be going away this year and the rest will stay at home. Half our street is going to have a holiday in Britain and nearly all those 50 families – our holiday system being what it is – are going to take their holiday between June and September and they'll be away for about ten days or a fortnight. Let's break it down a little more. About fifteen of those families will be staying in boarding houses and the like. Eleven will be staying with friends and relations and eight in licensed hotels and pubs.

Six are going caravanning, four are renting houses and cottages, two are camping and one family is staying on a boat. The other night, watching the television I saw a holiday advertisement, which I immediately awarded the Oscar for daftness. The first shot showed Mum doing the washing-up in the jolly modern kitchen – just like home.

Which all brings me back to what happened to the remaining three or four families from Average Street. They went to a holiday camp. And it looks as though next year and the year after others will be copying them. Holiday camps vary widely in size.

Butlin's, the biggest and best known accommodate around 8,000 to 10,000 people each, Warner's camps are generally in the 700-900 region, while Pontin's vary most widely from 240 to 3,000. Outside the Big Three comes a whole range of mainly much smaller camps, some newly built, chalet type, miniature copies of the big ones, some based on country houses with their accommodation both in the house and the grounds.

The appeal of all holiday camps seems to be that they contain within a certain compass most of the facilities of a holiday at the seaside (or in some cases countryside) without the altogether overwhelming crush of a seaside town and without the long traipse on a hot day for refreshment or on a cold day for shelter.

Of course, some people object to taking a holiday in the same camp as several thousand others, and would obviously be happier in the small camp, which often makes its claim that it is under the personal supervision of one person or a married couple.

Against this must be weighed the number of free facilities, particularly in the form of amusements, which does tend to decrease as the camp gets smaller.

The bigger the camp the more likely you are to find continuous trained supervision for the children as well as facilities for amusing them. A number of the smaller camps say quite frankly that their facilities for childminding at night, when parents want to go out, are organised among the guests. In the larger camps there is, of course, a wider range of entertainment organised with a high degree of *camper-participation*.

Probably in the smaller camps the choice of food may well be wider than in the big camps, though here again a personal recommendation is a useful guide. It is interesting to see that the National Association of Local Government officers' holiday camps are among the few who actually say that they heat their chalets. Other camps might copy this, since our summers can be miserable, though the organisers might argue that they design their holiday camps so that you have plenty of warm, covered places to go to. Accommodation, in chalets with two, three and four beds seems to be fairly standard in most big camps, with a smallish extra charge for chalets with bathroom and toilet.

Since holiday camps are obviously aimed at families, they all provide some facilities for children, but there are camps, which do not accommodate children below three years of age.

Exercise 1. Render the score of the passage.

Exercise 2. Retell the history of camping.

- 1920's – known as "motor-hoboes"
- 1920's – Yosemite 65% visitors in private cars
- 1922 – Mac's Auto Camp in Santa Cruz
- 1930's – trailers. By 1937, 100,000 trailers on the road
- 1960-70's – explosion of camping
- 1980's – close to 50 million campers in US
- 1950-60's – breakthrough in Europe



CARAVANNING

Not like the Savoy – but it's cheap and good fun

To sum up all these varied views and information, holiday camps seem to offer a chance of a reasonably restful and not terrifically expensive holiday, with special advantages to families with young children, and people (of whom there are many) who like company and are not snooty about who they mix with. Crash! Down collapses the table.

The sugar slides gracefully into your wife's lap, and with squeals of delight from the little so-and-so who has caused it all; chaos comes again in the kitchen. Ah caravanning!

The joys of the open air, the independent life and one's own cosy, tidy little home. If only the blasted folding table would anchor more firmly and the available space were just a little bigger and the child were not such a bouncy, heaving menace.

The family who persuaded us to try caravanning have like ourselves, three children, none of them exactly delicate little fauns. They enjoy it vastly every year, and would no more dream of going to a boarding house or a hotel than fly in the air.

Firstly, it is a relatively cheap holiday. Earlier in the year we put down \$5 deposit. We had a caravan with five berths for \$10 a week, and as two of the older children opted out at the last minute; we were really well off for space. We went there by car, so at no stage was there really any enormous lying out of cash. The site, in South Devon, was in a lovely spot, overlooking gentle hills and wooded valleys and lying just above a farm. There were nine other caravans round the edge of the field, so we were far from being cramped in.

Nearby was another camping site. Water was 100 yards away and the toilet facilities were quite ample, though in a period of drought the tank, which fed the tap and the toilets, was often empty during certain parts of the day and we had to walk down to the farm for water supplies. But this was no hardship. The nearest beach was about a mile away, and within half an hour's car journey there were four other beaches. The modern holiday caravans used on these semi-permanent sites are different from the larger, permanent home type of caravans. But they are still a small miracle of organisation with a large number of cupboards and drawers. Theoretically, I suppose, the beds fold in and out smoothly, but we had a certain amount of struggling with ours. Comfortable?

Well, not like home, nor the Savoy, of course, and rather a tight fit, but not too bad.

Most caravans divide into three, with a small back bedroom, a large room in the centre and a smallish kitchen, also holding a bed. We were about a mile from the nearest village and four miles from the town. A hygienic-looking self-service store had just opened in the village and here we bought nearly all our food, including meat and vegetables.

The weather was sunny and this naturally made a vast difference. I would say it turned out an ideal holiday except for one snag, which wouldn't, however, apply to everyone. In a boarding house or a hotel you generally feel quite happy about leaving a six-year-old sleeping for an hour or so by himself, knowing that if he cries someone will hear and pay attention. But on a caravan site this is not usually possible.

So after getting him to bed at a reasonable hour one tends to be at a loss what to do or where to go. I found gas lighting tiring on the eyes and reading for any length of time was not practical. So the lights of the distant inn wink alluringly, but in vain, and the evening walk as the sun goes down is out. Thousands of people have holidays in their own caravan, hitching it on to their car like a trailer and moving from place to place.

These mobile caravans are much smaller than the static-holiday ones.

You can generally buy second-hand caravans but you should do this through a reputable dealer and have someone who knows about them to give it a good looking over.

Many families using these will sleep extra people under an awning attached to the caravan or in separate tents. In 1960, the Caravan Sites and Control of Development Act made it necessary to obtain a site licence to accommodate them, but exceptions allow touring caravans to use land that is not licensed. A touring caravan can use a site, which is unlicensed only under certain conditions. If it is less than two nights, so long as the land is not used in this way for more than 28 days in any year. In fact, the touring caravanner really needs to join one of the very useful organisations. This allows him to enjoy considerable benefits through exceptions from the Act.

The Caravan Club of Britain has a Code of Conduct, one of which is that on the road the caravanner causes as little inconvenience as possible by looking out for, and giving way to, faster traffic. Having suffered in long crawling queues behind travelling caravans I can only assume that the drivers had hardly ever heard of this suggestion.

On an organised site "he keeps his dog under proper control, drives very slowly through the caravan lines, and avoids singing, loud radio, electric generator or other noises at an hour when it would reasonably annoy others".

He is also asked to hang his laundry outside his van "directly". You may think at times the caravan site is an eyesore in the countryside, and occasionally it is. But for lots of people it means a great deal in terms of a holiday at a reasonable cost.

Active vocabulary

Holiday camps, restful, special advantages, to snooty, caravanning, independent life, joys of the open air, cosy, tidy little home, cheap holiday, wooded valleys, gentle hills, caravans, camping site, beach, farm, car journey, miracle of organisation, to fold beds in and out, a smallish kitchen, the nearest village, a trailer, to move from place to place, to accommodate.

Exercise 1. Render the score of the article.

Exercise 2. Write an imaginary essay on your own caravanning holiday.



A CARAVAN SITE

We read through the booklet, and decided that nothing could be more attractive than Sunnyside caravan site. The pleasant, roomy caravans, we were told, were spaced over a wide, breezy down. Each caravan was equipped with comfortable sleeping-bunks, dining table and seats, fascinating tiny kitchenette, gas-operated cooking-stove, and gas heating and lighting. "As you sit in this gay caravan", went on the booklet, "it is easy to imagine that you are actually in motion, and are setting forth upon the vagrant gipsy life. Your outlook is on to a slope of sunlit grass, which gives way to a spacious beach, where the kiddies may romp and you yourself may sun-laze all day".

The booklet went on to describe the other facilities: the piped water supply available on the site; the nearby shops and cinema, the travelling sales men who brought goods to your very door. "This is the life for us", we said. "We'll go" and we went.

Arriving during a rainstorm, we found about a hundred caravans ranged in close rows on a slope of mud. We were conducted to our caravan: we entered shivering, and found that we could not have lighting, heating, or cooking until a new cylinder of gas had been delivered. We set to work to clear from the bunks, table and seats the crumbs, grease and rubbish left by the previous occupants. After eating a cold meal, we walked out in a strong wind and made our way to the beach.

We found a shore of mixed sand and mud, with huge, slippery boulders of what we discovered to be harder mud. We returned disconsolately to the site, and went in search of the *shops*, one miserable general store which was shut for the half-day.

Going back to our caravan we saw that a fish-and chip van had drawn up close by, and that various of the campers, looking cold and blue in their muddy and bedraggled beach-wear, were forming a queue in order to collect their midday meal.

We now perceived how sordid and mean our life was to be for the next two weeks; and we saw, too, what an eyesore, what an offence this caravan-site was, placed where it could only uglify a once-attractive stretch of coast and countryside.

DIALOGUE

Today before the talks at the Trade Delegation Mr. Veice & Mr Blake are speaking about their holidays.

- What are your plans for the holiday, Mr V.?
- I don't know yet. Last year I went to Gagra in the Caucasus. It's a beautiful place on the coast of the Black Sea. The weather is usually fine and the water is warm there in the summer season
- Yes, I've heard a lot about your resorts in the Caucasus and the Crimea. We've got a lot of beautiful holiday places too. Have you ever been to Brighton, Mr V.?
- I know it's a popular resort, but I've never been there.
- Oh, it's a lovely place and I like spending my holiday in Brighton. Last summer I went there with my family.
- Was the weather good?
- Yes, very hot and dry all the time. It was nice to sunbathe and swim in the sea.
- Did your children enjoy the holiday too?
- They certainly did. They played on the beach and swam a lot. Brighton is close to London and it's very easy to get there by train. I recommend you to go and see the Place.
- Thank you. That's a good idea.

CAMPING HOLIDAYS

We pitched our tents in the Purple Hills

The best camping holiday we ever had was entirely unplanned and unprepared for in any way. Two weeks holidays suddenly popped up and at a day's notice we took off for Scotland. We left London at six in the morning, the two boys being barely awake.

We were early enough to get well clear of the London traffic and made good progress. We had a long lunch break just after Scotch Corner and were over the Border by 5 o' clock. By extraordinary luck the first farmer we talked to was as affable as they come and we pitched our two tents and were eating our supper by seven.

That year Scotland was at its most beautiful. The bell heather was in full bloom and the hills had that lovely purple sheen. We took the travelling easily, making our way north through Perthshire toward Fort William. Most nights we camped in the wildest country without a soul around, sometimes on the heather or on the edge of a pinewood. I suppose it was the unplanned nature of the holiday and the sense of freedom of the whole expedition that made it so memorable. Of course the weather was good.

Camping has always had this particular attraction for us and although in more populous areas you may have to book your camping site, or do more advance planning, it is easily the most open and flexible way to organise a holiday, particularly in places like Scotland. Our boys are experienced campers and know the jobs they have to do when we pitch tents. They are city boys, but I think they will grow up with a real love of the countryside and nature, and this we count as of some importance in this day and age.

We have always found that buying cheap equipment for camping is a doubtful proposition, and though the most expensive is beyond our reach, good quality tents, medium-priced Terylene sleeping bags and sturdy cooking equipment are essential.

It's a good idea if you do a lot of camping to belong to one of the campers' clubs.

There is an excellent monthly journal, *Camping and Outdoor Life*, which is full of ideas, information & news of other people's experiences. Life in most towns gets increasingly hectic, noisy and unpleasant. But they need not be prisons. It is remarkable how even near such big cities as London, in between the great arterial roads & motorways; there are whole areas of beautiful, quiet and unspoiled countryside. Most Londoners have no idea of these quiet villages and lovely countryside that can be found within 30 miles of Charing Cross, and often much less. The weather, of course, is a problem. Nobody cares much for camping in heavy, driving rain. But it is often possible to have a weekend camp in spring and summer and to feel all the better for it during the coming week.



DIALOGUE «A TRIP TO LOS ANGELES»

James Hall has a new job with Orange Computers in Philadelphia. He's 23 and just out of college. As part of his training he has to spend six weeks at company headquarters near Los Angeles. It's his first business trip, and he's packing his suitcase. He lives with his parents, and his mother is helping him.

- Jimmy, haven't you finished packing yet?
- No, Mom, but it's all right. There isn't much to do.
- Well, I'll give you a hand. Oh. There isn't much room left. Is there anywhere to put your shaving kit?
- Yeah, sure. It'll go in here. Now, I have three more shirts *to pack*. They'll go on top, but there's another pair of shoes to get in. I don't know where to put them.
- Put them here, one each side. There O. K. I think we can close it now.
- O. K. Where's the tag?
- What tag, dear?
- The name tag that the airline gave me to put on the suitcase. Oh, here it is.
- Now, do you have the key?
- What key?
- The key to lock the *suitcase*, of course.
- It's in the lock, Mom. Don't make such a production. *There's nothing to worry about.* There's plenty of time.
- Have you forgotten anything?
- I hope not.
- And you have *a safe pocket for your traveller's checks*?
- Yes, they're in my inside pocket.
- Do you have a book to read *on the plane*?
- Yes, it's in my *briefcase*.
- What about small change *to make phone calls*?
- Check. I have a pocketful of coins.
- And is everything all arranged?
- What do you mean?
- Well, is there someone to meet you in Los Angeles?
- No, Mom. I'll rent a car and go to a motel near the Orange office. They suggested the Newport Beach Holiday Inn.
- Do you have a *reservation*?
- I hope so. I asked them to make it – the motel reservation, I mean. (I reserved the car myself.)
- Well, you've taken care of everything. I don't know why I'm worrying. *Take care of yourself* and be good. Call us tonight.
- Thanks, Mom. I will.
- Oh, I nearly forgot! Here's some gum to chew on the plane – you know, when it's coming down. It's sugarless.
- Oh, Mom. Don't worry. I'll be all right. I'll see you next month.

Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.

DIALOGUES «DEPARTURES»

Yoshiko Kyo has been studying English at a college in California. She'll finish the course at the end of this week. She's going back home on Saturday. She's at a travel agency now.

- Travel agent: Have a seat, please, and I'll be with you in a minute... O. K. What can I do for you today?
- Yoshiko: I want to fly to Tokyo. Are there any seats available on Saturday?
- T.A.: Just a second. Let me check... Tokyo. What time of day do you want to go?
- Yoshiko: Well, I'd rather take *a non-stop flight*. Is there a non-stop early in the afternoon?
- T.A.: Let's see... JAL's 1:00 p.m. flight is full, but there's space on Pan Am Flight at the same time. The only other non-stop is China Airlines an hour later.
- Yoshiko: The Pan Am Flight sounds O. K. What time does it get in?
- T.A.: At 3:40 Sunday afternoons. You know about crossing the International Date line, of course.
- Yoshiko: Yes. O. K. That'll be fine. I want to pay in cash, but I'll have to go to the bank.
- T.A.: That's all right. I'll hold the reservation for you.



Streamline Streamline Taxi Service.

Taxis:

- Yoshiko: I'd like to get a cab for Saturday morning please.
- S.T.: Where are you going?
- Yoshiko: San Francisco International Airport. There'll be three of us. How much will it be?
- S.T.: We charge \$45 for that trip.
- Yoshiko: \$45! Each?
- S.T.: That's all together. What time do you want *to leave*?
- Yoshiko: The check-in time is 12 noon, but I don't know how long it takes to get there.
- S.T.: Well, we'd better pick you up at eleven, just in case traffic is heavy. Let me have your name and address.
- Yoshiko: Yes, OK. The first name is Yoshiko and the last name's Kyo. I'm at 128 Cortland Avenue.
- S.T.: O. K. Eleven o'clock Saturday morning. Thank you.



Mr. Berman: Come in.

- Yoshiko: Hi, Mr. Berman. Do you have a minute?
- Mr. B.: Sure, Yoshiko. What can I do for you?
- Yoshiko: I just stopped in to say good-bye.
- Mr. B.: Oh, I see. Going back to Japan. When?
- Yoshiko: I have a flight tomorrow. I'll be back at work on Monday morning.
- Mr. B.: Well, it's been nice having you here, Yoshiko.
- Yoshiko: Thank you, Mr. Berman. I just wanted to thank you and all the other teachers.
- Mr. B.: We've all enjoyed having you as a student.
- Yoshiko: I've really *learned a lot*. I hope to come back next year – *on vacation*.
- Mr. B.: Send us a postcard and let us know how you're doing, and come to see us if you do get back.

Yoshiko: I'll do that.
Mr. B.: Oh. There's the bell. Bye, Yoshiko. Have *a good trip*.
Yoshiko: Bye, Mr. Berman, and thanks for everything.



Yoshiko: Carlos! I'm glad I didn't miss you.
Carlos: Hi, Yoshiko. When are you leaving?
Yoshiko: Tomorrow around noon. I guess I won't see you again, so good-bye. It's been great knowing you.
Carlos: That sounds so final. Let's keep it touch, O. K.
Yoshiko: Oh, sure. You have my address, don't you?
Carlos: Yeah, and *remember*, if you're ever in Caracas, look me up. I'd love to see you again.
Yoshiko: I will. You can count on that. And you do the same if you're ever in Tokyo.
Carlos: Sure. Well, good-bye then.
Yoshiko: Bye, Carlos. You take care.



Mrs. S.: Yoshiko! The taxi's here. Are you ready? Do you have everything?
Yoshiko: Yes, thank you, Mrs. Simmons. And, thank you again.
Mrs. S.: Thank you, Yoshiko, for the pretty plant. New don't forget to write as soon as you get home – just to let us know that you got there safe and sound.
Yoshiko: I'll do better than that: I'll call you when the long distance races are low tomorrow. The time difference is *a mess*, but I'll try not *to wake you up* in the middle of the night.
Mrs. S.: You're so sweet, Yoshiko. Good-bye now. You'd better not keep the taxi waiting. Have *a nice trip*. Bye.
Yoshiko: Bye. Take care of yourself. Say good-bye to Mr. Simmons for me... Bye.

Exercise 1. Learn the dialogues by heart and carry them on with your classmate in class. Render the contents of the dialogues in Indirect Speech in English. Translate the dialogues paying attention to italic phrases.

Exercise 2. Read the text Talking about holidays and translate it in writing.

Holidays mean different things to different people. Some people like to have a quiet rest, while other people enjoy active, open-air holidays.

Some years ago a lot of English people went to foreign countries during their holidays. But now the English seaside has become very popular. When people spend their holidays at the seaside they stay at hotels or rest rooms.

A lot of people live in boarding houses where they have *bed and breakfast* (the English people call it *B and B*). But accommodation at the seaside is very expensive.

That is why people who have got their own cars go on camping holidays.

Exercise 3. Find out antonyms to the following ones.

Different, foreign, seaside, popular, expensive, sweet, to wait, everything, safe, remember, to come to see, to miss, to come back, next year, a non-stop flight, quiet, to enjoy, active, open-air holidays, foreign, seaside, expensive, holidays, populous, unplanned, unprepared, freedom, memorable, excellent, increasing, countryside, medium-priced, quality, easily, importance, noisy, unpleasant.

Exercise 4. Remember how to say in English.

Чи помітили ви, яка стоїть прекрасна погода!

Вона чудова!

Прекрасний день для заміської прогулянки в ліс.

Так би хотілося бути зараз у відпустці, насолоджуватися природою.

Ви вже вирішили, куди ви поїдете у відпустку влітку?

Поки нічого певного. Куди ні-будь, де не дуже жарко. З радістю пожив би поза містом, в кемпінгу, гуляючи пішки, займаючись риболовлю.

Де-небудь далеко від (шуму) міст?

Так, чим менше відпочиваючих, тим краще. Я не люблю натовпу.

І я теж.

Уявіть собі екскурсії, сонячні ванни, альпінізм або просто прогулянку пішки!

Я не можу дозволити собі відпустку в цьому році. Але якби я могла, я б подорожувала без нічого із комфортом. Комфорт має значення для мене.

Прибалтика – приголомшливе місце для такого відпочинку, чи не так?

Так, якщо погода гарна.

Як же мені не подобаються ці "якщо" і "але"! Якщо ви розіб'єте дзеркало ..., якщо впаде ніж ..., якщо дві п'ятниці зійдуться.

До чого це ви?

Я хочу сказати, ми говоримо про природу.

Кажуть, немає нічого краще сільській місцевості. Як би ви поставилися до загорожної прогулянки в найближчу неділю

Та ми всі за!

Отже, куди ми вирушимо, якщо погода залишиться гарною?

Have you noticed what wonderful weather we're having!

It's gorgeous!

A perfect day for an outing somewhere in the forest.

I wish I were on holiday now enjoying nature.

Have you decided where to go for your summer holiday?

Well, nothing's definite as yet. Somewhere not too hot, though, I'd be happy to stay out of town, camping, hiking, and fishing.

Somewhere out of the way?

Yes, the fewer holiday-makers the better. I don't enjoy crowds.

Neither do I.

Fancy sightseeing, sunbathing, mountain climbing, or simply just walking!

I can't afford a holiday this year. But if I could I'd travel light and in full comfort. Luxury facilities matter a lot to me.

The Baltic coast is a terrific place for such a holiday, isn't it?

Yes, if the weather is fine.

Oh, I don't like these "ifs" and "buts". If you break a mirror ..., if a knife falls ..., if two Fridays come together.

What are you getting at?

The point is we're speaking of nature.

I hear there's nothing like the countryside. What would you say to an outing this very Sunday?

We're all for it!

So, where shall we go if the weather keeps fine?

Exercise 5. Remember that.

A **hike** is a long walk in the country, especially one that you go on for pleasure.

If you hike, you go for a long walk in the country. It is walking tour a five-mile hike across rough terrain. A long distance – it's such a hike from Adelaide to Perth. They hiked across the moors. She enjoys hiking and climbing in her spare time to take a hike.

The government hiked up the price of milk by 40 %.

To take a hike – go away (used as an expression of irritation or annoyance).

Exercise 6. Read the information & pick up the essential details in the form of quick notes.

HIKING IS A GOOD THING

A hike, as English dictionaries say, is a long walk or march in the country, for pleasure or exercise. And to go hiking is to go for a walk of this kind. If you want to see the real countryside you should spend part of your summer holiday hiking.

Many people think that is the best way to see the country. If you are a good walker, you will do about five kilometres an hour or even more, but generally speaking, you should be in a hurry if you want to enjoy your hiking trip. As we have said, hiking is a good thing, and one of its advantages is that you need not worry about luggage, tickets, trains and other things. What you need is just a knapsack with those few things necessary for a hike.

Many secondary school students go hiking or make walking tours to some of those places where our people have done glorious deeds. They visit places where our people fought heroically during the Great Patriotic War.

Last summer Nelly, a friend of mine, spent a nice holiday at a Youth Hostel in the Crimea. She kept a diary, which we read together on her arrival. Here are some extracts from it:

July 22nd, 10 p. m.

It's just grand here! But I'm dog tired now as we've been on our bikes since morning. We – that is to say Mary, Helen, and I, and Mike, Pete and Nick – arrived at this little Youth Hostel at four o'clock this afternoon. It is right in the middle of a wood, only a small path leads up to it. Mary, Helen and I are staying in one room, the boys in another. From our window we have a beautiful view of the wood. We have decided to climb to the top of Ai-Petry tomorrow. I'm looking forward to it tremendously.

July 25th, 7 p. m.

What a day this has been! At 7 a. m. we set off on our way to the top of the mountain. The weather was not very promising, but we were not going to let a little thing like that stop us! We marched along the road singing like larks. Pete, who had been up the mountain once before, was our leader. We branched off and climbed up a mountain path. For a good while we walked through beautiful pinewoods, then the trees got scarce and we could see green fields all around us. It was jolly cold up on the top. Pete had told us of the restaurant up there, but to our disappointment it was closed.

So we sat down on the bare stones and ate our sandwiches. Nick had brought a thermos flask with hot tea along which cheered us up again. A fine mist had already shrouded the mountain when we arrived there, depriving us of the view, which Pete had been praising. A little later the mist began to thicken into an honest old fog, and we decided to start the descent before it got any worse. At last we got back to where we had branched off the main road in the morning.

Down in the valley there was no fog but a nasty drizzling rain. We looked at each other and could not help laughing. We were wet and the girls' hair was hanging down untidily. Still it had been great fun! And after all what did it matter? Half an hour after we had got back to the Youth Hostel we were looking quite respectable again.

July 30th.

What a pity this is our last day here! Yesterday we spent the whole day on the beach. It is a stony beach, with a lot of cliffs and rocks. But the water is so clear that you can count the pebbles - if you feel like it.

It was very warm and we spent hours in and out of the sea. Poor Helen can't swim and could only paddle about in the shallow part. Our little party is going to give a good-bye concert tonight. I'm sure it will be great fun and we shall enjoy ourselves. Nick and Mary will sing. Helen and I will do some reciting, so I'm off to do some rehearsing.

Exercise 1. Insert preposition or post-verbal adverbs.

1. I should like to tell you ... my recent holiday. As my brother and myself are members ... the Youth Hostels Association we decided to go Youth Hosteling ... our holidays. ... six o'clock ... the morning ... the 5th ... August we set our walking holiday ... the Lake District. The first hostel we visited was one ... the end ... Ullswater Lake, a hostel named Greenside. It was a pretty little hostel ... the foot ... a mountain, ... a stream ... one side ... it. All round us were mountains, with paths winding ... the top ... them. We were given a room ... the first floor. ... our window we had a beautiful view ... the lake and the mountains. We stayed ... Greenside ... one night and the next day we set ... to climb a steep mountain path named Sticks Pass. I had never been ... the mountains before and was looking the ascent tremendously.

2. Last summer I spent my holiday ... a rest home ... the Crimea. It was right ... the beach, so before breakfast we ran the sea to bathe. The water was usually cold ... the morning but you were quite all right once you were It was not really cold after the first few seconds.

3. ... summer I spent hours ... and the sea. I was ... the beach ... nine and sunbathed for an hour before going I never sun-bathed ... the top ... the cliff but chose a place that was protected ... the cold wind. I preferred to lie ... the warm sand somewhere ... the beach. When we first came ... the Black Sea shore my son could not swim at all. He could only paddle the shallow part.

Exercise 2. Choose & use.

a) because, that's why

- I didn't go to the cinema the day before yesterday ... I was very busy.
- Last night I watched a very interesting detective film on television ... I didn't write a letter to my friend.
- The talks were very difficult ... I'm a bit tired.
- I often spend my holiday on the coast of the Black Sea ... the weather is hot and dry there in summer.

b) to like, would like

- I ... (to go) out at weekends.
- I ... (to stay) at home on Saturday.
- Ann ... (to see) a new comedy this afternoon.
- Mrs Bell ... (to drink) coffee in the morning.

Exercise 3. Transfer the given information from the passages onto a table.

| № | Activity | | | |
|----|----------|-------|------|-------|
| | Event | Where | When | Score |
| 1. | | | | |



HITCH-HIKING

On the move

They say all roads lead to Rome. Well, this may be so on the Continent, but it is certainly not true of England. Here they all lead to Covent Garden Market. So if you intend to spend your holiday hitchhiking, the market is by far the best place to start from, providing you live near London. Set out early, for the lorries and vans, which have come from various parts of the country to bring farm produce to the market as a rule leave for home about 6 o'clock in the morning. Any driver will be glad of your company. He had little or no sleep the night before, and if you do nothing more but help him to keep awake on the journey, he will be grateful.

This was the advice my friend and I got when we were planning to make our first plunge into hitchhiking. We took it, and did not regret it. No sooner had we reached Covent Garden Market, than we were snapped up by two young drivers. Originally, we had thought of going to North Wales. Being beginners at this kind of holidaymaking, we had the illusion that, whatever the mode of travelling, one got where one intended to.

The two young men soon put us right on that. Devon they were going to, and Devon it would have to be for us as well. Certainly we could look round and try to find a lorry going to North Wales. There was, for instance, that man Jones with his "cart" a little way up the road.

We had nothing against it, and, not wishing to hurt the feelings of our new acquaintances, agreed to change our plans. After making sure that the two lorries were going in the same direction we climbed in and by 8 o'clock were clear of London.

We took the Great Western Road, which meant that we would cut through Salisbury Plain and pass Stonehenge. As neither Heather nor I had ever been at Stonehenge, this seemed an exciting prospect, even though we would see it from a fair distance. Salisbury, where we stopped for a meal, proved to be another highlight on the journey. It is a lovely old English town with quaint cobbled streets and a magnificent cathedral, perhaps the most perfect example of Early English architecture.

On the whole, however, travelling by the Great Western Road tends to be a little dull as the surrounding country is mainly flat. It is not surprising then that we spent a lot of time in conversation. My companion, whose name was Jack, a burly fellow only a little older than me, turned out to be morbidly interested in the treatment of various ailments.

As soon as he learnt that I was a nurse, he started to question me upon these matters. My friend's companion was about the same age as Jack and of an extremely humorous disposition. He kept Heather in fits of laughter throughout the journey. He told me some of his jokes and stories.

We arrived at our destination, a small Devonshire town, towards evening and, after making the dreadful blunder of trying to pay for the lift (this is never done!), set out to look for longings. Our new acquaintances had given us an address where they thought we might be able to put up for the night.

We found the house with some difficulty, and were shown into a smallish downstairs room, which had one narrow bed in it. Not fancying tramping the streets in search of accommodation we decided that we should manage somehow. This being settled, we deposited our rucksacks in the room, had a quick wash at the kitchen sink and went out for a meal and a walk. The next morning we got up early, had a hearty breakfast and set out on the road to the coast. Few cars went past, and though we thumbed frantically, they whizzed by without taking the slightest notice. We didn't really mind that: true, the surrounding countryside was bare and wind-swept, but the weather was fine.

Our luck turned only in the afternoon, when we were offered a lift to a place near Newquay on the Cornish coast. The owner of the car turned out to be a commercial traveller selling soft drinks.

For this reason our progress was rather slow, as he called at almost every pub on our way. He was, however, a lively and amusing talker and the time passed quickly. It was nearly dark when we reached our destination and had begun to rain heavily.

The place we found ourselves in seemed but a collection of hotels and guesthouses strewn about hilly countryside. We thanked our friend for the lift and made for the nearest hotel. It was further than we thought, and by the time we reached it we were drenched almost to the skin. The hall porter who opened the door looked us up and down with obvious and shook his head: "No rooms". The door closed with a bang.

There was nothing for it but to trudge to the next cluster of lights way up the road.

The small guesthouse from which the cheerful beams were coming had obviously been built quite recently. The architecture reminded on of the Continent, and there were bright curtains and flowers in the windows. "Too expensive! And no hitch-hikers, of course.

Not respectable!" said heather bitterly. I had to agree. Slipping and sliding on the wet dirt road we made our way to the next hotel.

We looked a sight by now, wet through, shoes covered with mud, hair dangling down in untidy wisps. No luck! On and on we plodded, from one hotel to another, each time hearing the same answer: no accommodation. In the end the only place we had not tried was the continental-looking guesthouse. It was but with little hope that we mounted its white steps and rang the bell.

The next moment the door was flung open revealing an array of smiling faces. *Oh, there you at last!* – cried a comely middle-aged woman. *Come in, come in.*

Why, you must be drenched! "We were whisked through an elegant dining-room into a large kitchen where such clothes as could reasonably be removed in the presence of an audience were pulled off us and hung up to dry, after which we were ordered upstairs to have a hot bath and change into dry clothes. "Come down as soon you've done. I'll have supper ready for you", said the woman who had welcomed us in. We did as we were told. "Don't you go and tell them that we are not the people they are taking us for", Heather warned me when we were out of hearing.

"But they're bound to find out sooner or later", I protested. "Well, I'd rather it be later", Heather answered stubbornly. In about an hour, feeling apprehensive but wonderfully snug in our dry if somewhat crumpled clothes, we descended the stairs. The guest had assembled in the dining-room, obviously waiting for us.

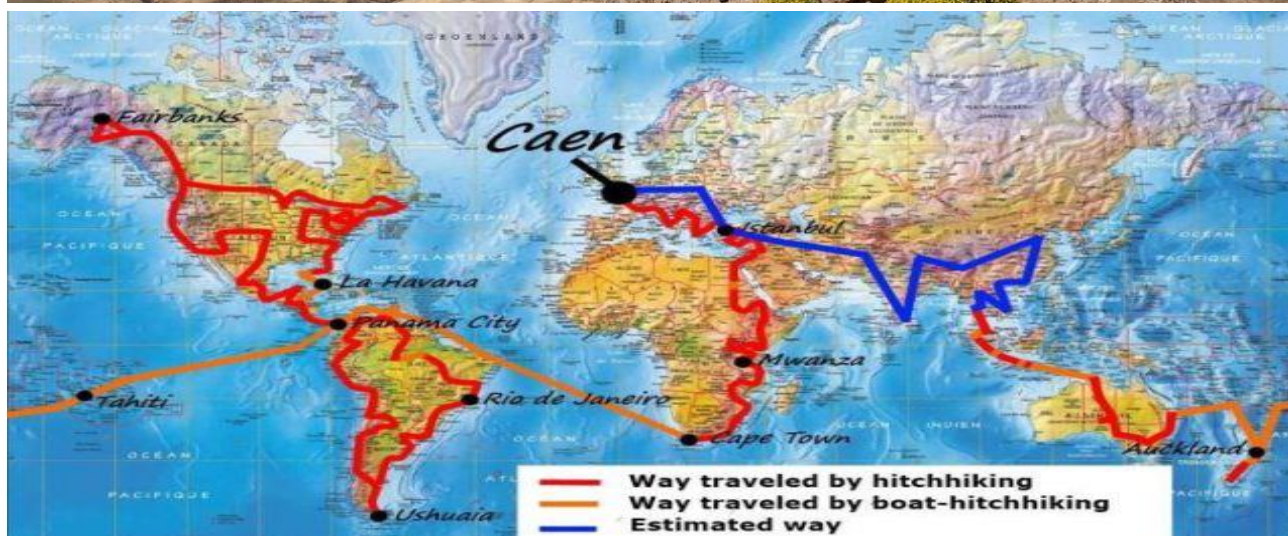
A steaming-hot supper was immediately placed before Heather and me, and as we sat there tucking into it with great relish the mystery of the unexpected welcome was cleared up. It turned out that the whole company had watched our ordeal from the moment they noticed us standing undecidedly in front of their guesthouse.

They saw us being turned away at the other hotels and rightly guessed the reason why we had not called at theirs. As *Sandy Hollow* was, in fact, not only the cheapest but also the least snobbish place in the neighbourhood, they begged the landlord to go and fetch us. He went in his car but something managed to lose sight of us, so that we arrived before he got back. We spent a very enjoyable evening at the merriest little guesthouse I had ever come across in England.

The place rocked with laughter deep into the night, and in the morning some of the guests spent a jolly half hour planning our journey for us. Afterwards we were escorted to a busy road from where, we were assured, we would have no difficulty in getting a lift.

We still had ten days ahead of us, and they slipped by all too quickly. We visited many little towns and fishing villages along the coast, made a host of friends and had innumerable adventures. Yet when I think back now to those happy days I find that my warmest recollections are of the hospitable little guesthouse called *Sandy Hollow* and of the kindness of the people whom we met.

Exercise 1. Make notes of your new knowledge about hiking.





Opting for a cruise holiday means cost savings, safety, convenience, and fun. It is one of the most luxurious ways to explore and indulge and there are plenty of options to choose what works best for you. The appeal of a cruise for many is the unique combination of visiting foreign lands with relatively little effort – and everything you would need at your fingertips. Fine dining, fitness, nightlife and multiple activities are on offer to create a highly individualised holiday.

Though cruises can cost you initially, you must consider that this is most often all-inclusive of lodging, meals, tours and a wide variety of entertainment. With no other holiday can travellers visit different countries with the convenience of only unpacking once.

Furthermore, because the ship is the primary mode of transportation, passengers need never pick up a set of keys or have to navigate foreign traffic.

Cruise ID cards used on board eliminate the need to carry wallets or purses to pay for souvenirs, drinks and other items. No membership is required to visit a cruise ship's gym or join in one of the workout classes, nor is there ever lengthy waits for available tables at the dining room. Passengers can order room service without a hassle, and available is the ship's daily newsletter for a schedule of activities.

On a cruise ship, there are endless amenities to suit every passenger. From intellectual lectures to silly games to elegant casinos, there are activities to match every interest. When visiting different ports of call, passengers may choose to enjoy completely different destinations. Cruise ships offer a safe and convenient opportunity for experimentation too.

Order a dish you have never eaten before, and if you don't like it, choose another!

On land, such experimentation comes at a high price: restaurants, gyms, and spas do not typically offer such trials without at least a minimal charge.

Cruise vacations are ideal for families, offering extensive children's programs for all age groups to guarantee that youngsters are supervised and entertained with appropriate activities, leaving parents free to enjoy different pursuits. Most cruise ships offer adjoining cabins for larger families, and children's menus are available.

The added benefit of a cruise vacation is the fact that because it is a closed environment teenagers are free to roam the decks after dark or visit a dance club and parents have the knowledge they are safe. Children can explore the entire ship without fear of getting lost and crew members are readily on hand to assist. Safety:

- Cruise ships are very safe environments.
- Activities are closely supervised and monitored, especially sporting events.
- Passengers are carefully tracked so no individuals are permitted onboard.
- Each ship has a well-stocked infirmary and resident doctor in case of sudden illness.
- Available shore excursions are screened by the cruise line

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Add some information & make up a small report and give a talk in class.

Exercise 3. Transfer the given information from the passages onto a table.

| № | Activity | | | |
|----|----------|-------|------|-------|
| | Event | Where | When | Score |
| 1. | | | | |

WAYS OF HOLIDAY-MAKING

If you are tired of your usual holiday routine, there are many things you can do to vary it. Some take a certain amount of physical energy, but think of the good it will do you. People say there's nothing to compare with a camping holiday. Personally I think it's only for the young, and will make them appreciate home comforts.

Be prepared for damp, mosquitoes, beetles and cow dung, which is never noticed until the following morning. This sort of holiday teaches the young how to survive, and strangely enough they seem to enjoy it, finding great pleasure in making bonfires and cooking barbecues. Bicycle holidays are an excellent way of taking exercise. Bear in mind that you are not a professional, and don't try to do more than 30 or 40 miles a day. Keep to side roads wherever possible, and don't overtire yourself.

A walking holiday, in good weather with a pleasant companion or two, will do you more better than any other. Select your shoes carefully. Your rucksack should contain a change of everything, but nothing that is not absolutely essential.

The seaside is good for most people, but definitely bad for some. Take the sun and the sea gradually, and don't stay on the beach for too long. In fact, short holidays taken often probably do you better than an annual long one. After the first week or two, you begin to get bored, sunburnt, and lazy. It's a good idea to have a hobby or interest at the seaside. Take a skin diving mask and see how sorts of fish you can find. Walk along the beach collection shells or interesting pebbles.

On this sort of holiday you should be thoroughly relaxed and soak in the sun and sea air. There is nothing better for giving you vitality and energy to keep you going through the winter. A winter holiday is probably even better for you than a summer one. You need it more at that time of a year. Once you learn to ski, you can go on doing to a very advanced age, as long as you don't do it too strenuously and break a leg. If this happens it will take a long time to heal and you may never be able to ski again.

There are many other things to do besides skiing. Skating is amusing, and not all that difficult to learn. You can walk on snowshoes, and the mountains are particularly lovely when you get away from the crowded ski slopes.

It is even easier to sunburn in the snow than on the beach, so be careful, but do get some sun – it will keep you healthier for the rest of the winter.

Active vocabulary

Holiday routine, to vary, a camping holiday, home comforts, to appreciate, to survive, great pleasure, to make bonfires, to cook barbecues, to take exercise, a walking holiday, a pleasant companion, bicycle holidays, a winter holiday, a summer holiday.



PLANNING HOLIDAYS

Everyone needs at least one holiday a year, so when you begin spending sleepless nights thinking about the sun and the sea, when you think longingly of the green countryside and forget the mosquitoes and the boredom, there's no doubt about it - you're ready for a holiday. Even a weekend is better than nothing. You need to get away from all your usual routines and get some fresh air and a change of perspective.

You should also take occasional holidays without the family. Husbands and children can do very well without you for a limited time and, if they cannot, they must learn to. It will be good for them to realise how much you do for them during the rest of the year. It is necessary for children to realise at a very young age that they can do without their parents.

It teaches them independence. Go somewhere quiet, where the climate is pleasant and invigorating. For the first couple of days, rest and sleep as much as you can. If you are in the mountains, give yourself a day or two to get used to the altitude; by the sea, have a daily swim. Do things the way they are done in the country you are staying and eat the local food. Get to know the natives and their customs. Do a little sightseeing, even if you do not like it. Always have a dictionary of the local language, and pick up a few words. It is a good idea to get to know the place as well as you can.

If you prefer complete solitude, take some books and catch up on your reading.

Be sure to take the necessary clothes and equipment, but don't burden yourself with a mountain of luggage full of things you will never use. Dress simply and in accord with the climate. Bring whatever sporting equipment you plan to use.

The sun is good for some people, and very bad for others. Don't overdo it; your skin will turn to leather and age much faster if you get it too brown. Protective oils and creams are a very necessary part of your holiday equipment. You should try and store up energy and vitality to see you through the winter months. Be willing to put up with small inconveniences, and don't allow yourself to be annoyed. Things will not be done in the way you do them so much the better. Take note of the good, and pass over the bad in silence.

Try and learn something useful from your holiday. Bring back an unusual peasant recipe or a local pottery jug. Don't burden yourself with a camera unless you are a genuine enthusiast; you will be always looking through it instead of directly at what is around you. And don't indulge in that useless habit of sending holiday postcards - if you forget all about home, you will come back with far more interesting tales to tell.

Active vocabulary

Complete solitude, holiday equipment, to store up energy, with small inconveniences, to burden, holiday postcards, necessary clothes, sporting equipment.



CAMPING IS AN IDEAL WAY OF SPENDING A HOLIDAY

There was a time when camping was considered to be a poor way of spending a holiday: OK for boy scouts and hard-up students, but hardly the thing for sophisticated, comfort-loving adults. The adults have at last discovered that the boy scouts have really been on to a good thing all these years. If you go camping it no longer means that you

- will be bitten to death by mosquitoes;
- have to drink brackish coffee;
- live on corned beef;
- suffocate or freeze in a sleeping-bag;
- hump gargantuan weights on your back.

Camping has become the great pursuit of motorists the world over.

All the discomforts associated with it have been miraculously whisked away.

For a modest outlay, you can have a comfortable, insulated tent. For a not-so-modest outlay, you can have an elaborate affair, which resembles a portable bungalow, complete with three bedrooms, a living room, a kitchen and a porch.

The portable furniture is light and comfortable; the gas stove brews excellent coffee or grills a tender steak; the refrigerator keeps the beer and ice-cream cold; and as for a good night's rest, well, you literally sleep on a air. What more could you want?

No wonder the great rush is on. You see, camping has so much to offer. You enjoy absolute freedom. You have none of the headaches of advance hotel booking or driving round and round a city at midnight looking for a room.

There are no cold hotel breakfasts, no surly staff to tip. For a ludicrously small sum, you can enjoy comfort, which few hotels could provide. Modern camping sites are well equipped with hot and cold running water and even shops and dance floors! Low-cost holidays make camping attractive proposition. But above all, you enjoy tremendous mobility.

If you don't like a place, or if it is too crowded, you can simply get up and go.

Conversely, you can stay as long as you like. You're the boss. And then there's the sheer fun of it – especially if you have a family. Moping around a stuffy hotel room wondering what they are going to give you for dinner is a tedious business.

By comparison, it's so exciting to arrive at a campsite, put up your tent and start getting a meal ready. You are active all the time and you are always close to nature.

Imagine yourself beside some clear stream with mountains in the background. Night is falling; everything is peaceful – except for the delightful sound of chops sizzling in the pan! Camping provides you with a real change from everyday living. You get up earlier, go to bed earlier, and develop a hearty appetite. You have enormous opportunity to meet people of various nationalities and to share your pleasures with them.

People are so friendly when they are relaxed. How remote the strained world of hotels seems when you are camping! How cold and unfriendly the formal greeting that are exchanged each day between the residents! For a few precious weeks in the year, you really adopt a complete different way of life. And that's the essence of true recreation and real enjoyment.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Add some information & make up a small report and give a talk in class.

Exercise 3. Read the information & pick up the essential details in the form of quick notes.

Exercise 4. Fill in the blanks.

Jill is talking on the telephone to her friend Marge, a woman with two children. You only read Jill's side of conversation, but try to imagine what Marge is saying.

A.: Hi, Marge ... Yeah, it's me, Jill.

B.: _____

A.: Fine, and you?

B.: _____

A.: Good, listen. I'm just calling to see what you and the kids would like to do tomorrow. You are still coming over, aren't you? Well, I thought we could go on a trip somewhere.

B.: _____

A.: Oh, I don't know. Drive into the country and go for a walk. No? Well, would you like to be a tourist for the day and go sightseeing in the city?

B.: _____

A.: Oh, you think you've seen all the sights. Well, since you are bringing the kids, perhaps we should go to the circus or to the zoo. There's a new baby elephant that's just been born.

B.: _____

A.: The kids are too old for that, you think. Well, are they interested in visiting a museum or art gallery? There's a very good exhibition of 19th-century French painting. No? Boring, eh?... Well, what do you think you would all like to do?

B.: _____

A.: I see. You want to go window-shopping.

B.: _____

A.: No, that's fine with me.

B.: _____

A.: I don't mind at all.

B.: _____

A.: No, I'm sure. But what about the evening? I thought the kids could stay at home watching television.

B.: _____

A.: Well, I thought we could also go to the cinema.

B.: _____

A.: Really? How about some music?

B.: _____

A.: A concert?

B.: _____

A.: No. The ballet or the opera?

B.: _____

A.: No? The theatre to see a Shakespeare play?

B.: _____

A.: No. Well, what do you want to do in the evening?

B.: _____

A.: You'd like to go to a disco and dance and then to a casino and play roulette. Um, yes, well, no, I've just remembered that I'd promised to visit my mother tomorrow.

B.: _____

A.: Yes, What a pity. Another time perhaps... Bye then. Love to the kids.

Exercise 5. Supply the correct tenses.

Jack Smith (to be) on holiday now. He (to say) at home for his holiday, but he (to do) a lot of interesting things. A few minutes ago he (to meet) John Stanton who (to be) on holiday too and now they (to speak) about their holidays.

- How you (to enjoy) your holiday, Jack?
- I (to have a good time), John. I (to stay) at home. I (to have got) a car and it (to be) a pleasure to go to different places.
- Where you (to go) yesterday?
- I (to meet) Helen Black and (to go) to Marlow. It (to be) a nice place on the River Thames. You ever (to be) there?
- Oh, yes. I (to spend) my holiday there last year. I (to know) the place very well. You (to have lunch) at the old hotel near the river?
- No, we (to have lunch) in the open air near the river.
- What time did you (to get) home?
- We (not to come) back till 11 o'clock in the evening.
- You (to be) tired, ... you?
- Yes, a little bit.

DIALOGUE

Robert is talking to a girl called Claudia. He likes her very much. He wants to take her out this evening.

- Would you like to go out somewhere this evening?
- Somewhere? Where?
- Well... I don't know exactly. Shall we see a film perhaps?
- A film? Which one?
- Well... There's a new Swedish film at the Continental.
- No. Bert told me it wasn't very good.
- Bert? Who's Bert?
- He's that car salesman I told you about.
- Oh... that one.
- Yes. He has a new sports car.
- Now, let's see...
- You really must meet him, you know!
- Would you like to eat in that new Indian restaurant?
- No. Bert and I were there last week. I didn't think much of it.
- Well, shall we have a Chinese meal somewhere?
- No, I'm going to have a Chinese meal tomorrow.
- Oh?
- Yes, with Bert. I always go out with Bert on Saturday night.
- But that's tonight! It's Saturday today!
- What? Oh dear. I'm so sorry.
- You mean...
- I'm afraid I thought it was Friday. Isn't funny?
- Yes, very. Very amusing.

Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.

HOLIDAY ABROAD

Mr and Mrs Robinson's friends had often told about their glorious holiday in sunny Spain, so at last the Robinsons decided to try it for themselves. They collected a huge pile of brochures from travel agents and chose a two-week holiday on the Costa del Sol at a magnificent-sounding hotel five minutes from the beach. It was to be their first holiday abroad. Things began badly when the plane was delayed at Heathrow because of technical problems. The Robinsons finally collapsed into their hotel bed exhausted at about two o'clock in the morning. Next day they drew back the curtains and found that their room had a depressive view of a warehouse full of huge crates. "This isn't what we were promised" said Mrs Robinson. "In the brochure it says all rooms overlook the sea."

Mr. Robinson went at once to make a complaint, but the manager pointed out that by standing in a corner of the balcony and craning your neck to the left, you could in fact see a tiny bit of the sea. The Robinsons had to admit that it was just visible, although they couldn't help feeling rather cheated. After breakfast they set out for a closer look at the sea. The *five minutes* from the hotel to the beach turned out to be over half an hour. Mr. Robinson was by now losing his temper. He rushed back to the hotel and demanded to see the manager again. "The beach is nothing like five minutes walk away", he stormed. "We walked for at last half an hour." "Ah", said the manager, "but it's only five minutes by car".

This reply left Mr. Robinson speechless. Things went on like this several days.

The Robinsons couldn't stand the food; the disco kept them awake at night; the walk to the beach seemed to get longer and longer. After four sleepless nights they flew back to England, and they spent the second week of their holiday sitting out in the garden. It wasn't as hot as the Costa del Sol, but they found it a lot more relaxing.

Exercise 1. Make up a dialogue from the information above and carry it on in class.

Exercise 2. Fill in the blanks with active words given at the end.

1. I left the house 5 minutes later and ... the 8 o'clock bus. 2. Does the climate here ... you? – I hope so. 3. On our way to Glasgow we ... at Edinburgh. 4. Let's ... at this stop, the factory is a five minutes' walk from here. 5. The tourists ... the lake in the evening. 6. She said good-bye to her friends before she ... the train. 7. I asked him when he was leaving but he didn't 8. Don't be in a hurry. We've got ... time. 9. I am sorry that I haven't ... a ticket for the performance. 10. Let's hurry up. There is no time 11. Mike is fond of He has ... all over the country. 12. We ... in London on the 12th of April. 13. Don't worry. I'll help you ... the suitcases. 14. The kids are too jung for the travelling 15. We are interested in ... a museum or art gallery. 16. There's a very ... exhibition of 19th-century French painting. 17. I am ... of travelling by plane.

(Change, carry, miss, reach, arrive, get off, board, plenty of, travel, relax, reply, book, suit, travelling, abroad, visiting, good, afraid)

Exercise 3. Transfer the given information from the passages onto a table.

| No | Activity | | | |
|----|----------|-------|------|-------|
| | Event | Where | When | Score |
| 1. | | | | |

«HUMOROUS ... ENJOYABLE & VERY WELL DONE»

Based on Chaucer's famous literary classic, *The Canterbury Tales* is one of Kent's most popular visitor attractions. Here you can join his pilgrims on their way from The Tabard Inn, in London, to the shrine of St Thomas Becket, in Canterbury Cathedral.

Step into the 14th century to encounter medieval scenes and to hear some of the *Tales* spoken by well-known celebrities such as Robert Powell, Bernard Cribbins and Prunella Scales. The stories are chivalrous, romantic, sinister and intriguing.

Even those unfamiliar with Chaucer's tales find the characters and situations easily recognisable – there are stories that are told in modern English with great wit and humour.

The Canterbury Tales, which appeals to people of all ages, is carefully researched, award-winning attraction that is full of surprises and – above all – great fun!

The Knight's Tale. After leaving the Tabard Inn, make your way through a busy medieval London street, where Chaucer's Knight has drawn the short straw and is waiting to tell the first story. The Knight's Tale is an ancient story of rivalry in love - with a strange twist at the end.

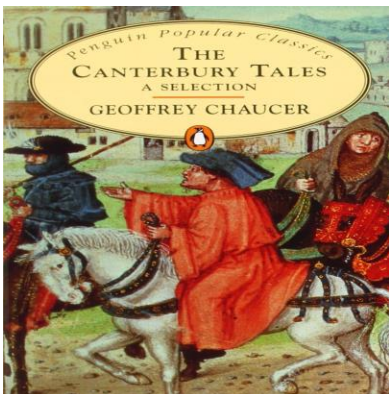
The Miller's Tale. After the Knight's Tale, the drunken Miller entertains his fellow pilgrims with a tale that is much more down to earth. The Miller's Tale is humorous and lively story of jealousy and human weakness and is told here with great style by Roy Kinnear.

The Wife of Bath's Tale is told by one of Chaucer's best-loved characters. The story concerns one of King Arthur's knights who are given a year to answer the following question: "What is it that every woman desires?" During your visit, you will discover the answer and learn how it is used to escape an unpleasant fate!

The Nun's Priest's Tale. As you and the pilgrims cross the Rochester Bridge en route to Canterbury. The Nun's Priest's Tale is told. This farmyard story relays the battle of wits between Chantecler, a proud cock; one of his hens, Pertelote and a wily fox called Russell. This story is a favourite with children but all should consider the moral contained within: "... more than a fox, a cock and a hen concerns this tale...! "

The Pardoner's Tale. Chaucer's Pardoner is a shady character and The Pardoner's Tale is one of treachery and deceit. Having set out to slay *Death*, three young revellers encounter a macabre ending in this wonderfully spooky story.

Following the conclusion of all five *Tales*, visit the Chequer of Hope Inn and tiptoe past sleeping pilgrims before making your way to their destination – the shrine of St. Thomas Becket. Finally, as you prepare to rejoin the twentieth century, experience the bustle and clamour of the medieval market place where both honest and dishonest merchants ply their trades.



CADBURY WORLD & THE CHOCOLATE EXPERIENCE

Cadbury World is a wonderful chocolate experience of sights, sounds, tastes and smells for the whole family and an absolute treat for chocolate lovers.

Stroll through Central America rainforests to see where cocoa was first grown.

Taste the spicy drink of *Chocolate* and share the secret of its ingredients with Aztec Emperor Montezuma. Discover how John Cadbury began using cocoa and how his sons George and Richard created the famous Cadbury's Diary Milk chocolate bar.

Learn how chocolate is made by Cadbury today and how we make some of the best-known products. See how Cadbury create television adverts such as Cadbury's Milk Tray and watch a selection of well-known Cadbury adverts from across the years – and some from overseas too! See, and taste chocolate as it is produced by hand in the Demonstration Area – chocolate teddies, the Chuckle Bean and a variety of chocolate novelties.

Cadbury World Luxury Assortment being made decorated and packaged by hand.

On any occasions, apart from factory holiday, the Cadbury Factory Packaging Plant is available to view. Enjoy the Cadbury Fantasy Factory – a light hearted look at a chocolate making with help from Mr Cadbury's Parrot, the Bean Team and a touch of Cadbury Magic ... a must for children of all ages! Children will also love the play area with its Roses slide and Creme Egg climbing frame and there's picnic area near by, so Mum and Dad can relax and watch the fun. Adjacent to the play area is the Cadbury Collection, a separate exhibition devoted to telling more of the Cadbury story and the history of the village of Bournville. The exhibition included the Opie Collection of Cadbury Packaging, *Sweet Delights* a replica 1930's sweet shop and *The Bournville Story* archive film show.

Exercise 1. Use the words below in the sentences.

Charcoal, broil, nibble, burning, skewers, pick, strip, salt, topping, whip, scoops, cool.

- We need some ice to _____ the beer.
- Let's _____ some more corn.
- The fire is too hot; the meat is _____.
- We can't have shish kebab; there aren't any _____.
- Shall we bake or _____ the lobsters?
- I bought a bag of _____ for the cookout.
- We need butter and _____ for the corn on the cob.
- Will you _____ the cream for the sundaes?
- I'll have two _____ of chocolate.
- For a _____ on my sundae, I'll have crushed strawberries.
- Do you want something to _____ on while you sip your beer?
- _____ the kernels from the cob.

Exercise 2. Insert «whatever, whichever, whoever, whenever, wherever, however».

1. ... you go people ask for news. 2. ... anyone starts a conversation he has something to say. 3. ... fast he runs he will miss the train. 4. I go to the theatre ... I can. 5. ... I see him he's wearing the same hat. 6. Play ... records you like. 7. Take ... of the records you like. 8. He will never do it ... hard he tries. 9. Sit ... you like. 10. I'll discuss it with you ... you like. 11. ... says it is wrong? 12. Do ... you like. 13. Keep calm ... happens. 14. You are certainly right, ... others may say.

COOKOUTS & BARBECUES

When the weather is warm, many families enjoy a cookout in the yard with a portable grill that uses small blocks of partly burned wood called charcoal. One reason for eating outside is that it may be cooler than the kitchen and dining room.

However, many people enjoy eating outside because they enjoy the taste of charcoal-broiled meats and being outside in the fresh air. Cold drinks go naturally with cookouts. Beer, iced tea and soft drinks are usually available. While waiting for the charcoal to become hot, people sip their drinks and nibble on appetizers such as potato chips and sour cream dip. Steak, hamburger, hot dogs and chicken are the meats that are most commonly charcoal-broiled.

Cooking over charcoal is not easy, however, and many times the meats are burned because the grill is too hot. Sometimes shish kebab is prepared over the grill. Small chunks of meat, onions and green pepper are skewered on a long metal pin, which is called a skewer.

Another favourite summertime food, often served at a cookout is freshly picked corn on the cob. The green covering (the husk) is stripped off and the cob with its kernels of corn (an entire piece of corn is sometimes called an ear) is dropped into boiling water.

When it is ready, butter is spread on the corn and it is salted. The corn is then held at the ends with the fingers and the kernels are stripped off in mouthfuls, until only the cob remains. Strawberry shortcake is a favourite summertime dessert. The cake is sliced in half, and partially crushed strawberries are placed between the two halves and on top. Cream that has been beaten into a light, smooth topping – whipped cream – is added to the top.

Of course, another summertime favourite is a scoop of ice cream in a dish, served with a strawberry or chocolate topping, and sometimes with nuts and whipped cream – the popular sundae. There are other variations on the practice of eating outside.

One, of course, is the picnic. Food is packed in a basket, drinks are brought in a cooler, and the family goes to the countryside for the afternoon. The clambake is a special kind of cookout that originated on the Eastern seashore. A fire is built in a pit, and rocks in the pit are heated. The rocks are covered with a layer of seaweed.

The clams, lobster, and other seafood are put on top of the seaweed and the whole thing is covered with a heavy cloth to keep the heat and moisture in and bake the seafood. The barbecue – made famous in the American West – is a cookout where a single, large piece of meat, such as a side of beef is roasted on a spit over an open fire.

The spit has a handle, and it is turned slowly as the meat roasts. Special barbecue sauces are often applied to the meat as it roasts.

Exercise 1. Fill in the blanks.

For the cookout we'll need:

- something to _____ on for appetizers;
- a bag of _____ ;
- a grill for _____ing the steaks;
- _____s for the shish kebab;
- a _____ for the beer;
- some _____ and pepper.;
- _____ed cream and other _____s for the sundaes;
- freshly _____ed corn;
- an ice cream _____ to make ice cream cones.

Exercise 2. Make up a dialogue from the text What is the aim of all this travelling?

Each nationality has its own different one. The Americans want to take photographs of themselves in different places. The idea is simply to collect documentary proof that they have been there. The German travels to check up on his guidebooks.

Why do the English travel? First, because their neighbour does. Secondly, they were taught that travel broadens the mind. But lastly – and perhaps mainly – they travel to avoid foreigners. I know many English people who travel in groups, stay in hotels where even the staff is English, eat roast beef and Yorkshire pudding on Sunday and steak-and-kidney pies on weekdays, all over Europe. The main aim of the Englishman abroad is to meet people, I mean, of course, nice English people from next door or from the next street.

It is possible, however, that the mania for travelling is coming to an end. A Roman friend of mine told me: "I no longer travel at all. I stay here because I want to meet my friends from all over the world". "What exactly do you mean?" I asked. "It is simple", he explained.

"Whenever I go to London my friend Smith is in Tokyo and Brown is in Sicily. If I go to Paris my friends are either in London or in Spain. But if I stay in Rome all my friends, I'm sure, will turn up one time or another. The world means people for me. I stay here because I want to see the world. Besides, staying at home broadens the mind."

Exercise 3. Explain the title of the text How to avoid travelling.

Travel is the name of a modern disease, which started in the mid-fifties and is still spreading. The patient grows restless in the early spring and starts rushing about from one travel agent to collecting useless information about places he doesn't intend to visit.

Then he, or usually she, will do a round of shops and spend much more than he or she can afford. Finally in August, the patient will board a plane, train, coach or car and go to foreign places along with thousands of his fellow-countrymen, not because he is interested in or attracted by some place, nor because he can afford to go but simply because he cannot afford not to. The result is that in the summer months (and in the last few years also during the winter season) everybody is on the move.

Exercise 4. Do you like travelling? Ask and answer.

1. When do you usually travel? 2. Where do you go? 3. Do you collect information about the places you intend to visit? 4. Do you find it useful or not? 5. Do you go to a travel agency to collect information or buy guidebooks? 6. What kind of information is there in the guidebooks? 7. Do you find information in the guidebooks useful or not? 8. Some people collect guidebooks, do you? 9. When do you start preparing for your trip? 10. What things do you buy for a summer (winter) trip? 11. Do you like to take photographs of different places that you pass through? 12. Do you take photographs of yourself in different places? 13. What is the idea behind it? 14. Do you like to look at these pictures and show them to your friends later? 15. Some people collect documentary proof that they have been to some place. Do you? 16. Do you enjoy looking at other people's slides and photos? 17. Do you think that travel broadens one's mind? 18. Some travel to avoid people and visit faraway places, others travel to meet people. What about you? 19. What do you think is the aim of travelling? 20. What places are you attracted by? 21. What places would you like to visit? 22. What do you like better, to travel alone or in a group? Why?

Exercise 5. Analyze the information, which is in the highlight, and use it in practice.

Exercise 6. Add some information & make up a small report and give a talk in class.

Exercise 7. Look through the text and find the answers to the following questions.

1. Travel is the name of a modern disease, isn't it? 2. Is it still spreading? 3. When did it start? 4. What happens to most people in the early spring? 5. What do they start doing? 6. How much money do they usually spend on things for their summer travel? 7. When do people finally go on holiday? 8. Why do they go? 9. What is the result of this mania for travelling? 10. Why do the Americans travel? 11. Why do the Germans travel? 12. What were the Englishmen taught about travelling? 13. Do many English people travel in groups? 14. What kind of hotels do they stay at? 15. What food do they eat abroad? 16. What is the main aim of the Englishman abroad? 17. What kind of people do they like to meet when travelling? 18. This travel mania is coming to an end, isn't it? 19. What did a Roman friend of the writer tell him? 20. Why does he stay at home?

Exercise 8. Translate the passage J. Steinbeck into your native language.

I. In Europe it is a popular sport to describe *what Americans are like*. Everyone seems to know. And we also enjoy this game. How many times have I heard one of my fellow-countrymen, after a three-week tour of Europe, describe with certainty the nature of the French, the British, the Italians, the Germans, and the Russians?

I travelled a lot and I early learned the difference between an American and the Americans. Often when a European has described the Americans with hostility and scorn he has turned to me and said: "Of course I don't mean you, I'm speaking of those others".

II. Americans as I saw them and talked to them moving about in my own country were indeed individuals, each one different from the others, but gradually I began to feel that the Americans exist, that they really have generalized characteristics.

But what is this image? What does it look like? What does it do? If the same song, the same joke, the same style goes through all parts of the country at once, it must be that all Americans are alike in something. The fact that the same joke, the same style, has no effect in France or England or Italy makes this probable. But the more I inspected this American image, the less sure I became of what it is.

Exercise 9. Insert «collect, stay, stay in (with, for), place, exactly, mind, mean, rush, spend, not at all, turn up, afford».

Every year in the middle of July I pack my things, ... my ticket at the booking office and set off for a little fishing village on the Volga. I ... my grandfather. His ... is right on the bank of the river. My granddad is old but very active and never ... bed after five in the morning and neither do I because he wakes me up at ... the same time. But I don't ... it because I know he ... well. He never ... and we can ... the day the way we like. Though I work all day I'm ... tired by the end of it. In the evening an old friend of his always ... and sometimes ... supper to talk about "the good old days." Certainly I can ... a holiday at the seaside but I like it much better at my grandfather's.

Exercise 10. Find out synonyms to the following verbs.

To collect, to stay, to mind, to mean, to rush, to spend, to turn up, to afford, to recommend, to stay in, to stay for, to stay with, to place, exactly, to describe, to generalize.

Exercise 11. Read the information & pick up the essential details in the form of quick notes.

Exercise 12. Add some information & make up a small report and give a talk in class.

Exercise 13. Give the correct form of comparison degrees of adjectives and adverbs.

A Holiday for Martin's Grandparents

Jillian and Martin were visiting his grandparents, and as usual when they went there, they were not sure what to talk about.

"There has been (little) rain this week", Martin said. His grandfather came into the living room and put a hand to his ear.

"What's that you say?" – He asked.

"We've had (few) rainy days", Martin said (much) loudly. "Much sun and (few) showers." "Oh, yes", the old man said. "It's funny. Your grandmother and I want to spend our holidays at a place that has the (many) sunny days and the (little) wind. At our age we have the (much) time and the (little) money for the holidays. Perhaps we'll go to Dover or Bournemouth or Windermere."

"Oh, that's interesting", Jillian said. "You'll get the (few) cold days at Bournemouth, won't you? I'm sure it has (little) wind than Dover and most certainly Windermere has the (little) fine weather of those three."

"What does she say?" asked Martin's grandfather again.

"She says Bournemouth has (little) wind and Windermere has the (much) bad weather", his wife said.

"Hm", said grandfather, "when we visited Bournemouth in mid-sixties it rained (much) heavily than usual and I saw (much) television in one week than I've seen since".

"And you spent (much) money on beer", Martin's mother said, rather angrily.

"Oh", Martin thought, "and it takes (little) time and (little) money to go to Dover". And he began to think about taking them to Dover in his car. "They can travel (much) comfortably than in a train".

Exercise 14. Give the equivalents in your native language for:

a modern disease; mid-fifties; the disease is spreading; early spring; rush about; collect information; intend to visit; do a round of shops; spend more than one can afford; finally; board a plane; the aim of travelling; along with thousands of people; be interested in something; attract; take photographs; collect documentary proof; check up on something; broaden the mind; lastly; travel in groups; weekdays; all over the world; the main aim; people next door; however; come to an end; a friend of mine.

Exercise 15. Explain the eco-friendly barbecues and cookouts.



POEMS

On Sunday afternoons in the middle of July
I like sitting in the sun just looking at the sky.
I like listening to their birds singing in the trees – in July.
 I hate going to work when the sun shines
 Or standing in the rain.
I hate queuing at a bus stop,
Or trying to read a paper on a train.
 On cold December mornings I like walking through the snow
 I like watching all the people as off to work they go.
 I like dozing in a chair, without a care – in December.
 On rainy April days I just like staying at home.
 I like reading a book or simply being alone.
 I like thinking of you, and all the things that you do – in April.
 But most of all I like loving you.
 You're a Sunday afternoon, A December morning too.
 You're an April day, sunshine in June You're you.

(Ray Kingsbury and Patrick o'Shea)

WE ONLY STAYED A FEW DAYS

| | |
|---------------------------------|---------------------------------|
| We won't forget that holiday | We ate in the hotel restaurant |
| The worst we ever had | On the night we arrived, |
| The hotel was terrible | We got a little bread and water |
| And the weather was really bad. | And the waiter never smiled. |
| We had a little sunshine | He came to the table |
| And we had a lot of rain, | And gave us the bill, |
| We only stayed a few days | And a few minutes later |
| And then came home again. | I started feeling ill. |

We left the hotel the next afternoon
At nearly half past three,
And a few hours later
We arrived at the sea.
We saw a lot of water
And we found a little sand,
There were a few people sitting
But the others had to stand.
We won't forget that holiday
The worst we ever had.

Exercise 1. Read the poems and learn them by heart.

Exercise 2. Read the passage and title it.

I believe that holiday must be a change. Most people like a change of place; if they live in the country they like to go to a big town and spend their time looking at shop windows and visiting cinemas and museums and art galleries, and having relaxing merry evenings at hotels and dances; if they live in a city they like a quiet holiday in the hills or by the sea, doing nothing but walking, bathing and lying in the sun. When on holiday most people avoid doing things they have to do all year round.

Exercise 3. Read the text and discuss the way to spend a holiday.

Many people think about holidays in January. They begin to make plans. They talk about places and ideas... January is cold month in many countries, and February is even worse! Christmas is over. The New Year has begun. So people begin to dream.

Some people like winter holidays. If they live near mountains they probably go skiing. Some people can ski every weekend, but others go for a week and have a real holiday. Not everybody likes winter holidays, though. Many people dream of sun and warm beaches. And other people like to do things when they are on holiday. They want to learn a foreign language or visit famous places, or go climbing. Some people like to spend their holidays with a lot of other people; others prefer to go on their own.

Even if we all have different ideas about an ideal holiday, we all have to face two problems: time and money. In some countries, people have a three weeks holiday each year, in other countries, it is four weeks and teachers often have twelve weeks! Some people like to have one long holiday each year; others prefer to have two short ones.

Exercise 4. Translate the sentences paying particular attention to the italicised words.

1. The picture looks out of *place* here. 2. I can't be at two *places* at once. 3. I have seen her before some *place*. 4. We must find *a stopping-place*. 5. Keep me a *place*. 6. We changed *places*. 7. He enjoys going to *places* and seeing things. 8. There were papers all over the *place*. 9. I can't find the book any *place*. 10. Our village isn't much of a *place*. 11. We were at my *place* when this happened. 12. I gave up my *place* in a queue to an old lady. 13. I don't like that new dictionary, *besides*, it's too expensive. 14. I have three hats *besides* this. 15. There were four guests *beside* myself. 16. The fire *spread* from the factory to the houses nearby. 17. This dress is not *at all* expensive. 18. I don't know him *at all*. 19. He certainly was there *whatever* he may say. 20. The man was *speechless*. *Finally*, he asked: "What about the suitcases?" 21. He *meant* to help me. 22. What does your silence *mean*? 23. The title *means* nothing to me. 24. He promised to come but hasn't *turned up* yet. 25. He's still waiting for something to *turn up*. 26. At five minutes before eight, the servant, *shoeless*, came running into the railroad station and told Phileas Fogg what had happened. Fogg, *however*, wasn't interested in learning more.



DIALOGUE «BUT YOU SAID... »

Travel Agent & Marion

- Hello. Can I help you?
- I'm interested in your Curacao vacation package. I saw your ad in yesterday's paper. Oh, yes! The Caribbean! I can recommend it highly.
- Can you tell me a little more about it?
- Of course. It's a terrific package tour. You'll travel on a regularly scheduled flight. You'll be met at the airport and taken to your hotel. The hotel is very near the beach. It has a swimming pool and a great disco. It's a very modern place – it was built last year. The restaurant is wonderful, and drinks are cheap in Curacao. And you can walk to the blue waters of the Caribbean in two minutes.
- It sounds terrific! I'd like to make a reservation.
- Just a minute, and I'll get the form to fill out.

Marion made the reservation and paid a deposit. Two months later she was in Curacao. But she was disappointed. When she got home to Chicago, she went to see the travel agent.

- Oh! It's Marion York. Did you have a good trip?
- No, I certainly did not have a good trip!
- Oh, I'm sorry to hear that. What was wrong?
- Well, when I got to Curacao I had to spend four hours all the airport. You said we would be met, but we weren't. And you said we would be taken to the hotel. We weren't, and the taxi cost about \$25!
- I see. You had a very bad start. But the hotel was nice, wasn't it?

No, it was not! You said it was modern. You were so right – they hadn't finished building it! We couldn't sleep because the construction workers were working all night – on our balcony! You said it had a swimming pool, and it did. But it was empty. And the restaurant! They served canned tuna fish every night – tuna and rice, tuna salad, tuna and spaghetti...

- Oh, no!
You said that the hotel was near the beach. You said we could walk there in two minutes.
- Couldn't you?
- Sure, but there was one problem. There was an oil refinery between the hotel and the beach, and it took half an hour to walk around it.
- Oh, no! I'm really sorry. We didn't know. We really can't give you a refund, but we can give you a ten % discount on your next vacation trip.
- Next vacation trip! I'm spending my next vacation right here in Chicago!

Exercise 1. Paraphrase the italicised words using «stay, afford, be interested in, rush, avoid, collect, intend, boar, guide-books, broad, turn up, place, mind».

1. We *remained* in Kyiv for a week. 2. He *hasn't enough time for* the trip to Yalta. 3. He takes a great interest in art. 4. I can't stay any longer. I must *hurry*. 5. He *hasn't enough money* to buy car. 6. You must try *to keep away from* him. He is a dangerous man. 7. My mother wants me to *get* our railway tickets from the booking office. 8. I *plan* to spend my holiday in the mountains next year. 9. You can *get on* the train five minutes before it leaves. 10. It isn't a very *wide* river. 11. He *arrived* two hours after we left. 12. He often comes to his friend's *apartment* to borrow some books. 13. He has a brilliant *intellect*.

DIALOGUE «EXCURSION TRIP TO EGYPT»

Mr. Harris & Travel Agent

- I looked through these brochures last night. I'd like *to make a reservation* for the *excursion to Alexandria* leaving July 16.
- The Cleopatra Hotel or the King Tut Palace?
- The Cleopatra. How far is it from the hotel to the beach?
- About *a two-minute walk*.
- Good. How hot is it in Egypt in July?
- About 82°.
- That's Fahrenheit of course!
- And that is the Great Pyramid.
- Oh, yes. It looks very high!
- It's about 137 meters high. That's 450 feet.
- How long are the sides?
- They're 230 meters long – 755 feet.
- Incredible! How old is it?
- It's almost four-and-a-half thousand years old.
- *We're going through the Suez Canal* now.
- Hmm. It doesn't look very wide. *How wide is it?*
- About 60 meters. It's 160 kilometers long.
- Really? This is a big ship. How deep is the Canal?
- The average depth is about 10 meters.
- Can you tell me all that in feet and miles?
- Hello, Mr. Harris. Are you coming *on the bus trip* to Cairo tomorrow?
- Oh, yes. *How far is it?*
- It's about 150 kilometers.
- How far is it in miles?
- About 90, Mr. Harris.
- Oh, I see. How long will it take to get there – in hours?
- Three hours, Mr. Harris. I'll see you tomorrow.

Exercise 1. *Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.*

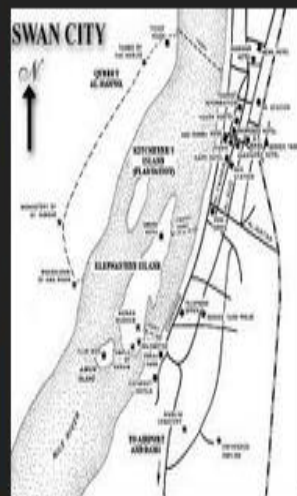
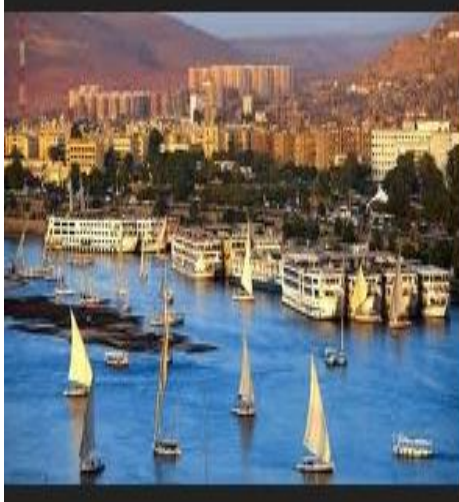


Tourism

Tourism to Egypt started in Roman times. The Romans were great tourists and they liked to visit the ancient sites in both Greece and Egypt.

In the 19th century there were many new archaeological discoveries. People became interested in the ancient remains.

By the second half of 20th century holidays in Egypt became affordable to many people.



FAR AWAY FROM TOURIST HORDES

Northern Cyprus is a good place whether for a conventional seaside or sightseeing holiday or for a walking or painting tour.

The summer is hot, but in spring the mountains are carpeted with wild flowers – rockroses, cyclamens and many others – and the winters are mild. Kyrenia makes a good starting point. It has a pretty harbour, full of fishing boats and yachts, is flanked, suitably enough, by both a mosque and a Greek Orthodox Church, though the latter is closed.

Towering over it is a massive castle, which goes back to Byzantine times, but was heavily rebuilt by the Venetians in a forlorn attempt to keep out the Turks.

Inside the castle is a remarkable discovery from the 1960s: the remains of wrecked Greek sailing ship from about 300 B.C., found under water off Kyrenia. Many of the timbers are intact, together with a cargo of amphorae, used for transporting wine, hand-mills and almonds. Outside Kyrenia, the ruined abbey of Bellapais, in a village on the slopes of the Kyrenia range where Lawrence Durrell wrote *Bitter Lemons*, is a marvel of tranquil beauty. The Gothic arches of the cloister still stand, surrounding a quartet of cypresses, and the abbey refectory, with fine carvings on its doorway, is largely intact.

Bellapais abbey is just one example of the architecture imported from France by the Lusignan dynasty, which ruled Cyprus from the 12th to the 15th century.

The castle of St Hilarion, up above on a mountain peak, is another. Seen from below, it has a fairytale quality, while those who clamber up to the top on a clear day have stupendous views of the mountains and the coast. Nicosia, the former capital of a united Cyprus, lies inland, its centre enclosed within imposing Venetian fortifications. The city is now divided, and its northern part is the capital of Northern Cyprus.

The central area is bustling and often untidy, with the atmosphere of a large bazaar, and is full of historic buildings. They include the Selimiye mosque, formerly the Roman Catholic cathedral of Ayia Sophia, which is another masterpiece of the Lusignan period; two Ottoman caravan-series; several other mosques; and a handful of museums.

There are more beaches in the Famagusta area. Famagusta itself, like Nicosia, is a working city, with Northern Cyprus's main port, but it too has a centre that is full of history, evoking the days when Famagusta was one of the most prosperous ports in the eastern Mediterranean. Further up the coast is one of the most spectacular sites in the Northern Cyprus, the ruins of Salamis, an important city in pre-classical and classical times.

Tall marble columns surround what was once the city's gymnasium, there are mosaics in the former baths, and the semicircular theatre has been restored.

Salamis is a vast site, much of it still unexcavated, which lies alongside a long sandy beach. Occasional ruins stand out among the scrub and bushes that now cover most of it – of a Roman house, a temple, or the former *agora*, or marketplace. One of the most spectacular is the Kampanopetra basilica, which has a few columns still standing against a backdrop of the deep blue sea, and an elaborate mosaic floor. Near Salamis, but a short way inland, is the former Orthodox monastery of St Barnabas, which has been turned into a museum. The church itself has a collection of icons, but more remarkable is the pretty cloister, full of orange, fig and olive-trees, whose rooms now house an extensive collection of archaeological finds, from Bronze Age to classical times.

Exercise 1. Read the information & pick up the essential details in the form of quick notes.

SUMMER HOLIDAYS IN ENGLAND

Dear Mario,

I was very glad to have a letter from you, you know that you and your wife are keeping well and busy. I'm glad, too, that you are both coming to England again this summer. My wife and I look forward to seeing you and Rosa.

You say you want a different kind of holiday this year. Perhaps, when you were here last year, I took you to see too many historic buildings and places. You saw most of the places that tourists usually see. So this year you want a rest from sightseeing. You don't want to come as tourists. You want the kind of holiday that middle-class English people usually have, not too expensive, of course. You want to meet English people who are on holiday and to have plenty of chances to make friends with them.

I don't like crowds when I'm on holiday. I remember that when I was a small boy we – my brothers and sisters and I – always tried to get away from other people. We always had our holidays on the coast. Sea and sunshine, that's what we looked forward to every summer. We always went to a small fishing village on the Devon coast.

And if, when we got to the place where we usually bathed, there were other people there, we stopped and said, "Oh, we can't bathe here today! Somebody's got here before us!" Today people seem to like crowds. You say you wish to meet and make friends with as many people as possible, so I won't suggest a quiet fishing village.

Hotels at the large seaside towns on the south coast, such as Folkestone, Hastings, Brighton and Bournemouth, are expensive. It would cost you, probably, for the two of you, at least £25 a week. I don't know whether that's more than you want to pay; you gave no figures in your letter. You say you want to come here in July or August. Those are the two months when hotel rates are highest.

You'd soon make friends at a hotel, but if you want to meet lots of English people, you might like to go to a holiday camp. That doesn't mean sleeping and eating in tents. The kind of holiday camp I mean is nothing like an army camp, or the kind of camp that Everest climbers live in. Holiday camps in England are permanent buildings with every modern convenience and comfort. There are wooden cabins with good beds, electric light, running hot and cold water. You and Rosa would have a cabin for two.

There are large buildings – a dining-hall, a large hall for dancing (and good dance bands), a cinema, a theatre, a bar, a cafe, and rooms for games such as billiards.

In fact there is, in the camp, everything you want. The camp usually has its own swimming pool and tennis courts. Some camps are large enough for a thousand people; others take a much smaller number.

A camp of medium size takes about five hundred guests. I myself dislike the idea of spending a holiday with hundreds of other people. I told you we always wanted to get away from crowds when we were children. But you might find it interesting and amusing to meet the kind of people who go to holiday camps. There are lots of children. There are nurses to look after small children, so that the parents can be free to amuse themselves. That's one reason why holiday camps are popular with married couples that have very young children. They not only get a holiday from work, but also a holiday from the children. There's a lot to be said for that! So if you decided to stay at a holiday camp here, you could bring your two children with you instead of leaving them in Italy with their grandmother.

I'm not quite sure what the rates will be for holiday camps this summer. About two-thirds of the coast good hotel, perhaps less. I'll write to some of the camps and get their advertisements. I'll send these to you in case you're interested.

Here's another suggestion – a caravan holiday. If you brought your car to England, you could hire quite a comfortable caravan for a few pounds a week.

There's a caravan association that would give you information about places where you could stay. There are caravan camps all round the coast, and at these you can get water and other things you need. A caravan holiday wouldn't be lonely, as you might think at first. Every evening you'd be in a camp with lots of other people.

They're all very friendly, I believe. Of course you'd have to cook. Perhaps Rosa wouldn't like that on a holiday! You could see a lot of places in a month, or, if you wished, stay in one place for several days and then move on to another place.

If I were as young as you are, I'd have a walking holiday. Walking holidays are much cheaper than the kind of holidays I've been telling you about.

You know something about the Youth Hostels Association, I'm sure. It's international.

There are hostels all over England now and thousands of young people use them. Members of the Association can take their own food to the hostels and cook it in the kitchen. They have to help by sweeping and cleaning the rooms, or washing up after meals.

But that's not a hardship, is it? You'd meet young people of all classes – factory workers, office workers, shop girls, college students; many young people from European countries. A walking holiday depends for enjoyment upon the weather, of course.

I can't promise you good weather! You needn't walk. Cyclists are allowed to stay at our youth hostels. But you're not allowed to stay in them if you arrive in a motorcar, or on a motorcycle or motorscooter (Vespas, I think you call the kind most often seen in Italy), or even on a bicycle with one those little motors on the back wheel.

Youth hostels are for people with not much money to spend. Perhaps you want more comfort than you would have in youth hostels. You wouldn't have to worry about clothes if you decided to use youth hostels. Any old clothes would do. At a hotel you'd need to be well dressed.

Thank you for your very kind invitation to visit you and stay with you. I'm sorry I can't accept in this year; we've already made our plans. But next year, perhaps, if it's convenient to you then. Please write and let me know if there's anything else you'd like to know. I'm always glad to help you. My wife joins me in best wishes to you both.

Yours sincerely, *John Grant.*

Active vocabulary

To be glad, look forward to, sightseeing, tourists, to be on holiday, plenty of chances, seaside towns, convenience, comfort, camps, a caravan holiday, a walking holiday, hostels, hotels, to join, European countries, enjoyment upon.

Exercise 1. Transfer the given information from the passages onto a table.

| No | Activity | | | |
|----|----------|-------|------|-------|
| | Event | Where | When | Score |
| 1. | | | | |

DIALOGUE

- Well, Ann, *summer holidays* are just round the corner. We've got to make the best of our last *student vacation*. From now on we'll be resting as teachers. How time has flown!
- Now don't get poetic. I've no patience with people when they get poetic.
- Don't let it set your teeth on edge. I was just stating *the plain truth*. *In your heart of hearts* you feel the same way.
- I am sorry. It's that course paper that's weighing on my mind. I'll not be able *to hand* it in *on time*.
- But it isn't really your fault, you've been ill for so long. Let me put in a word for you to the supervisor. You know I have the gift of the gab. I'm sure to straighten things out for you.
- That would lift such *a load off my mind*. How glad I'd be if you would.
- Let's go find her now. *Better make hay while the sun shines*.
- Well, it's a toss-up whether she'll stretch a point. You know how strict she is. She's right of course to be strict and as always is only *acting for the best*.
- I'm glad you take it that way and have no grudge against her.
- Grudge! Why, all these years I've been intending *to turn over a new leaf* and work as a student should, but as they say even the road to hell is paved with good intentions. Something or somebody always turns up and my *intentions come to naught*.
- Now, don't go *putting the blame on others*. You always want to be in the thick of things, and to feel that you must *have a finger in every pie* or things won't work. All that takes time... I often wonder how you manage *to keep everything at home so spick and span*. All that takes up a lot of your precious time. No matter when I drop in everything is *in apple-pie order*.
- If only I worked hard at my English, things wouldn't look so black now. Oh, there's my supervisor. Come, let's have a word with her.

Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.

Exercise 2. Fill in the gaps in the text Travel tips for the USA.

If you are thinking of visiting the USA, here are some ... travel tips. As you know, America is a ... country and it is impossible to see all the ... in a short time. Most people start their trip in New York. Obviously, hotels in New York are very But all American hotels have a(an) ... , ... , and ... beds, to make sure you sleep ... during the night. While you are in New York, you should ... the Statue of Liberty. From the top you'll have a ... view over the ... of New York City. From New York it is only a short ... to Washington, where you can see the White House and perhaps ... the President. He really is a ... person. Or why didn't you visit San Francisco, the ... city in the USA? You can see the Golden Gate Bridge, ... on the beach and ... the Pacific Ocean. If you travel across the United States, don't forget that the weather can be ... in different parts of the country. There can be ... in Nevada, while in states such as Florida or California you only need a (some) Other things are different in America, too. Americans eat They eat ... for dinner. Only last thing before you leave – the laws in the USA are very strict. You are not allowed to take any ... out of the country.

Exercise 3. Comment the given details about travel tips.

Exercise 4. Analyze the information, which is in the highlight, and use it in practice.

ON NOT KNOWING ANYTHING

One thing you must learn in England is that you must never really learn anything. You may hold opinions – as long as you are not too dogmatic about them – but it is just bad form to know something. You may think that two and two make four; you may *rather suspect it*; but you must not go further than that. "Yes" and "no" are about two rudest words in the language. One evening recently I was dining with several people. Someone – a man called Trevor – suddenly paused in his remarks and asked in a reflective voice:

"Oh, I mean that large island off Africa... You know, near Tanganyika... What is it called?" Our hostess replied:

"I'm afraid I have no idea. No good asking me, my dear." She looked at one of the guests: "I think Evelyn might..." Evelyn was born and brought up in Tanganyika but she shook her head firmly:

"I can't remember at the moment. Perhaps Sir Robert..."

Sir Robert was British Resident in Zanzibar – the place in question – for 27 years but he, too, shook his head with grim determination:

"It escaped me too. These peculiar African names... I know it is called something or other. It may come back to me presently." Mr. Trevor, the original enquirer, was growing irritated. "The wretched place is quite near Dar es Salam. It's called... Wait a minute..."

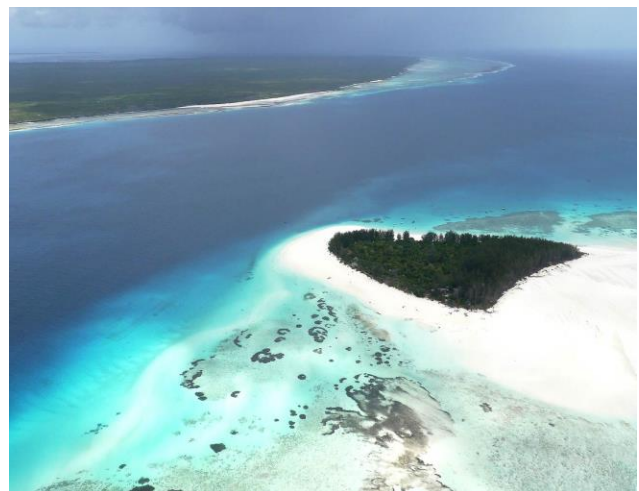
I saw the name was on the tip of his tongue. I tried to be helpful. "Isn't called Zan..."

One or two murderous glances made me shut up. I meant to put it in question form only but as that would have involved uttering the name sought for, it would not do. The word stuck in my throat. I went on in the same pensive tone: "I mean... What I mean was, isn't it Slovakia?" The Vice-President of one of our geographical societies shook his head sadly. "I don't think so... I can't be sure, of course... But I shouldn't think so".

Mr. Trevor was almost desperate. "Just south of the equator. It sounds something like..." But he could not produce the word. Then a benevolent looking elderly gentleman, with a white goatee beard smiled pleasantly at Trevor and told him in a confident, guttural voice: "Ziss Island is kolt Zsantsibar, yes?" There was deadly, hostile silence in the room.

Then a retired colonel on my left leaned forward and whispered into my ear: "Once a German always a German". The bishop on my right nodded grimly: "And they're surprised if we're prejudiced against them."

Exercise 1. Make up a dialogue from the information above and carry it on in class.



DIALOGUE

Right, everyone. Now I want to tell you about some of the excursions you can go on. You don't have to stay by the hotel pool all day every day, you know! There's a lot to see on the island of Crete and we've arranged some very special excursions for you. I'm just going to tell you about some of them. On Monday, we have a trip called *Cultural Crete* where we visit many of the different cultural sights on the island. If you come on this tour, you'll see one of the earliest examples of Minoan civilization at Phaestos, the Roman ruins at Gortys.

On Tuesday, we have a trip called *The Best of the West*. This is a coach tour along the coast to the west of the island, driving through some spectacular mountain scenery and stopping at two lovely Cretan towns-Rethymnon and Chania...Yes, madam?

How much do these excursions cost?

Well, 'the Best of the West' tour is 6,400 drachmas for adults and half-price for children. Now, we also have a trip to the ancient Minoan city of Knossos on Wednesday and on Saturday.

This is one of the most famous archaeological sights. You can see the remains of the old palace and city – it's over 3,000 years old.

What day did you say it was?

Wednesday and Saturday. So, as I was saying, if you come on this trip you can experience some of the finest examples of Minoan culture. On Wednesday, we have a very special evening of Cretan dancing and drinking. We drive out to a little mountain village where the locals entertain us in the open air with some beautiful dancing and light meal accompanied by the local drink, raki. The coach will leave at six p. m. and we'll return around midnight.

You said it's in the open air. What'll we do if it rains?

Well, I don't think it's very likely to rain at this time of the year. But if it does rain, we'll go inside and eat in the restaurant there. Now, there are just two more trips I want to tell you about. The first is on Sunday and it's for those of you who are very strong and fit! It's called the *Samaria Adventure*. It involves leaving the hotel at 6 o'clock in the morning on Sunday, and driving to the top of Samaria Gorge. You then have to walk 17 km through one of the most beautiful natural sights in Europe. You finish up many hours later at the beach and harbour where a ferry takes you along the coast and back to your coach. Finally, a much more leisurely trip is the Santorini cruise which runs on Monday, Wednesday, Thursday, and Friday. It's a delightful boat trip to the impressive volcanic island of Santorini. You can have a donkey ride up to the town, eat lunch, do some shopping, and then return to the cruise ship in the evening, when there'll also be dinner served and dancing.

I'd like to see some of the Minoan ruins, but I've heard there's a lot of walking and steps at Knossos, and I'm not very good at walking.

Mmm. Well, why don't you come on the Cultural Crete excursion – there's not so much walking there and you still see lots of beautiful sights.

Does it matter which day we go on the Santorini cruise? Is there any difference?

No, the tour's the same on each day, but if were you I'd wait till the Thursday or Friday.

Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English.

THE ENGLISHMAN'S LOVE OF THE COUNTRYSIDE

Every Englishman is a countryman at heart. However many years he may have lived in the city, he does not believe he really belongs there. As he looks out of the window of his flat over the vast desert of brick and concrete, relieved by a single pollarded plane tree, he has in his mind a vivid picture of the day when he will live in a thatched cottage with roses round the porch and hollyhocks in the garden, and breathe in the fresh air of the unspoilt countryside, while listening for the first Percy Edwards of spring. It is a long-distance love affair. The further away the countryside is, both in miles and time since he was last there, the more desirable it becomes.

Everything he sees about him panders to his romantic illusion. Television commercials picture a countryside where it is always a sunny summer afternoon, never a wet and windy morning. Whether the commodity is milk, or corn flakes, or sweets, or cigars, or motorcars, or beer, the countryside has something to add to it.

It stands for freshness, for purity for leisure, fun and games, for country lanes dotted with young couples on the verge, for rustic stiles more sinned against than sinning.

Insurance companies have posters of country villages, suggesting something real in an artificial world, something enduring and unchanging in a world where everything else seems to be going rapidly downhill. Every Englishman feels this entire deep in his heart and it is for this reason that every doctor and dentist has in his waiting room a copy of the magazine *Country Life*; descriptive of rural pleasures and retreats, it is the most powerful anodyne known to English pharmacology.

The English countryside is many things to many people. But to all of them, it is worth fighting for, and an Englishman gets tremendously upset if he hears of anything, which threatens to disturb or destroy his idyll. He has probably never seen the place and probably never expects to see it. His opposition is rooted more in Thoreau than in anger.

He has his National Trust, his Men of the Trees society, and preservation councils for just about every hill and valley south of the Calendonian Canal, and any scheme for moving smoky power stations away from a satellite town which will relieve the squalor of urban slums, anything which might interfere with the vast tracts of land he calls his countryside, will meet with implacable, though fruitless, opposition.

For it is the idea of the countryside that the English are in love with. The reality they in fact detest. For the past two centuries the driving force of English society has been to get away from the country and into the towns and cities at the greatest possible speed and in the greatest possible numbers. Something like 80% have achieved it and the rest need hardly bother. Instead of rushing into town from the countryside, they find it easier to wait in the countryside for the towns to rush out to them, most English farmers having one field down to wheat, one to potatoes and one to a housing estate.

Having got away from the country, the English have created for themselves an environment as much unlike it as possible and whenever they venture back into it, they find it almost unbearable. It is not only because of the crawly things and the horny things, which menace them in ways undreamt of in the cities: it is also because of the total absence of anything to do. According to the television commercials the Englishman can go for leisurely walks with his girl friend through waist-high corn, he coveting her packet of fags, she his box of Milk Tray.

In practice, these and similar notions are neither forthcoming nor attractive when he actually gets there. There is nothing he can do in the country that he cannot do in the city, although it is true that with so much more space available he is rather less likely to get caught. The countryside is at best a lunch break on the way from the urban metropolis to a seaside one, which appeals in a direct ratio to its similarity to the city just left.

The traveller might drive a hundred yards off the main road for his picnic, but finding even the transistor radio incapable of completely dispelling the eerie silence, he will soon be back on the strip of grass alongside the trunk road, where he and his family will be able to enjoy their meal thanks to the comforting roar of the cars hurtling past at the rate of a thousand an hour.

Many of these cars will be heading for one of the vast car parks, complete with cafeteria, amusement arcade, lavatories & souvenir shop, which cater to the Englishman's inability in any circumstances, including a visit to the country, to range more than two hundred yards in any direction from his car. He does not understand the complaint that these car parks are spoiling countryside.

Well sited at the top of various small rises, these are the only places, and he will point out, that he can see the countryside from. The fact that there might actually be a real human being out there looking at his car park is as manifestly absurd and far-fetched as not even to enter his head. Safe and sound in the middle of Dartmoor, he gazes over the vast deserted panorama for a moment or two then, reassured that nobody is mucking England about, gets in his car, heads for the nearest clover-leaf junction and is quickly back in the mainstream of life.

Active vocabulary

A countryman, to believe, at heart, in the fresh air, countryside, romantic illusion, freshness, to stand for, to endure, reason, rural pleasures, entire deep, to expect, to interfere, the driving force, to achieve, farmers, a housing estate, environment, possible.

Exercise 1. Digest the information briefly in English.

Exercise 2. Answer the questions.

1. What is every Englishman? 2. What does he have in his mind? 3. Is it a long-distance love affair? 4. What does the countryside stand for? 5. What do insurance companies suggest? 6. Does every Englishman feel the entire deep in his heart? 7. What is the most powerful anodyne known to English pharmacology? 8. Is the countryside worth fighting for? 9. What was the driving force of English society two centuries ago? 10. What have the English created for themselves having got away from the country? 11. What do the television commercials suggest to the English? 12. What is at best a lunch break on the way from the urban metropolis to a seaside one? 13. Does he understand the complaint that these car parks are spoiling countryside?

Exercise 3. Find out synonyms to the following ones.

To believe, vivid, cottage, in the fresh air, desirable, pander, sunny, romantic, illusion, commercial, rustic, leisure, company, to add, freshness, on the verge, poster, to endure, downhill, reason, descriptive, to wait, to retreat, anodyne, upset, tremendously, implacable, to create, to point out, to include, actually, comfort, to gaze, alongside, amusement, manifestly, absurd, real, to reassure, seaside, society.

SUMMER HOLIDAY

Peter Hughes looks at how our horizons have expanded & the world has shrunk since 1963

"We're all going on a summer holiday" sang a British pop star, Cliff Richard, way back in 1963, but he and his musicians never thought of going further than ex-Yugoslavia. Their adventure in the film *Summer Holiday* involved buying a London bus and driving through Europe. The few package holidays available were to places such as Costa Brava, Palma, Austria or Italy. Holidaymakers flew in a piston-engined aeroplane such as the Lockheed Constellation and paid about forty guineas for 15 days in Majorca. At that time package holidays were rarely shorter than two weeks.

This was because the government wouldn't allow tour operators using charter flights to sell a holiday for less than the price of a return ticket on a scheduled airline to the same place. As a result, the number of people able to afford a holiday abroad was limited.

The expansion of popular travel has been explosive. Around 250,000 people took a package holiday in 1963; in 1992 the figure was 11 mln. Increased prosperity, of course, has made this possible but the biggest influences have been politics and technology. Take Australia.

In 1963 you would have spent your life savings getting there. Now you can go to Sydney on a two-week package and stay at a four-star hotel for a fraction of that price.

It was a mixture of politics and technology that brought the Great Barrier Reef and Sydney harbour within reach. For years the national airlines had opposed any competition from charters but, as the Australian economy declined and with the success of the bicentenary celebrations, revenue from tourism seemed more and more attractive. So the politicians changed their mind and charters started up in 1988.

The new technology was in the aircraft itself, the Boeing 767 two-engined jet with the range and economy to bring a whole catalogue of long-haul destinations into the package holiday domain. Thailand, India, Mexico, East Africa, the States and the Caribbean all have their place in the mass market brochures thanks to the new aircraft.

Politics with an even bigger "P" have opened up parts of the world that the most adventurous would have been reluctant to visit thirty years ago, even if they had been allowed in. Now several international airlines fly to Ho Chi Minh City, formerly Saigon, and the tourist can scramble through the Vietcong's secret network of tunnels, which have been specially widened for broad-bottomed westerners.

China now welcomes tourists who throng the Forbidden City, cruise up the Yangtze, and marvel at the Terracotta Warriors at Xian. As for Eastern Europe, the Russians want tourists almost more than there are tourists to go there, and in the Czech state visitors stroll through the fairy-tale streets of Prague in their millions.

In these cities a complete legacy of architecture has been handed down intact. St Petersburg would still be recognizable to Peter the Great; Prague is still much as Mozart knew it. Whatever else the communists did, their neglect of ancient buildings has proved to be an unexpected boon and has preserved the beauty of entire city centres.

Active vocabulary

To afford a holiday abroad, package holidays, summer holiday, to fly, to be available, a mixture of politics and technology, to visit, international, tourists, network of tunnels, to widen, marvel, adventurous, to domain, aircrafts, mass market.

Exercise 1. Read the information & pick up the essential details in the form of quick notes.

DIALOGUE

I'd like to start by asking, have members of the BITOA noticed *any changes* over the last few years in what tourists are looking for? Well, yes, there's been one very discernible change in recent years. By that I mean, and I'm only talking about inbound tourists here, there's been a general trading-down of accommodation at the middle to top end of the market. Nowadays, a lot of tourists who were staying in four-star hotels a few years ago will now be looking at three-star.

Oh, why's that?

There's one very good reason for it and that's the general world recession. So visitors are seeking value for money. Obviously, one very good way of cutting costs is to look at your major items of expenditure, such as your *accommodation*. The question is, of course, "Will it continue?" Well, who knows. The paradox is that over the last few years, there have been more five-star hotels built than ever before.

So what have hotels done about that?

They've had to improve their cost effectiveness, on the one hand, but at the same time, they have found perhaps that greater *efficiency* is not enough, and they've had to discount the price of their rooms as well. Most hotels in the present climate are willing to *negotiate* on price much more than they were in the past.

Right, thanks. Inclusive tours, of course, provide an important source of income for hotels. Is there any truth in the accusation that there has been a lowering in standards of service because tour operators have recently been driving such a hard bargain?

None whatsoever. Tour operators, of course, want to operate to comfortable profit margins, but there's no evidence that this leads to a *lowering of standards* in hotels. Quite the opposite. As a matter of fact, we receive a very *low %age of complaints*, in terms of hotels. That's because, generally speaking, we, the British, provide a good service and very good value.

Are tourists more, or less satisfied with the accommodation they are provided with?

It has always been the case that visitors of some nationalities have slightly different expectations from what hotels in this country are able to provide. Americans, for example, are used to very large hotel rooms by British standards. However, most of them know what to expect when they come here. The problem with people from some countries is that they don't *complain* until they get home! But, no, it's not an increasing tendency. We find the vast majority of our visitors are more than *satisfied* with the accommodation they receive.

Have they noticed any other changes?

There is a growing awareness of the whole range of opportunities on offer in a country like Britain. People these days know there is more to Britain than the Tower of London. There is a larger base of second-time visitors who are already familiar with the traditional tourist locations and they're looking for something different.

But haven't second-time visitors got a tendency to want to organise their own itineraries?

Oh, yes. But that's partly why *tour operators* these days offer so much more. Not so many years ago, the standard itinerary offered not much more than a visit to the major sights of London, a pub lunch, some more sightseeing, and a restaurant followed by the theatre.

Of course, there were always some *special-interest groups* but they were in the majority. These days there is much greater interest in tours such as the British Heritage Tours, which might involve guests visiting buildings of *historic interest* in more *remote parts* of the country. There are also British Industrial Heritage Tours. We even have special British Gourmet Tours where guests get to savour real traditional English food!

Well, that's certainly different. How has this affected hotel?

Naturally, some hotels in less visited areas have benefited. Also, York, for example, which has always *attracted* a certain *amount of tourism* through the Minster, now finds its hotels are getting busier because of *the growth of interest* in British Heritage Tours.

How does the future look?

It's looking good. The high season is just about over, but we are already looking forward to the next.

Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.

Exercise 2. Translate into English.

1. Ми вирушили в дорогу рано вранці. Погода мало що обіцяла. Мжичка, і легкий туман огортав вершину гори. 2. Турбаза знаходиться біля підніжжя гори прямо в сосновому лісі. Тут просто чудово! 3. Сонце вже зійшло, але внизу в долині було дуже холодно. Ми йшли по стежці й співали, як жайворонки. Що це був за чудовий день! Ми повернулися додому страшно стомлені, але щасливі; ми всі отримали велике задоволення від цієї прогулянки. 4. Я дуже чекала поїздки на Кавказ, я прекрасно там відпочила. Ми багато купалися, засмагали і ходили в гори. 5. Коли ми досягли вершини гори і подивилися вниз, ми не побачили ту красиву долину, яку всі так хвалили. Нічого не було видно, так як густий туман огорнув її. 6. Будинок відпочинку знаходився на самій вершині гори. З вікна моєї кімнати відкривався чудовий вид на море. Разом зі мною в кімнаті жили дві студентки Київського університету. До мого приїзду вони вже оглянули всі визначні пам'ятки і погодилися показати мені все, що варто було подивитися. 7. Ви чудово засмагли. Де ви провели вашу літню відпустку? – Я була на березі Чорного моря. Погода весь час була прекрасна. 8. Коли ми вийшли з лісу, почалася злива, і ми промокли до нитки. Ми виглядали такими смішними в мокрому одязі і з мокрим волоссям, що не могли втриматися від сміху, коли дивилися один на одного. 9. Яка шкода, що нам потрібно їхати через два дні. Ми тут чудово відпочили. Гірське повітря і сонце зробили нас сильними і здоровими.



DIALOGUE

George, you've been working for one of Europe's largest tour operators for the past twenty years. Can you tell us what familiarisation trips are?

Well, the familiarisation trip or *fam trip*, as it is commonly known, means different things to different people. Basically, for us, it is an opportunity for the people who sell our holidays to get to know our hotels and resorts well. We, as a tour operator, get together with an airline, the relevant national tourist office, one or more of our hotels to construct a trip for the employees of the travel agencies that we're dealing with. They will be staying in our hotels, which, we hope, they will then recommend to their customers.

But not any more?

Well, I think those days have long gone. In the current economic climate, everyone is looking for value for money. No one's got money to throw around. Organisations invest in fam trips in the hope of securing extra business. In the past, we simply saw familiarisation trips as a kind of reward. These days, that's still important but we emphasize much more the learning or the *educational* side. Of course, we want people to have fun, but we need to see a return for our money. We want to make sure they go away with a good knowledge of our resorts and hotels. Any agency employee who comes on one of our fam trips is given a questionnaire to fill in while they are staying in the hotel, and we always ask for a report to be written afterwards. In that sense they're educational.

You said earlier that fam trips were an opportunity for people to meet each other, but isn't it true that it's always the same kind of company that gets invited on fam trips by that I mean the big ones?

Well, yes, and no. Clearly we cannot send every employee in every agency on a familiarisation trip. The important thing is to reward customer loyalty. So then we'll ask a good agency to send along a member of staff who has probably never stayed in one of our hotels before to come and see exactly what our hotels have to offer. Naturally, popular agencies sell more of our holidays.

Right. So it's a question of how popular a travel agency is?

Yes, but then there are the new-product educational trips. They may be quite different. Maybe our new hotels will appeal to travel agents that we don't do much, or even any, business with. When we have new hotels we wish to promote, we have to calculate which agencies to approach. Then we do deals with smaller agencies. All business needs to evolve, so we can't just use the same hotels or the same travel agencies year after year.

So who pays for farm trips?

Well, as I said: tour operators, transportation companies, such as airlines, but also coach companies and ferry operators and the hotels themselves. We actually charge the agencies something for sending people along. That way agencies themselves become more concerned about getting value for money. We don't charge much, mind, or we wouldn't get anyone who was interested.

Right. Will you be sending people out soon?

Not right now, but we'll be sending people out nearer the high season. Then by June we'll have arranged some more trips for the end of the summer, when we're not so busy.

TOUR AROUND HISTORIC CHARLESTON

Good afternoon, ladies and gentlemen. My name is Jenny and I welcome you on this tour of historic Charleston. I'd like to introduce you to our driver, Tom.

Our tour today will take about three hours but we'll be stopping to visit a few places and to take photographs. It's a very hot day out there so we'll take it easy. As you can see, the coach is air-conditioned, but we can adjust it if you want.

Anyway, let's begin. As we leave the hotel, we're driving down Meeting Street towards the riverfront. On your left is the Old market and just coming up on your right is the Gibbes Museum of Art, which contains one of the finest collections of American paintings, prints, and drawings. Now as we pass this fine church on your left-St Michael's the oldest church in the city, built in 1761-we are in the centre of the Historic District.

As you can see, virtually every house here is a fine example of southern architecture.

These houses were nearly all owned by rich planters who came to Charleston and the coast in the summer to escape the heat and the mosquitoes of the backcountry.

If you look down to your left, you'll see the Hayward Washington House, built in 1772 by Thomas Hayward, one of the men who signed the American Declaration of Independence.

OK, ladies and gentlemen. The river is now in front of us on the other side of this rather delightful park. On the left you can see the Calhoun Mansion, perhaps the finest of the Charleston historic houses, although it was built a little later, in 1876, as a Victorian showpiece. I'll tell you a little more about that in a moment, as we'll be stopping there soon. The park is known as the Battery, or officially, White Point gardens, and you can see examples of cannons and other war relics.

Charleston was a very important military centre, especially during the War of Independence when the Americans fought many battles with the British fleet. We'll be getting off the coach in a moment and walking along the harbour wall to Calhoun Mansion, and from the wall you'll see many examples of this military and naval history-forts from the era of the War of Independence and from more recent times the aircraft carrier USS Yorktown. OK, we'll get off now. Please stay with me. If we do get separated for any reason, we'll be meeting at the coach again in one hour's time at four o'clock at the Calhoun Mansion...

Welcome back. I hope you enjoyed the Mansion. It certainly is something special, I think you'll agree. We're now going to drive a little way out of the historic town and visit the Charles Towne Landing, which will be our final stopping-point for today. We're now crossing over the Ashley River Memorial Bridge, and the Charles Towne Landing is just over there on your right. Let me tell you a little about it.

This is the place where the first settlement was made in 1670. It has now been made into a large park with exhibits showing the colony's history, a recreation of a small village, all in a delightful wooded atmosphere. We're now backing at the hotel. If you want to visit some shops then King Street, the main shopping area, is just one block ahead of you. Thank you for your attention. I hope you enjoyed the trip, and I hope you all enjoy the rest of your vacation here in Charleston.

Exercise 1. Find out antonyms to the following ones.

Unspoilt, long-distance, commercial, wet, windy, leisure, rapidly, unchanging, rural, powerful, known, fruitless, possible, unbearable, various, safe, trunk road, the nearest, deserted, to include, absurd, real, nobody, seaside, inability.

«MAD DOGS & ENGLISHMEN»

In tropical climes there are certain times of a day
When the entire citizen retire
To take their clothes off and perspire.
It's one of those rules that the greatest fools obey
Because the sun is far too sultry
And one must avoid its ultry violet ray.
The natives grieve when the whitemen leave their huts
Because they're obviously, definitely nuts!
Mad dogs and Englishmen go out in the midday sun.
The Japanese don't care to, The Chinese wouldn't dare too.
Hindus and Argentines sleep firmly from twelve to one.
But Englishmen detest a siesta.
In the Philippines they have lovely screens
To protect you from the glare.
In the Malay States there are hats like plates
Which the Britishers won't wear.
At twelve noon the natives swoon, and no further work is done.
But mad dogs and Englishmen go out in the midday sun.
It's such a surprise for the Eastern eyes to see,
That though the English are effete
They're quite impervious to heat.
When the Whiteman rides every native hides in glee,
Because the simple creatures hope he
Will impale his solar topee on a tree.
It seems such a shame when the English claim the earth

That they give rise to such hilarity and mirth.
Mad dogs and Englishmen go out in the midday sun.
The toughest Burmese bandit can never understand it.
In Rangoon the heat of noon is just what the natives shun
They put their Scotch or Rye down and lie down.
In a jungle town where the sun beats down
To the rage of man and beast.
The English garb of the English *sahib* merely gets a bit more creased.
In Bangkok at twelve o'clock
They foam at the mouth and run
But mad dogs and Englishmen go out in the midday sun.
Mad dogs and Englishmen go out in the midday sun.
The smallest Malay rabbit deplores this foolish habit.
In Hong Kong they strike a gong
And fire off a noonday gun
To reprimand each inmate who's in late.
In the mangrove swamps where the python romps
There is peace from twelve to two.
Even caribous lie around and snooze,
For there's nothing else to do.
In Bengal to move at all is seldom if ever done.
But mad dogs and Englishmen go out in the midday sun.

By N. Coward

Exercise 2. Analyze the information, which is in the highlight, and use it in practice.

Exercise 3. Add some information & make up a small report and give a talk in class.

Exercise 4. Read the information & pick up the essential details in the form of quick notes.

Exercise 5. Define the key points.

PREPARATIONS FOR A HOLIDAY

(From Three Men in a Boat by J. K. Jerome)

There were three of us in my room: George, Harris and I. We sat talking about our health, and we all agreed that we were very ill, I explained to my friends how I felt when I got up in the morning and began to move about, and Harris described how he felt when he went to bed. Then George lay down on the sofa and showed us how he felt at night. We didn't know what was the matter with us, but we were all sure that we worked too hard and that we needed a good rest.

"We must go to some quiet place in the mountains, far from the noise of London", George said. I thought it was a good idea, but Harris didn't agree with us.

"We shall have a better rest if we go on a sea trip", he said. "The smell of the sea will be good for our health". I didn't like the idea of a sea trip, and I said so. A sea trip is good if you can go for two or three months. But you can't get any enjoyment out of a sea trip if you go for only one week. I remember, my sister's husband once went on a short sea trip from London to Liverpool. He bought a return ticket, but when he came to Liverpool, the only thing he wanted to do was to sell the ticket. He found a young man who needed sea air and exercise and who wanted to go to some place near the sea.

"Near the sea!" my sister's husband said talking very fast and pushing the ticket into the young man's hand, "You can be on the sea – as much sea air as you like. Exercise! If you try to walk more than three yards on the ship, you will have enough exercise for your whole life!" He himself returned home by train; he said that trains were good enough for him.

Then George remembered how his aunt felt once on a sea trip, and at the end of the story I think Harris understood us, because he said, "Let's go up the river. A boat trip on the river will keep us in the open air and give us exercise. We can fish and swim.

The hard work will give us good appetite and make us sleep well!" I said that I could not understand how George could sleep more than he did now. "Every day has only 24 hours, both in summer and in winter, I said. But we all agreed that Harris' idea of a boat trip was a good one. So we pulled out maps and began to discuss plans. We arranged to start on Saturday from Kingston and go up the river towards Orford.

Then we discussed where to sleep at night. George and I wanted to camp out every night. "A camp is so romantic", we said. But Harris said, "And what if it rains?"

There is no poetry in Harris. But we had to agree that there was truth in his words.

Camping is not very pleasant when it rains. You come to the place in the evening.

Your clothes are wet, and there is water in the boat and in everything in the boat.

Two men take the tent out of the boat and begin to put it up; the third man begins to throw the water out of the boat. It isn't easy to put up a tent in dry weather; and the task becomes even more difficult in the rain. You are sure that the other man isn't trying to help you.

The tent has just fallen a second time, when the third man (the one in the boat) suddenly asks, "Why are you so slow with that tent? Why haven't you put it up yet?"

At last, you put up the tent and try to make a fire to get warm and cook supper. But that is a hopeless task in the rain. So you decide to eat some cold food and go to bed.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Add some information & make up a small report and give a talk in class.

HOLIDAY PLANS

You say you want a different kind of holiday this year. You want the kind of holiday, not too expensive, of course. You want to meet English people who are on holiday and to have plenty of chances to make friends with them.

As for me, I don't like crowds when I'm on holiday. I remember that when I was a small boy we – my brothers and sisters and I – always tried to get from other people.

We always had our holidays on the coast. Sea and sunshine, that's what we looked forward to every summer. We always went to a small fishing village on the coast. If, when we got to the place where we usually bathed, there were other people there, we stopped and said, "Oh, we can't bathe here today: somebody's got here before us!"

Today people seem to like crowds. You say you wish to meet and make friends with as many people as possible, so I won't suggest a quiet fishing village.

Hotels at the large seaside towns on the south coast, such as Hastings, Brighton, are expensive. It would cost you, probably, for the two of you, at least fifty dollars a week. I don't know whether that's more than you want to pay; you gave no figures in your letter. You say you want to come here in July or August. Those are the two months when hotel rates are highest. You'd soon make friends at a hotel, but if you want to meet lots of English people, you might like to go to a holiday camp. That doesn't mean sleeping and eating in tents. The kind of holiday camp I mean is nothing like an army camp, or the kind of camp that Everest climbers live in. Holiday camps in England are permanent buildings, with every modern convenience and comfort. There are wooden cabins with good beds, electric light, running hot and cold water. You and Elsie would have a cabin for two.

There are large buildings – a dining hall a large hall for dancing, a cinema, a theatre, a bar, a cafe, rooms for games such as billiards. In fact, there is, in the camp, everything you want. The camp usually has its own swimming pool and tennis courts. Some camps are large enough for a thousand people; others take a much smaller number.

A camp of medium size takes about five hundred guests. I myself dislike the idea of spending a holiday with hundreds of other people. I told you we always wanted to get away from crowds when we were children. But you might find it interesting and amusing to meet the kind of people who go to holiday camps. There are lots of children. There are nurses to look after small children, so that the parents can be free to amuse themselves.

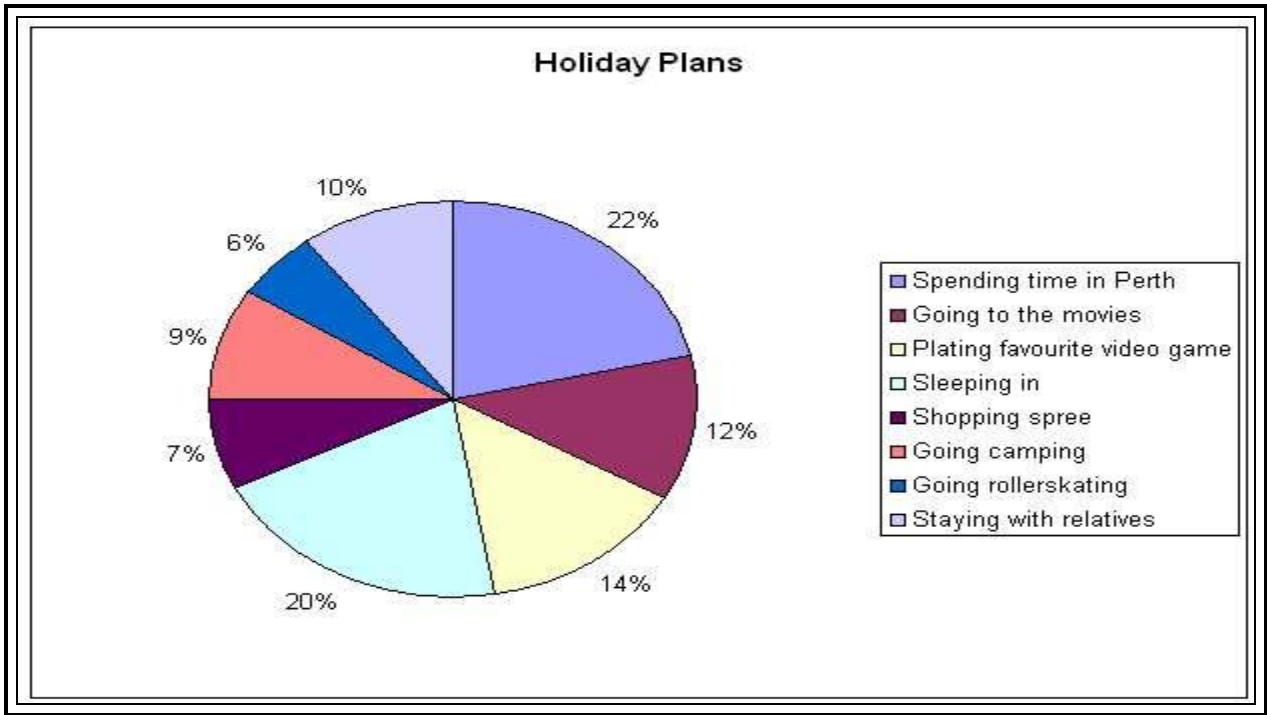
That's one reason why holiday camps are popular with married couples that have very young children. They not only get a holiday from work, but also a holiday from the children. There's a lot to be said for that! So if you decided to stay at a holiday camp here, you could bring your two children with you instead of leaving them in Italy with their grandmother. I'm not quite sure what the rates will be for holiday camps this summer. About two-thirds of the cost of a good hotel, perhaps less. I'll write to some of the camps and get their advertisements. I'll send these to you in case you're interested.

Active vocabulary

A different kind of holiday, reason, plenty of chances, camps, to be popular, to be on holiday, English people, to make friends with, crowds, on the coast, look forward to, fishing villages, to bathe, quiet, expensive, to spend a holiday, to stay, hotels.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Write your own holiday plans with the help of the information & a chart.



Exercise 3. Teacher: *You know most people enjoy travelling. Some people travel for pleasure, some for business, some travel light and some take a lot of luggage on ...*



A TALE OF CANTERBURY

Canterbury is a town in Kent with a population of about 120.000. It is the religious capital of England because its cathedral is the seat of the Archbishop of Canterbury who is head of the Church of England. From the 12th to the 15th centuries, it was a place of pilgrimage.

Thousands of people came to pray at the shrine of a former Archbishop of Canterbury who was murdered in the Cathedral in 1170. His name was Thomas Becket.

During the 12th century, King Henry II decided that the Church had too much power.

In 1162, he made Thomas Becket Archbishop of Canterbury, thinking that his friend would help him to weaken the position of the Church. Although the king himself liked Thomas, he was not popular with other powerful men in England. They were jealous of his friendship with the King, and they also disliked him because he was not a nobleman.

As Thomas was not even a priest, many people were very angry that he had been made Archbishop. The King was amazed when Thomas began to defend the position of the Church against the King. After a while, Thomas had to leave England because relations between him and the King had become very bad, and Thomas was afraid that he might be killed. He lived in exile for five years until the King asked him to come back.

The people, the bishops and the Pope were causing the King problems because they all wanted Thomas to continue as Archbishop of Canterbury.

When Thomas returned, in 1170, he brought authorization from the Pope to excommunicate the priests and noblemen who had acted against him. The King was furious when he learned this - soon afterwards; four of Henry's knights entered Canterbury Cathedral and murdered the Archbishop on the steps of the altar. Three years later in 1173, Becket was made a saint and his tomb became the destination of thousands of pilgrims for three centuries.

It was said that miracles happened there, and many thick people went there in the hope of finding a cure. In the 16th century, when King Henry VIII separated from the Roman Catholic Church and established the Church of England, he said that Becket was no longer a saint, and his tomb was destroyed.

Although there is no tomb. Becket is not forgotten. His face and name are still there, on postcards and souvenirs in every other shop! The best-known Canterbury pilgrims are probably those who appear in the book by Geoffrey Chaucer, *The Canterbury Tales*.

It was written in the 14th century, when the pilgrimage had become a rather pleasant holiday for the groups of people who travelled together for protection and companionship.



TARZAN OF CENTRAL PARK

Anybody visiting New York for the first time should take a room high up in one of those over-priced, slightly tacky hotels at the southern end of the Central Park merely for the extraordinary view it will afford. The park extends northwards until it is lost to sight, a sea of treetops flanked on each side by enormous, impenetrable cliffs of stone and cement.

During recent years legends have grown up among people who frequent or live near the park, legends of life among the treetops. One story went that the park contained whole tribes of mysterious tree-dwellers playing tom-toms by night. Another was of a young and handsome man who had been spotted from time to time lurking among the branches. That such rumours should arise is not altogether surprising. Central Park covers a huge area – some 850 acres – and accommodates a multitude of strange and sinister happenings.

In this case one of the rumours turned out to be true. There was a young and handsome man and he had been living among the treetops for eight years until he was brought to book not long ago by the city authorities.

It is a touching tale. Bob Redman, now 22, had always been addicted to trees, which might normally be regarded as a misfortune for a boy brought up by his mother in a tiny apartment on Manhattan's Upper West Side. But when he was 14, Redman went into the park and built himself a tree house. It was the first of 13 such houses he was eventually to build, each more elaborate and lavish than the last. "I like to be in trees", he explained to a reporter from the *New York Times*. "I like to be up, away from everything. I like the solitude.

I love most of all to go up in the tree houses and look at the stars. The view at night, of the city lights and the stars, is beyond description."

Mr. Redman built his tree houses as birds build nests, with pieces of scrap-wood that he managed to scrounge. He carried the pieces of wood little by little into the park and then hoisted them up secretly into the treetops. A lean and muscular young man, he can scale tall, branchless tree trunks with remarkable agility.

Entry to his houses is often 40ft above the ground, with several levels above that. His final house was the grandest of them all. Constructed at the top of a towering beech tree from 1,000lb of timber, it was what an estate agent would describe as a five-room split-level home commanding spectacular views of the city skyline and of all of Central Park. It included ladders and rope bridges – one leading to an adjacent tree – as well as wooden benches and tables he had made. Who can imagine what the rent would be?

Mr. Redman would go to great pains to conceal his tree houses, building them in neglected corners of the park and camouflaging them with branches and green paint. He would call them after his favourite stars, his last house bearing the name Epsilon Eridani.

Friends would come to visit him in them, sometimes as many as 12 people at a time, bringing sandwiches and radios and books and torches. They were given a set of rules, which, among other things, prohibited branch breaking, fires, litter and loud noise. His brother Bill sometimes brought a set of conga drums to the tree houses and played them very late at night, giving rise to the rumours of a tree-dwelling tribe. Although the park authorities quickly became aware of his activities, the houses would often go undetected for long periods of time. Some lasted as long as a year before the sleuths of the Parks Department would find them and tear them down, often with Mr Redman watching mournfully from a distance.

His final and most magnificent structure went unnoticed for four months.

Then they got him. He was awoken one morning by the voice of Frank Serpe, Director of Horticulture for Central Park. *Come down! The party's over!*. He yelled from the foot of the tree. Mr. Redman climbed down to meet not only Mr. Serpe but also 10 officers of the Parks Enforcement Patrol. It was victory for Mr. Serpe, who had been hunting Mr Redman for years. But, after his triumph, he paid a generous tribute. "We marvelled at the spectacular workmanship", he said. "The last house had floors strong enough to hold a truck, and not one nail was driven into the tree."

You will be glad to hear at this stage that the story has a happy ending. As the officers formed a huddle to decide his fate, Mr Redman offered to go up and help the workmen dismantle the tree house. "I told him I suppose that was all right", said one of the officers later. "Well, he walked up the tree. It was amazing."

Mr. Serpe concluded that, rather than lock him up; perhaps they should offer him a job. And now, having made a solemn promise to build no more tree houses, Mr. Redman is a professional pruner and tree-climber for the Central Park Conservancy. He says he still cannot believe that a job so perfect for him could possibly exist. His mother is happy, too. He finally has work and is back living at home.

Active vocabulary

To extend, cliffs, legends of life, tribes of mysterious tree-dwellers, time to time, to lurk, rumours, a huge area, a touching tale, tree houses, handsome man, camouflaging, huddle, a solemn promise, to dismantle, a happy ending, story, to offer a job.

Exercise 1. Choose the keywords and phrases that best convey the gist of the information.

Exercise 2. Translate the words and phrases into Ukrainian.

Over-priced, slightly tacky hotels, extraordinary view, to afford, to extend, treetops, enormous, impenetrable cliffs, to contain, tribes, mysterious tree-dwellers, to lurk, rumours, to arise, a huge area, to accommodate, a multitude of strange and sinister happenings, to turn out to be true, a touching tale, to be addicted to, a misfortune, a tree house, eventually, elaborate, lavish, solitude, to scrounge, agility, spectacular views, to conceal, conga drums, a tree-dwelling tribe, undetected, sleuths, to dismantle, a huddle, a pruner, tree-climber.

Exercise 3. Describe the central Park in New York on the pictures.



DISNEY WORLD

Disney World, Florida, is the biggest amusement resort in the world. It covers 24.4 thousand acres, and is twice the size of Manhattan. It was opened on October 1, 1971, five years after Walt Disney's death, and it is a larger, slightly more ambitious version of Disneyland near Los Angeles. Foreigners tend to associate Walt Disney with Snow White and the Seven Dwarfs, with his other famous cartoon characters, Mickey Mouse, Donald Duck & Pluto, or with his nature films, whose superb photography is spoiled, in the opinion of some, by the vulgarity of the commentary and musical background. There is very little that could be called vulgar in Disney World.

It attracts people of most tastes and most income groups, and people of all ages, from toddlers to grandpas. There are two expensive hotels, a golf course, forest trails for horseback riding and rivers for canoeing. But the central attraction of the resort is the Magic Kingdom. Between the huge parking lots and the Magic Kingdom lies a broad artificial lake. In the distance rise the towers of Cinderella's Castle, which like every other building in the Kingdom is built of solid materials. Even getting to the Magic Kingdom is quite an adventure. You have a choice of transportation.

You can either cross the lake on a replica of a Mississippi paddlew heeler, or you can glide around the shore in a streamlined monorail train. When you reach the terminal, you walk straight into a little square, which faces Main Street. Main Street is late 19th century.

There are modern shops inside the buildings, but all the facades are of the period.

There are hanging baskets full of red and white flowers, and there is no traffic except a horsedrawn streetcar and an ancient double-decker bus.

Yet as you walk through the Magic Kingdom, you are actually walking on the top of a network of underground roads. This is how the shops, restaurants and all the other material needs of the Magic Kingdom are invisibly supplied.

The Magic Kingdom provides more than amusement. It instructs as well. Almost everywhere you go there are models of people (and animals). There is the Hall of Fame, which displays models of all the American Presidents since George Washington.

A feature of Disney World is that the models move and talk most realistically.

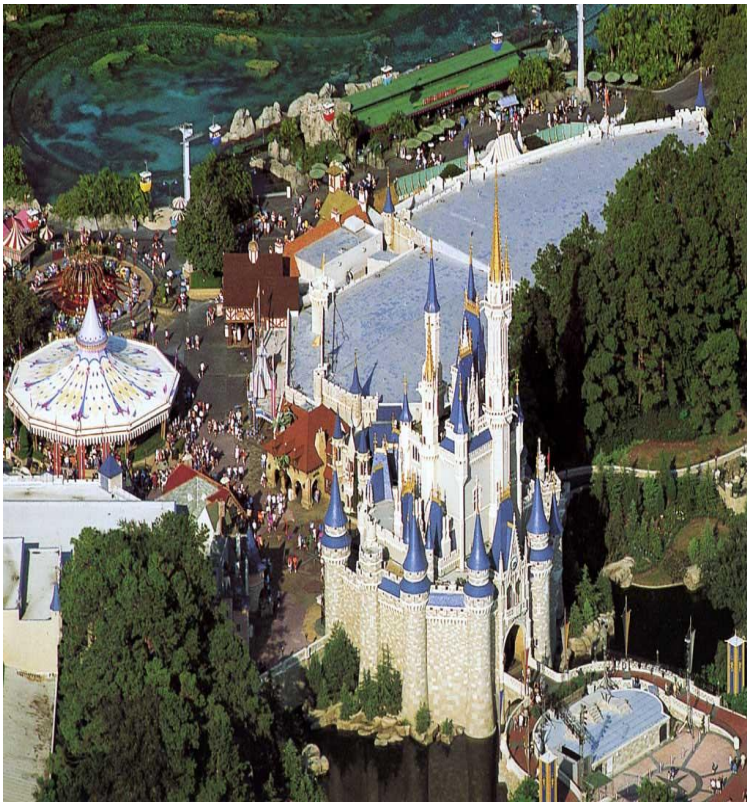
The Presidents talk, using the actual words they once used as living Presidents.

Then there's the Carousel of Progress, in which you follow the life of an American family through four generations, starting in the 1890s and finishing in the 1970s. Pa does all the talking. *He* does not change throughout the years. Nor does his dog, which constantly wags its tail. But Pa's clothes change, and so does the furniture, above all, the equipment in the kitchen. Pa remains cheerful and optimistic, and he clearly thinks progress is wonderful.

At the end of every scene he says, "Electricity has improved all our lives. What a marvelous age we live in!" Then you suddenly realize that the show has been presented by the General Electric Corporation!

RCA, the famous electronics corporation, is in charge of the Space Mountain in Tomorrowland. The Space Mountain is for many the climax of the tour of the Magic Kingdom, for deep inside the Space Mountain there is a terrifying roller coaster, which whizzes you through a Pitch-black sky lit up only by a bombardment of meteors and space debris. You are warned before you step into your car that you must be "in good health, free from heart condition, mother sickness, weakness or other physical limitations!"

When you step from your car at the end of the space journey you are met by a nurse and a stretcher. As you leave the Space Mountain, RCA shows you what it imagines – hopefully – life will be like in the future. There is much else to see: Adventureland, Frontierland, Liberty Square, Fantasyland. You need two days to explore the Magic King Dom properly. But it is worth it – and it is very inexpensive.



SERVICE INDUSTRIES & TOURISM IN ITALY

The service industry is one of the most important in Italy in terms of the number of people employed. If the definition extends to cover tourism, the hotel industry, restaurants, the service trades, transport and communications, domestic workers, financial services, and public administration, well over half of the working population operates in the sector.

An accurate assessment of numbers is, however, made impossible by the existence of a burgeoning black market. A plentiful supply of labour has nourished the service sector, especially in the large urban areas, since the 1950s.

This labour came initially from rural areas of northern Italy such as the Veneto; later the Italian peasantry from the Mezzogiorno migrated north; more recently Third World immigrants – who are prepared to work for very low wages, without job security, and under substandard work conditions--have filled low-grade urban service jobs.

Other factors that have contributed to the growth of the sector include the rise in the standard of living in Italy and Europe in general, leading to an increase in mobility, financial transactions, business, demand for leisure activities, and tourism.

The tourist industry experienced a decline from 1987 onward and a slump in late 1990 and 1991 due to hostilities in the Persian Gulf and a world recession, which dramatically lowered the number of overseas visitors, particularly from the United States.



LANGUAGE COURSES IN ITALY

Our five schools in: Florence (Firenze), Leghorn (Livorno), Pisa, Portoferraio (Isola d'Elba) and Pratello (between Florence, Pisa and Siena) represent the most diverse locations for studying Italian in its birthplace, Tuscany. Each school has its own particular character, but all are well recognised for their uniform teaching methods in a relaxed and cordial teaching environment which favours serious and rapid learning.

Our teachers are all mother tongue Italian, university graduates and are all fully qualified to teach Italian to foreigners. The Dante Alighieri Society is an association, which was founded in 1889 by Giosue Carducci, an important poet who was born in Leghorn. The Society was established by Regal Degree number 347 on July 18, 1893 with one sole purpose: the teaching and diffusion of Italian language and culture. All those who attend one of the society's courses are asked to pay an annual membership.

Membership benefits include: school membership card, participation in pre-selected courses, permission to stay in the guest area of the school, being collected upon your arrival and participation in the school's cultural and recreational activities.

At the end of the course after a test, students will receive a certificate of attendance with a report and the language level attained. Those who attend the highest level and pass the final exam will receive a diploma, which classifies them as *ITALIANO D. O. C.*

The organization has worked successfully since 1982 and has arranged courses for managers and employees of businesses whose stature testifies to our quality.

They have also arranged training courses for state teachers as directed by the Ministries of Education for all European states and work in close collaboration with many conservatories. All schools are found in the birthplace of the Italian language, Tuscany.

This allows the student to learn the language in a place where it is spoken more correctly and to learn it in area, which possesses Art, History and Natural beauty. The area where we have the most fun is Leghorn, which is our Historic location. The area, which is the most fascinating, is Pisa with its mysterious Learning Tower. The most prestigious area is Florence, one of the cultural capitals of Europe.

The location, which is particularly exclusive and blessed with natural beauty, is Pratello, situated in the countryside between Pisa, Florence, and Siena. The most exotic location is Portoferraio, on the largest Island of the Tuscany Archipelago.



LEGHORN

The city of Leghorn, which is not a mass tourism hot spot, is a real surprise for those who love the beach because Leghorn's coastline, sandy to the north and rocky to the south, is one of the most beautiful in the region. The temperature climate allows for a long beach season from April to October, on occasion it is even possible to go to the beach in the winter. At this school all the courses are offered at the dates indicated in the calendar, on request. Leghorn is also very close to the Islands. This location has become famous for its leisure activities. Thanks to the work done by the organisation during the students stay, it is not just the course, which is enjoyable, there are all the activities found in the program such as beach parties, day trips, movies, typical dinners, bars, and discotheques.

PRATELLO

In the heart of Tuscany offers the chance of unforgettable study vacation. This location could be classified as the most beautiful. Courses offered here are only for individuals and small groups. The school of Prateello is an Agri-Tourism estate covering 320 Hectares of forests, olive trees and agriculture land. The position of the school on the Tuscany Hills allows for easy travel from any of the Art Cities of Tuscany (Pisa, Florence, Siena and Volterra) and as well from the sea resorts.

The Villa was built in the 700's and offers its hosts 12 elegant rooms finely furnished with antiques. In the villa you will also find a Billiard Room, Library and the possibility to dine in the villa restaurant.

During your stay at the villa you have free use of the pool in the park (swimming and sun bathing), tennis court and mountain bikes. It is also possible to take walks in the park, in the Italian style garden and along the road of cypress trees. You can visit the private chapel built in the 1600's or the antique olive oil mill. Inside the Villa's property a few kilometres from the villa itself is a private Airport with a 1000-metre runway. Horse stables are nearby for those who wish to go riding and there is a golf course 9 kilometres away.

FLORENCE

The city of Florence has no need for a formal introduction, as it is well-known the world over. Whoever wants to know Italy and learn the language must live in Florence for a brief time. Our organisation distinguishes itself because of the excellent quality price ratio. At this location all types of courses are offered at the dates indicated in the course calendar and on request, advising the secretary, it is possible to begin a course on other dates. The city offers tourists a great deal, cultural beauty and entertainment. The coast can be reached in less than an hour's train ride.



PISA

The city of Pisa is the idea location to immerse itself in a vast ocean of artistic beauty (famous for its architectural heritage such as piazza deli Miracoli, home of the leaning tower, which is one of the seven wonders of the world) and at the same time take in the youthful atmosphere of a famous university city. Pisa is the home of one of the oldest universities in Italy and the location of the prestigious Scuola Normale Superiore.

From Pisa with public transit (train and bus) it is easy to reach the nearby beach localities such Marina di Pisa, Tirrenia, Leghorn and Viareggio. The school is located in the historic area of Pisa and has a great view of the River Arno.

At Pisa guided trips are organized to some local towns of notable artistic and historical interest, such as Lucca, Volterra and Siena.

PORTOFERRAIO ISOLA D'ELBA

The Island of Elba is the largest of the Tuscany Archipelago. It is major tourist area visited by both Italian and by foreign travellers because of its beautiful beaches and crystal clear waters. This school location offers courses only to individuals and small groups.

At a distance of only one hour ferry ride from the Italian mainland on Elba you can choose from the sandy or the rocky beaches and participate in any water sport which your heart desires (fishing, scuba diving, windsurf and water skiing). Our organisation will book passage on the ferry for the student and his / her vehicle. Accommodation is usually in hotels and includes breakfast; however, it is also possible to rent villas with prices varying according to the season.



DIALOGUE «LIVING IN MADRID»

The Interviewer & Kate Leigh

- Kate, you've lived in Spain for a long time now, haven't you?
- Mm. About eight years.
- So you know it well enough to compare living in Spain and in London.
- Well, I can compare living in Madrid with living in London...
- So what are the main differences?
- I think the first one is the time of day that things happen. People get up later, and start work later. I start at ten, and lunchtime is much longer. Everything closes for about three hours. Then, at five, people go back to work.
- And what time do they finish?
- About 7 or 8. Then they go out, go to bed incredibly late – about 1 or 2 in the morning.
- Do they have a siesta?
- Not, not in Madrid. Well, only in summer, because in summer work hours change because it's so hot. Everyone works from eight thirty to three, then has lunch, then a siesta, and then goes out.
- So office hours change?
- Everything changes, on the first of June.
- For how long?
- Until the fifteen of September.
- How did you find the differences of time when you first went out?
- Very difficult, because I was hungry all the time! I wanted to eat at about eight o'clock, but eating is very different in Spain. People eat all day. They have snacks in the morning, maybe an omelette and a beer, and then have their main meal at lunchtime, and then *tapas*, which are lots of little dishes, in the evening.
- So that's what you do now?
- Oh, yes, I like it. The Spanish think that the English eat very little!
- And what about the people?
- Well, this is the second big difference. People live in the streets, they live much more outdoors, so you see them more, and it's easier to get to know them.
- So you think it's true that the English are cold?
- No, but they live differently. Madrid is a lot smaller than London, and people live in the centre. It's not like London where people live in houses in the suburbs. In Madrid people live in flats in the centre, so it's natural to be out on the streets most of the time.
- And how do you find living in Madrid?
- I think it's nicer. It's a lot cheaper, and shops are open longer. I find it safer. I can be out in the streets at all hours, and there's never any problem. The family is still very important. I think people are more caring to other people, if you see what I mean. They are terrible drivers! They are a lot more accidents – road accidents. And this is strange, because the public transport system is very good and very cheap, but people like to use *their* car.
- Are you thinking of coming back to England?
- Sometimes, but not yet! The weather's much better, and I like living in a southern European atmosphere!

SUN & SEA & SAND & SUMMER & SPAIN

It's no coincidence that so many people's idea of an ideal holiday starts with the same letter. Over the years, the beach holiday has become synonymous with Spain. Rightly so. In Spain, you can still enjoy all the fun of the fair without your beach towel. Of course, should you tire of soaking up the sun lying down, you can always soak up the sea in a variety of other positions. For the energetic, most Spanish resorts offer every water sport under the sun (and several under the sea.) And for the less energetic a cool glass of sangria (there's that letter again) is normally within easy reach. When the Spanish sun reluctantly dips below the horizon, the nightlife lights up the night and continues to do so until the sun makes a reappearance. At the end of the holidays, you'll begin to understand why the natives occasionally feel the need for another word beginning with a sibilant sound.

A WONDERFUL HOLIDAY IN SPAIN

Dear Dennis,

We just wanted to say thank you for putting us up before we caught the plane last week. It was a lovely evening, and we enjoyed meeting your friends, Pete and Sarah. We managed to get to airport with plenty of time to spare. We even tried to get an earlier flight, but it wasn't possible. We had a wonderful holiday in Spain. We just loved driving through the countryside, and we often stopped to walk round a mountain village. We met our friends, Bill and Sue, and they invited us to have a meal with them. They wanted us to stay with them, but we couldn't, as we had already booked a hotel.

The weather was fantastic. The sun didn't stop shining all the time we were there. Leaving Spain was very sad. It made me want to cry.

Anyway, we're looking forward to hearing from you, and hope to see you soon. Let us know if you're ever in the area. You must call in.

Best wishes, Sandra.



GREECE

Hazel and Barry White left England five years ago with their baby daughter, Daisy. They moved from their basement flat in north London to a two-bedroom apartment overlooking the sea on the Greek island of Agastri. They earned about £18,000 between them in London, working in the hotel business. They have set up a watersports business in Greece.

Barry: Daisy was three months old when I decided we simply had to leave London. We weren't unhappy in London, we enjoyed our work. But we worried that our child couldn't run freely in the busy London streets. We wanted her to grow up carefree and in the sunshine. Hazel and I had had a couple of holidays in Agastri and had made some Greek friends there. It's very beautiful and peaceful. In Greek, *agastri* means *fishing hook*, and the local say, "When you come to Agastri, you're hooked". So we took the plunge, sold our flat, and moved. Our family and friends thought we were crazy.

A tourist sports business seemed a good way to earn a living in Greece, so with the money from our flat we bought water-skiing, equipment and two speedboats. Later, I bought a *varka* or passenger boat for fishing trips and picnics round the island.

Running the business hasn't been easy. Things are very bureaucratic here and sometimes this can be very frustrating. It took some time to get used to so many forms and officials, but I'm more patient now. I've found the Greek language very difficult.

Fortunately, I understand more than I can speak, so I get by. But Daisy is more Greek than English now. She's absolutely bilingual and the only English child at her school. Living on Agastri is definitely better for her. She runs round the village and talks to everyone.

Everyone knows her. I don't miss England much, mainly family and friends. I do miss the theatre but we get good movies here. I also miss sausages, Stilton cheese, and white thick-sliced bread. But that's all. I think Hazel has found it more difficult than me.

Hazel: I didn't realize what a big culture shock it would be. It has taken me a long time to get used to the Greek way of life, especially on such a small island. Here the women aren't treated the same way as men. They are expected to stay at home more, in the winter they hardly go out at all. But people are very kind and generous. In a way, the community is like a big happy family, which is great, especially for Daisy, but it also means that everyone knows everything about you. I have a few Greek women friends, but the language barrier was very hard at first. I used to visit their homes for coffee and sit for hours not understanding a single word. Our life here has certainly tested my relationship with Barry. The business has had some bad times. There's such a huge difference between our winter and summer income, and money worries cause our tempers to fray! Next winter, I'm going back to London for a few months with Daisy – I miss my parents terribly.

No doubt I'll back here with Barry in the spring, but I'm not entirely sure. I sometimes have doubts about living here.



BRUNEI

Brunei is one of the smallest but richest countries in the world. Its wealth comes from oil and gas. Many people in the west think that Brunei is in the Middle East but it isn't. It's in East Asia, on the north coast of the island of Borneo. It sells the oil and gas to Japan, and earns \$2 billion a year – that is \$229,000 every hour – from it. And the beauty is that there are so few people to share all this money. The population of Brunei is only 230,000.

The Sultan and his three brothers are part of the government.

His Majesty, Sultan Haji Hassanal Bolkiah, the twenty-ninth Sultan of Brunei, is the richest man in the world. He is descended from one of the oldest ruling dynasties on earth – a royal line that goes directly back over 600 years to 1363.

When one of his daughters was eleven years old, he gave her a birthday party. It was in the ballroom of Claridge Hotel in Mayfair, London and it cost £100,000, but for the Sultan this is not a great amount of money.

The Sultan's total wealth is more than \$25 billion. He owns hotels all round the world: the Dorchester in London, the Beverley Hills Hotel in Los Angeles, and the Hyatt Hotel in Singapore. He has a fleet of private planes, including an airbus. One of his London houses has the biggest garden in the city, except for Buckingham Palace.

Some years ago, in Brunei, he built the biggest palace in the world. It has 1,788 rooms, 5 swimming pools, 257 toilets, 44 staircases, and 18 lifts. The dining room can seat 4,000 people. There are 564 chandeliers with 51,490 light bulbs.

A servant is employed full time to change bulbs – about 200 a day. The total cost of the palace was \$400 million. In 1996, he had a special party there for his fiftieth birthday. It lasted three days and the guests included Michael Jackson, the American musician, the Infanta Elena from Spain, and Prince Charles from Britain.

Despite all his money and power, the Sultan is a very shy man. He often goes to international meetings but says very little. In 1965, when he was nineteen, he married his cousin, Princess Saleha, who was sweet, pretty, only 16. Time passed and she became more and more reserved. In 1980, the Sultan met an airhostess called Mariam Bell. She is much more outgoing than many Bruneian girls and the Sultan fell in love with her.

So, in 1981, he married her, too, and now the two wives and ten children – four princes and six princesses – all live happily together in the palace.

Exercise 1. Complete the sentences with the facts from the passage.

1. Brunei is one of the smallest but richest countries _____. 2. It's in East Asia, on the north coast of the island of _____. 3. Brunei sells the oil and gas to _____. 4. The population of Brunei is only _____. 5. The Sultan and his three brothers are part of _____. 6. The Sultan's total wealth is more than _____. 7. He has a fleet of private planes, including _____. 8. The Sultan built the biggest palace in the world in _____. 9. The total cost of the palace was _____. 10. The Sultan is a very ___ man.

Exercise 2. Write a tourist information leaflet.

- Start by making a list of all the attraction and facilities of your own city.
- Put them into groups to make the different sub-headings for the leaflet.
- Write a general introductory paragraph.
- For the sub-heading, follow the general example of the Bangkok leaflet.
- Include as much practical information about each section as possible.

A BRIEF HISTORY OF MEXICO

Ancient Mexico was the home of three major cultures: the Olmecs from 1500 to 600 B.C., the Mayans whose civilisation was most developed in the 6th century A.D., and the Aztecs. The Aztecs founded a fine modern city in 1325 at Tenochtitlan: it had spring water and pyramids where human sacrifices were performed.

In 1519, the Spanish General Herman Cortes and 600 men landed at Veracruz and marched to Tenochtitlan. They made the Aztec emperor Moctezuma II a prisoner and took over the city. But the Indians fought back and drove the Spanish out. Two years later the Spanish defeated the Aztecs and destroyed the city.

It was rebuilt as Mexico City, the capital of New Spain. Within ten years many of the Indians had been converted to Christianity. Mexico was ruled by Spain until 1821 when it became independent. In 1847 the US army invaded Mexico and defeated the Mexican Army. The states of California, New Mexico, Arizona and Texas became part of the USA after this. After a devastating civil war, Benito Juarez, a Zapotec Indian, became president in 1861 and he introduced many reforms.

In 1863 Napoleon III's French army entered Mexico City and the Austrian Maximilian became emperor of Mexico. A republican force under Porfirio Diaz eventually reconquered the country in 1867 and Juarez became president again. Diaz himself was president – dictator from 1877 to 1911. In 1917, after a period of guerrilla fighting, led by Emiliano Zapata and Pancho Villa, a new liberal constitution was drawn up. Venustiano Carranza became president as leader of the Revolutionary Party.



TOURISM IN THE GAMBIA

Surrounded by the former French colony of Senegal, The Gambia forms a narrow strip of land on either side of the River Gambia. The country is low-lying and extends inland for 320 km; it is never more than 50 km wide. The Gambia has a population of just 800,000 and is the smallest country in West Africa.

The tourist season runs from November to April and visitors come mainly from Britain, Sweden, France, and Germany. Since it began developing its tourism industry in the late 1960s, the number of visitors to the country has increased from just 20 in 1965 to well over 100,000 in the early 1990s. This growth may partly be due to the American best-seller *Roots* in which the writer Alex Haley claimed to have traced his ancestors back to the Gambian village of Juffure. The village is now a major tourist attraction.

Most of the country's 17 resort hotels are concentrated on the coastline around the town of Bakau; several of them are wholly or partly owned by the Gambian government. An estimated 7,500 Gambians are directly employed in the tourism industry as cooks, receptionists, bookkeepers, drivers, and guides. In 1990, tourism brought The Gambia 15 million in foreign exchange, or 10% of Gross national Product.

The government also earns income from the sale of land, taxes paid by the companies, which own the hotels, and customs duties on foreign equipment such as construction machinery. Alongside the benefits tourism has brought to The Gambia's economy, many of the problems associated with it are also beginning to be felt.



CALA CORFU

The island immortalised by Alexander Dumas in the famous novel *The Count of Monte-Cristo* is a natural reserve. Landing, sailing, swimming and fishing are prohibited within a range of 500 m of the coast. The island can be visited by forwarding an application form to the following address. If you plan to reach the island on your own, please specify the boat registration number and the number of people on board. This rough and mysterious island received its name from Maximilian, Bishop of Palermo. *Cala Maestra* is the only landing place. The coast is ragged and craggy. *Cala Corfu* can be reached only by sea. A villa for the King was built in *Cala Maestra* at the end of the XIX century when the island became a royal hunting reserve. Montecristo has a surface of 10,4 km². An *aquarium* and a *Natural Museum* with collections of local flora & fauna are opened. The small crag *Formica di Montecristo* with a lighthouse on top is located on the western part of the island.

TOURISM IN BELIZE

Belize, which lies on the east coast of Central America, is a former British colony and has a population of approximately 2 mln. The climate of Belize is sub-tropical and the country has an average temperature of 20 °C. Running the length of the coastline of Belize is a barrier reef, which is second only in size to the Australian Great Barrier Reef. In a similar way to tropical rain forests, coral reefs are among the most complex and delicate of all ecosystems. As well as protecting the coastline from hurricane damage, Belize's barrier reef has always been an essential source of food and income for local fishermen.

Like the governments of other developing countries, the Belizean government has actively encouraged the development of tourism as a way of earning foreign exchange.

Last year, over 200,000 tourists visited the country. But the growth of tourism is now threatening the delicate marine life of the coral reef. In order to make room for hotels to be built and to provide beaches, the swamps of tropical mangrove trees have had to be cleared. As a result, shore erosion has occurred and vital areas, which are home to rare reef plants, have been destroyed. The coral reef itself is also under threat – from pollution, from the physical damage caused by the anchors of cruise ships and boats chartered by tourist divers, and from the activities of some of the divers themselves.

Additionally, over-fishing has seriously reduced the populations of fish and shellfish such as conch, grouper, and lobster. The anticipated rise in sea level as a result of global warming is also expected to damage the coral and fish reserves.

The government of Belize has responded to these problems by setting up a Coastal Zone management Plan, with the aim of carrying out regular surveys to monitor the effects of tourism and fishing on reef life. But because Belize has a foreign debt of about \$100 mln, it has had to rely on support from environmental groups to continue with this important work. One particular environmental group is Coral Cay Conservation, a voluntary team of divers and marine biologists, which is currently working on a project to establish a marine reserve at the southern end of the barrier reef.

The government has also agreed to provide funds to establish a new Conservation Division, which will establish and manage a number of new conservation areas in Belize.



HAWAII TODAY

Today tourism accounts for 30 % of Hawaii's income – a figure that won't surprise anyone who has been to crowded Waikiki beach! Tourists come from around the world but especially from the U.S. mainland and Japan.

Hawaii's agricultural products include sugar, pineapple, and macadamia nuts. (The macadamia nut industry had a slow start since these nuts are very hard and a more effective nutcracker had to *be* developed!) Hawaii even produces coffee and, since 1980, a highly praised pineapple wine. Hawaii's people today are from many groups – Japanese, American, Chinese, and Filipinos. Less than one % of the population is pure Hawaiian, but many people have some Hawaiian blood. Today one of every two marriages is between people of different groups. Hawaiian culture reflects this ethnic mix. Hawaii has been described as a place where East meets West. It has also been described as a mixture of U.S. culture and its own island culture, with "island culture" meaning the combination that has developed from all the groups that settled there.

Not surprisingly, in one-fourth of Hawaii's homes, the main language spoken is something other than English. And everybody's everyday speech contains some words from all the languages spoken. Hawaiian is especially important. For example, Hawaiian *aloha* is just as common as *hello*, Hawaiian *mahalo* just as common as *thank you*. In giving directions, people often use the Hawaiian *mauka* (toward the mountains) and *makai* (toward the sea). Hawaiian words have many vowels and repeated syllables.

They can be quite long. Pidgin is also spoken in Hawaii. It began in the nineteenth century, as a kind of combination of languages that enabled workers from different countries to communicate. Modern pidgin is more like slang and is used especially by teenagers. Common phrases include *tanks brah* (from *thanks, brother*) for *thanks* and *an'den?* (from *and then?*) for *what else happened?* or *so what?* It's possible to have entire conversations in pidgin. When James Cook reached Hawaii in 1778, he was astonished to see people on boards riding the waves. Although surfing was unknown in the West, the thrill was immediately obvious to Cook. Watching one surfer, he wrote, "I could not help concluding this man felt the most supreme pleasure". Surfing had come from ancient Polynesia and for centuries had been practiced as an art and a sport, especially by the royalty. The missionaries thought the surfers were insufficiently dressed.

As a result of their influence, surfing nearly died out. In the end, far from dying, surfing spread around the world. Surfing became *really* popular once light boards were developed. (Traditional surfboards weighed about 150 pounds!) Hawaii has some of the world's best surfing. Serious surfers go to Hawaii in winter to catch the dangerous 25-foot high waves off the beaches of Oahu.



SIERRA LEONE

With a long stretch of coastline on the Atlantic Ocean, Sierra Leone is bordered by Guinea to the north and Liberia to the south. Its natural features are varied: the coastal region is low-lying and sandy, whereas inland the terrain is more mountainous.

The country has a population of about four million, and 7,000 people are currently employed in the tourism industry. Sierra Leone is a late arrival on the tourist scene. In 1989, the foreign exchange earned from tourism was \$ 17.4 mln, or just 25 of Gross national product. In that year, most of the 25,000 holidaymakers who arrived in the country by air came from France, followed by North America and the United Kingdom.

At the moment, the country has just 8 hotels, concentrated on the 38 km of coastline around the capital, Freetown. With funding from the European Union, the government is expanding the limited telephone system and hopes to build a network of hotels, roads, and service stations across the country. Plans are under way to develop safari-type holidays, together with forest explorations, game-hunting, and bird-watching.

But the tourism industry in Sierra Leone has a number of problems to overcome.

Like other developing countries, it does not yet have the resources to provide the kind of facilities western tourists expect, such as good roads, modern hotels, and airports.

Roads linking the airport to the capital and the surrounding beaches are poor; pitted with holes, and dangerous to drive along at night. There is an acute shortage of petrol and the country's postal service remains basic. To develop better facilities, a country like Sierra Leone needs to attract foreign investors, provide incentives in the form of tax relief or exemption from customs duties. Recently, the government passed a Tourism Development Bill to encourage the expansion of tourism. The Bill identifies particular areas which might be developed for tourism, provides much-needed incentives for foreign investment, and introduces controls on the number and quality of new building.

ISOLE FLEGREE

This group of islands (province of Naples) created by powerful underwater-volcanoes includes *Isch'ia*, *Procida* and the uninhabited *Vivara*. They were colonised in the VIII century B.C. by Greek sailors who began rich trades with their countries of origin and gave birth to flourishing markets (especially in Ischia). The first name of the island was Greek (*Pitecusa*) and this name remained for a long period. After the Roman age came the Kingdom of Naples followed by Norman, Suevian, Angevin, Aragonese & Bourbon periods.

The history of these islands is therefore very old, but also closely linked to the geologic youth that on one hand created the lively and fascinating sea-scenery of all the islands and Ischia's renowned baths and rich vegetation, but on the other hand also caused the past earthquakes, eruptions and deep changes in the landscape.

Despite their ancient history, the islands did not preserve many important medieval or archaeological traces. In the case of Procida, this is due to its being a satellite-island, whereas in the case of Ischia the answer seems to lie in the island being first covered by lava and then by buildings. In the specific case of Ischia there also seems to be a myth about a city called Aenaria. Today only its name still remains. Its position is not known (maybe near Ischia Ponte), nor the reason of its disappearance, apparently caused by a bradyseism.

MY HOLS

I have marvellous memories of childhood holidays – Cornwall, Devon, and Scotland. I have a younger sister, the four of us would drive everywhere in the family Morris Minor.

My sister and I would be so excited, getting up at two or three in the morning to drive to Cornwall. I remember the hedge being high and a little rabbit scurrying along the side of the road and Daddy picking it up and letting it run off into the fields. We used to go to Looe, which had very good crab sandwiches. I went back there recently for "Wish you were here...?" and it's got so much more crowded.

Working on "Wish you were here...?" gives me ideas for where I want to go on holiday. We certainly don't get our holidays free, but we get an upgrade sometimes, which is where my job can help. Last winter we went to Cape Town, where I think we had our best-ever holiday. We spent three weeks over Christmas and New Year and I was so thrilled with it. We rented a house through a friend, which is always a risk because we did that in Corsica once and arrived to find a concrete mixer in the drive.

But it was magnificent and comfortable, not grand – in the suburb of Cape Town called Bishopscourt. We had lovely lawns, a pool, and a view out to Table Mountain.

The restaurants were good – our favourite was called Uitsig in Constantia.

The waterfront has been developed cleverly and is full of life – a little bit like Covent Garden. We hired a car and Neil and I went off for four days along the Garden Route to Plettenberg Bay. We stayed at a wonderful little Edwardian style B & B at Mossel bay and had a good breakfast there with the owner.

We have always gone for self-catering or rented houses. I like the freedom and I say in so many big hotels for work. I like to know we can get up when we want and I can potter in the garden or go down to the shops. I don't like the regimentation of a hotel and I don't want someone on the landing with a Hoover waking me up.

Inevitably, I do get recognised when I'm away. People want to tell me about their holidays or ask where they should go next. I enjoy meeting them – as long as I'm not working and trying to concentrate on doing my next piece to camera. I enjoy flying and I still get a buzz arriving at an airport. I use the time on the plane to catch up with films and reading. I don't sleep well on planes and I sometimes suffer from jet lag.

I think I'll always travel. I don't know Italy well at all and I'd live to wander around Tuscany. I'd also love to go to the Galapagos Islands. The people in a country make so much difference – which is why I love Ireland. We were in Egypt recently, too, and the people there were wonderful. I do have concerns about the environment.

You have a lovely place, everybody wants to see it, but by the very fact that they go, they spoil it. My idea of an absolute hell holiday is to be surrounded by people who don't care where they are and shout and drink themselves silly and throw their cans of lager about. I can't abide bad manners. If I see people dropping litter I will pick it up, and if I'm in the car and I see somebody throw something onto the road I will toot them to hell. I hope there is a growing awareness within the industry of the need to protect the environment. People are trying not to build high-rise hotels and even Benidorm has been cleaned up. But how do you control it? You can only do your bit.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Add some information & make up a small report and give a talk in class.

BANGKOK – WHERE EAST MEETS WEST

Come and unwind in the land of smiles! Laze on a soft sand beach in the shade of a coconut palm; swim in warm clear waters; dine under the stars, on fresh lobster and crab, with the smell of jasmine on the night air. Come and live life at a different pace for a few weeks.

Relax in the luxury of our hotels, enjoy the natural warmth of our hospitality and, in no time at all, you'll be smiling too. Situated between the *secret* countries of Burma, Laos and Cambodia, Thailand remains a curious mixture of eastern and western influences. Nowhere is this more evident than in its capital, Bangkok is a city of contrasts. A modern city of ten million inhabitants, it is growing at breathtaking speed.

Sometimes when the midday heat and the noise and traffic are at their worst, it feels a little too busy. But Bangkok is also a city with an ancient heritage. Take a ride on the Chao Phraya River and its connecting canals, and you'll find a city and a way of life that is not very different from that seen by the first Europeans to arrive there. Then there are the temples (*wats*), the numerous statues of Buddha, and of course the splendour of the grand palace. But Bangkok is not just about monuments, it is vibrant, alive, and full of hope. It gives the visitor a feeling that anything might be possible – and it usually is.

Temples. No trip to Bangkok is complete without a visit to at least one of the Buddhist temples, and there are so many in the city that it's difficult to avoid them. Bangkok has the greatest concentration of Buddhist temples in the world.

The most renowned is the Wat Phra Keo, which is also called the temple of the Emerald Buddha, containing the mysterious Emerald Buddha statue, a Thai national symbol. Established in 1782, adjoining the Grand Palace, it is the ceremonial temple of the Thai Kings. If you're looking for Buddhist statues, then go to Wat Pho, the oldest and largest wat in Bangkok, containing the largest collection of Buddha images in Thailand. Of course, don't miss Wat Arun, the *Temple of Dawn*.

Despite the surrounding skyscrapers at over 100 metres high the glittering tower is still a breathtaking sight as you approach it up the river.

The Grand Palace & other sights. Once a city within a city and surrounded by 2 km of perimeter walls, the Grand Palace is a must for any visitor to Bangkok. It contains some of the finest examples of eastern architecture and art in the world.

Among other delights, you can see the harem, the Chapel Royal, and the audience hall of Amarinda where kings are crowded. There is also the Grand Palace Museum, which explains the 200-year history of the Palace. There are so many places to visit in Bangkok that it is impossible to list them all. But two other palaces well worth visiting are the National Museum, a treasure grove of Thai art and culture, and the Wimanmek Palace, or 'Palace in the Clouds', the world's largest structure made entirely of golden teak. After all this sightseeing you might like to take a rest. Try Lumpini Park, a pleasant green park at the meeting of the port and downtown areas. But be careful at night, when the park can be a little dangerous.

The River & Canals. You can't leave Bangkok without going on a river trip to see the fascinating bustling life of the city Bangkok has been called 'the Venice of the Orient' and any trip down the numerous canals will reveal a picturesque range of glittering wats and cool palms. Don't miss the Thonburi floating market, which despite recent commercialisation still possesses a unique and fascinating character. **Food.** Bangkok is a gourmet's paradise. Thai food can be extremely spicy and hot, but it's delicious.

Try the shop-house restaurants where you can get simple fried noodles with soy sauce at a very cheap price. Or the Thai delicacy of freshwater crab in one of the more up-market restaurants. There are numerous street food stalls, which turn Bangkok into one huge open-air restaurant at night. The Thais enjoy wandering around to find out what's cooking in the next street.

Night-life. Since the days of the Vietnam War when American soldiers came to Bangkok for 'rest and recreation' Bangkok has had a reputation for rather sordid night life. But this is changing fast. Of course, the red-light district is still there, but you'll find more conventional clubs and discos, with a variety of jazz, rock, reggae, and Latin music. There are no licensing laws, so if you want an alcoholic drink it's not a problem. Try Saeng Thip, a rum-like local spirit. You can also find more traditional Thai entertainment – dancing and drama – at places like the National Theatre and the Cultural Centre.

Active vocabulary

A city of contrasts, inhabitants, to enjoy, sordid night life, conventional clubs, discos, a variety of jazz, rock, reggae, Latin music, street food stalls, a river trip, bustling life, unique, fascinating, delights, picturesque, mysterious, up-market restaurants, collection of Buddha images, a rum-like local spirit.

Exercise 1. Find out synonyms to the following ones.

Hospitality, to relax, inhabitants, ancient, heritage, to arrive, splendour, adjoining, to contain, to surround, approach, visitor, delight, treasure, downtown, dangerous, fascinating, bustling, to reveal, floating, despite, unique, to wander.

Exercise 2. Comment on the given details about food traditions.



TOWN SEEKS REFUGE FROM TOURISM BOOM

More tourists would not be welcome on Stratford-upon-Avon according to a survey of more than 2,000 of its residents. Visitor numbers have reached their limits and should be capped at existing levels. The survey, thought to be the first of its kind in Britain, showed that although slightly more than half the residents thought the benefits of tourism outweighed its drawbacks, a sizeable minority – 28% -disagreed.

Stratford, with a population of 23, 000 but about 2.5 million visitors a year, probably faces more pressure from tourists than any other English town and is the subject of the English Tourist Board's first three-year national pilot project on visitor management in historic towns. The survey was carried out this summer after fears voiced by the English Historic Towns Forum that many historic centres are unable to cope with rising numbers of visitors. An 'environmental capacity' study of Chester showed that so many tourists were crowding into its centre that they were spoiling it for each other.

In Stratford, 57% of residents thought that current tourist numbers were *about right*, 40% thought they were too high, and only 3% favoured an increase. However, the steady rise in numbers, which has brought a million more tourists to Stratford over the last 15 years, nearly half of them from North America, seems likely to continue.

The move out of recession, the increase in overseas visitors to Britain, and the popularity of Stratford meant some important decisions would *have to be faced up to*, they say. The survey showed that 86% of residents wanted an end to traffic congestion.

However, they were divided about solutions. Park – and – ride schemes were the most popular but they say that residents were *petrified* of more permanent changes such as pedestrianisation. The 52% who support tourism cited the jobs it brought, their 'civic pride' in the town's popularity, and the support tourism gave to town facilities.

The 28% who were opposed said tourism raised prices in shops and restaurants, caused congestion and environmental damage, and interfered with residents' enjoyment of the town. About 28% of the jobs in the town centre of Stratford depend on tourism. But despite the view that tourism was a major part of the local economy, most people viewed it as an industry of low-paid, seasonal, or part-time jobs.



Anna Hathaway's Cottage

ABOUT TYAX LODGE HELISKIING

Tyax Lodge Heliskiing offers two-to-seven-day packages suitable for intermediate to expert skiers and snowboarders from its base at Tyax Mountain Lake Resort, a unique getaway just 100 km (62mi) north of Whistler Resort. Skiers and snowboarders enjoy the convenience of having a helicopter at the service of a maximum of two groups.

Tyax Lodge is built on a plateau overlooking the frozen waters of Tyaughton Lake.

The largest log building in western Canada, Tyax offers European and east coast cuisine plus fresh-baked desserts and breads. An outdoor jacuzzi features a panoramic view of the lake and mountains. Games, fitness rooms, and a sauna are additional features.

Our guest seek an incomparable powder skiing experience and want to enjoy it with old and new friends in an intimate setting.

Our climate zone provides us with lots of snow and sunny weather. Add the more than 275 runs accessible in three different mountain ranges, and the exclusivity of skiing with only two groups per helicopter, and you have found the place for a superb heli-skiing or heli-snowboarding vacation. Our regular packages are well suited for advanced intermediate to expert skiers who are physically fit.

Our new heli-relax packages are ideal for intermediate skiers and heliski connoisseurs who desire to ski at a more relaxed and less demanding pace. Our mountain guides are also ski instructors, trained to teach you the necessary skills as you may require.

Especially for our regular packages, your experience will be enhanced by being physically fit and prepared for your heliskiing vacation. For our new heli-relax packages special conditioning is not necessary... but it certainly can't hurt!

Exercise 1. Describe the picture below with the help of add information.



IMNARJA FESTIVAL

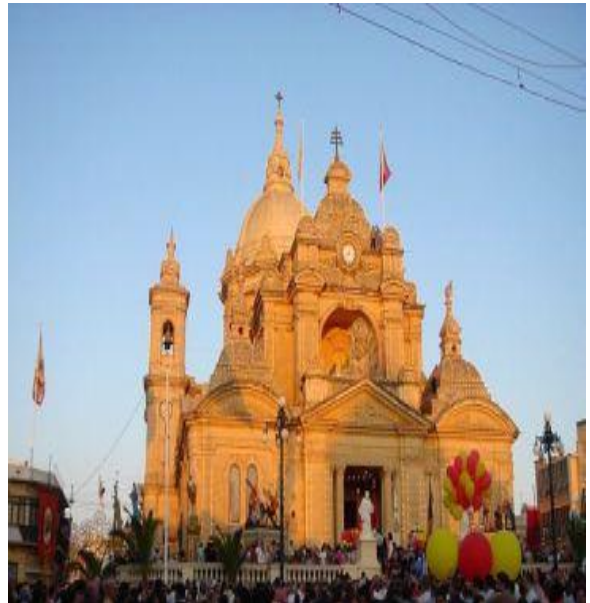
I want to tell you about one of the local island festivals that is happening this weekend. This is the *Imnarja festival* or, as it's officially known, the feast of St Peter and St. Paul. Let me start by saying that this is probably the most exciting festival on the island. It coincides with the end of the harvest and essentially it is a folk festival, where the crops are laid out on display and there is a lot of eating, drinking wine, and singing and dancing.

The name *Imnarja* comes from the Italian word *luminaria*, or illuminations, because in the old days torches and bonfires were lit on the ramparts of the city of Mdina on the night of the festival. What happens is this. On the weekend closest to St John's day, the 24th of June – so that's this weekend – the festival is opened by a simple ceremony known as the *Bandu*. When you see this you'll see a procession with lots of people parading brightly – coloured banners, which will later be given as prizes to the winners of the horse races – the horse races are the main part of the festival and they take place on the last day.

You're probably wondering about the food and drink, and of course no festival is complete without a feast. On the evening before the races there's big party in the Buskett Gardens. Vegetables, fruit, poultry, honey, and wine are laid out on display, and there are stalls, which are set up selling delicious local cakes, pastries, and sweets.

Everybody gathers round to cook the favourite Maltese dish of fried rabbit. And then there is a party, which lasts all night, with music and dancing, and a lot of Maltese wine is drunk. On the following day you have the climax of the festival, when the horse and donkey races are held along Rabat's Racecourse Street.

Traditionally the animals are ridden bareback, and the jockeys have a stick in both hands to encourage the animals. At the end of the races the banners are handed out at the foot of the hill. In the old days it was from here that the Grand Masters and the other important people used to watch the races. Another interesting thing is that the winners take their banners to be displayed in their church for the rest of the year. So you can see, it's well worth visiting. It's very spectacular occasion, and we'll be arranging special excursion. If you want to come along please reserve your place at hotel receipt.



«I'M IN LOVE WITH MOUNTAINS»

Catherine Destivelle is a rock star. She loves rock, but she can't sing or play the guitar! She is a rock climber and a big star in France and Italy. She is probably the most famous woman climber in the world because she often climbs without ropes. She climbs in many countries but most often in French Alps near Chamonix, where she lives. She started climbing near her home in Paris when she was five. Then, at fourteen, she joined the French Alpine Club to learn more, but immediately she climbed better and more quickly than the older members of the club. She won her first competition in Italy in 1985. Three years ago she founded a new route up the Dru Mountain near Chamonix.

The climb took eleven days and for four days the snow was so heavy that she could not move. She slept and ate in a bivouac on the side of the mountain. Last year other climbers tried to follow the new Destivelle Route, but they failed. They are going to try again this year. People always ask her this question. She says "I climb because I'm in love with mountains. I like touching the rock and reading the face of the rock.

I like it a lot. I feel comfortable and at home on the side of a mountain. I prepare well before I go, so I'm never worried." Catherine chooses new mountains from books-like buying from a shopping catalogue! "I see a nice mountain and I go to climb it!" Her next mountain is in Pakistan. She is going there next month. "It's much bigger than the Dru, so it's going to take longer to climb." An American climber, Jeff Lowe, is coming with me to help.



DIALOGUE «A DISASTROUS TOUR»

- Hi, Lucy.
- Hi, Jude. How was your holiday?
- Don't ask – it was a complete and utter disaster.
- Why? What happened? Was it the weather? It wasn't very nice here.
- No, the weather was fine. The places we visited were fine – the cities, the scenery were fine. The hotels were fine – more or less. Even the coach was fine, if you don't mind travelling on an out of date, broken down, rusty museum – piece! That was what the brochure said – spacious, modern, and reliable. In fact it was over ten years old. It did have air-conditioning, and that was fine at first – when we really didn't need it. But as soon as we got to the hotter places, just before Barcelona, it broke down.
- Oh, dear, that must have been awful.
- And worse than that, the on-board toilets were filthy and disgusting – they didn't work properly and no one ever seemed to clean them out.
- Oh, no! That's the last thing you want. But the view was OK?
- No, the windows all steamed up with condensation and you couldn't see a thing most of the time.
- Oh Jude, it sounds terrible. Weren't there any good points?
- Well, the escort was very nice. We all felt so sorry for her. She really did her best, but she was faced with such problems. The local guides were a different kettle of fish – they hardly spoke English and we couldn't understand a word. Jane, the escort, ended up interpreting a lot of the time.
- It sounds like she had as bad a time as you.
- She did. Oh, and the worst thing was the driver. He was just so unbelievably rude and ignorant. Every morning he was miserable and he swore at one of the passengers who was five minutes late one day. Then another day he left the entire luggage at the hotel.
- That's terrible. Did you get it back?
- Yes, but only after there was nearly a riot. And there was one more thing. We lost two people, an American couple. We left them behind in Barcelona. We waited ages. Jane searched everywhere, phoned various places. You can imagine what mood the driver was in. After about 3 hours sitting on the hot sticky coach we left – it meant we had to miss out on one of the visits
- Do you know what happened to them?
No, they must have made their own way back. Actually, I prefer to think that they escaped!
- Yes, probably glad to get away.
- I tell you, it was the coach tour from hell! I need another holiday to get over that one.
- Poor you! You'll have to complain.
- Of course – I've already sent a long letter.

Exercise 1. Fill in the blanks with either «to say» or «to tell»

1. The doctor ... me not to go to the South this summer. 2. Will you ... me about London? 3. He ... nothing to me about his trip. 4. Charles ... me the news yesterday. 5. She didn't ... much about her travelling. 6. Can you ... me how to get to the railway station? 7. - I am leaving tonight. - What did you...? 8. She ... me an interesting story. 9. What did the boss ... you? 10. The secretary ... me to wait for some minutes. 11. ... her not to be able. 12. He ... good-bye to me and boarded the train. 13. Do as I ... you.

DIALOGUE «HOLIDAY DISASTERS»

- Did I ever tell you about my disastrous holiday in Ireland?
- No, I don't think so. *What happened?*
- Well, it was last time I was over in Europe with Tony.
- Who's Tony?
- He was my boyfriend at the time. Anyway, we were *having a great time* in Ireland, but we were getting *a bit bored* with hitching or using buses. So we decided to hire a motorbike and just go where we wanted. I don't know if you know, but some of the roads out on the west coast are in pretty bad condition, and I suppose we were going *a little bit fast*. We'd just seen what looked like *a gorgeous empty beach* in the distance – you know, there are some great beaches out there – and we wanted to get there, and besides, there was no other traffic on the road. Anyway, we were heading for this *deserted beach* when suddenly we hit an enormous hole in the road and just *flew off* the bike!
- Oh, no, that's right. Well, I got up fairly quickly, and I was a bit dazed but I could tell I wasn't badly hurt. But Tony was lying there yelling in agony, with the bike on his leg – and his leg was in this really odd position. So I panicked for a moment and then I remembered we'd just passed a little shop, so I ran as fast as I could and got the man from the shop to come and help Tony.
- Hang on. Are you saying you left poor Tony all on his own in that state?
- Well, I had to. There was no one else around.
- Suppose so.
- Anyway, his leg was broken. The shop owner was great – he *called an ambulance* from the town, which was miles away, and got Tony *as comfortable as possible*. So we ended up spending the rest of the holiday in a hospital!
- Gosh, how awful! *It was a bit different to what you expected*.
- Yes, and I saw a different side to Tony as well – he was so *miserable* the whole time. Never stopped whinging, I think that's where we started going off each other.

Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class.

Render the contents of the dialogue in Indirect Speech in English. Translate the dialogue paying attention to italic phrases.

Exercise 2. Fill in the blanks with prepositions where necessary.

- I arrived ... the office ... 9 yesterday.
- Attention, please! The train ... Dublin is leaving ... platform 1.
- There's nothing like travel ... board ... the train, is there?
- You'll have to change ... Pushkin Square.
- It's a pity I've missed ... the 8.30 train.
- ... our arrival ... the stadium we went ... the booking office.
- We are leaving ... Warsaw ... Monday afternoon.
- I was happy to see Mary ... the guests.
- We shall arrive ... Amsterdam early ... the morning.
- They say, the ship will reach ... the port ... midnight.

Exercise 3. Render the main idea of the information briefly in English.

Exercise 4. Add some information & make up a small report and give a talk in class.

SOUTH FOR THE WINTER

I never stay in one country for a long time. It gets boring. I like to move on, see new places, and meet different people. It's a good life, most of the time. When I need money, I get a job. I can do most things – hotel and restaurant work, building work, picking fruit.

I like to go south in the winter – Cyprus, or perhaps North Africa. Life is easier in the sun, and northern Europe can get very cold in the winter. Last year I was in Venice for October.

I did some work in a hotel for three weeks, and then I began slowly to move south. I always go by train when I can. I like trains. You can walk about on a train, and you meet a lot of people. I left Venice and went on to Trieste. There I got a cheap ticket for the slow train to Sofia, in Bulgaria. It takes a day and a half, but the express was too expensive.

The train left Trieste at nine o'clock on a Thursday morning. There weren't many people on it at first, but at Zagreb more people got on. Two girls went along the corridor, past my compartment. They looked through the door, but they didn't come in. The train left Zagreb and I looked out of the window for about ten minutes, then I went to sleep. When I opened my eyes again, the two girls were in the compartment. "Hi!" they said.

"You're American", I said. "Or Canadian. Right?" "American", the taller girl said. She smiled. "You're 23, your name's Tom Walsh, you've got blue eyes, and your mum lives in Burnham-on-Sea, UK. Right?" "How did you know all that?" I asked. The second girl laughed.

"She looked at your passport. It's in your coat pocket."

"Oh. Right". My coat was on the seat next to me. I took my passport out of my pocket and put it in my bag in the luggage rack. "Who are you, then?" I asked.

They told me. Melanie and Carol from Los Angeles, USA. They liked Europe, they said. They knew a lot of places – Britain, Germany, France, Spain, Italy, Hungary, Bulgaria, and Greece. They seemed like nice girls. They were older than me, perhaps 27 or 28, but I liked them. We talked and laughed for hours. I told them a lot of stories about my life.

Some of the stories were true, some weren't. But the girls laughed anyway, and said I was a great guy. I asked them about Bulgaria, because I didn't know the country. They knew Sofia well, they said. "Hey, Carol", Melanie said.

"We're staying in Bela Palanka for a day or two. But let's go over to Sofia this weekend and meet Tom there. We can meet him on Saturday night at the Hotel Marmara". "Great!" I said. "Let's do chat". The train got to Belgrade at six o'clock in the evening, and a lot of people got off. There were only I and the girls in the carriage then. The guard came, checked our tickets, and went away again. Carol looked at Melanie.

"Hey, Mel", she said. "Why don't you and Tom go along to the restaurant car? I'm not hungry, and I want to sleep for an hour." "Er... - Food's very expensive on the train", I said.

"I haven't got much money just now. I'm going to get a job in Sofia."

"Oh Tom!" Melanie said. "Why didn't you tell us? Look, you're a nice guy, right? We're OK for money this week. We can buy you a meal." What could I say? I was hungry.

They had money, I didn't. So Melanie and I went to the restaurant car and had a meal. When we came back, Carol was still alone in the compartment. "Why are you getting off at Bela Palanka?" I asked. "What are you going to do there?" Melanie smiled. "Find a cheap hotel, meet people, take a look around the town ... you know."

"But there's nothing there!" "Oh well, you never know", Melanie laughed. She put her feet on the seat and went to sleep.

A few hours later the train came into Bela Palanka station and stopped. The two girls got off and stood on the platform. They smiled at me through the window. "See you in Sofia, OK? The Hotel Marmara – eight o'clock", Carol said. "We'll take you to the best restaurant in town." Then they picked up their bags and walked away. Nice girls. We'll have a great time in Sofia, I thought.

Exercise 1. Read the extract from a brochure. Ten of the adjectives are missing. Reorder the letters in the brackets to find the adjectives and write them in the spaces provided.

Multiara Beach Resort

Nestled in 18 acres of (torplaci) tropical gardens, this (lurxisouu) ... hotel fringes one of Penang's (fntise) ... sun-kissed beaches. Throughout, the hotel is lavishly furnished with fine attention to detail and all the bedrooms at this hotel enjoy the luxury of either a (gredna) ... view or sea view. An (enssed) ... collection of activities and facilities are available to you however you choose to spend your holiday; whether enjoying a host of sporting pursuits or dining in elegance at one of the hotel's three (secpiytail) ... Restaurants. The (iydcill) ... Beachfront location, the (vadier)... facilities, the (fein) service and welcoming atmosphere make the Penang Multiara Beach resort an (iaedl) ... choice.

Exercise 2. Digest the information briefly in English.

Marina Grande is Capri's first landing-place, but it is wrongfully overlooked or almost ignored in favour of the most famous spots. Marina Grande is not simply a transit area but also a place to be visited. It is connected to Capri by a funicular, a bus service and by the *staircase of Via San Francesco*. This is the world of passengers, of taxi-drivers and of the first souvenir-sellers; but it is also the world of fishermen and boat-renters, a world, which is quite different from that of the fussy and picturesque Capri and of its beauties.

"Along the bus route you can visit the *Catholic cemetery of Veruotto* where many of old Capri's famous lovers (mainly foreigners) rest in peace." *Palazzo a Mare* and the *Bagni di Tiberio* can be reached from Marina Grande along secondary itineraries heading west.

Palazzo a Mare was a huge Augustan villa. After being abandoned it underwent the ravages of the weather and a systematic demolition process carried out between the end of the XVIII century and the beginning of the XIX century, when it was plundered of all its most precious materials. The walls emerging from the sea are all that remains today. These are known as *pilae*, i.e. the supporting-base of a port in *Punta Vivara*, the *Bagni di Tiberio*, a nymphaeum on the sea and a fishery-facility built by the Romans, as was their custom.



HOLIDAYS IN JANUARY

I. In January it is very, very hot all day and all night! So you only need light clothes, not even a jumper. The most important thing is your swimming costume, because we spend most of the time on the beach. You can go surfing and windsurfing, but we like just to sit on the beach and talk, and watch all the beautiful people walking by! But you shouldn't take anything valuable to the beach or someone will steal it!

As for money, well, we have very high inflation, so it's best to take dollars and change money daily. Restaurants are quite cheap. You can get a good meal for about two dollars.

Our speciality is *feijoada*, which is black beans and different kinds of meat.

It is served on Saturdays, and of course the fish and seafood are great because we're next to the sea! You must try a *caipirinha*, which is a drink made of rum and lime, but don't drink it too quickly! It's very strong! The fruit juices are fantastic. In the evening, go to the piano bars and listen to some jazz or samba. We have some of the best live music in the world. And of course you must go up the Sugar Loaf Mountain at sunset! It's amazing!

II. It's usually quite mild in January, and it doesn't often rain, so you don't have to bring warm clothes. But you'll need a light coat and jumper, as it can get cool in the evening. There are some wonderful museums, especially the Museum of Islamic Art, and the mosques are beautiful. If you want to see the Pyramids, it's best to go on horseback, and I think you should go in the early morning or late afternoon.

Bring travellers' cheques with you. You can change them very easily, but you have to change money *in* the country, because you can't take any money *out* the country. The best place to try the local foods is in the city centre.

You could try some *koftas* or *kebabs*, which are meant, usually lamb, or *falafel*, which is a kind of bean ball mixed with herbs, and fried until it's crispy. To drink, one of the nicest things is mint tea, especially if it is hot. It is very refreshing.

If you have time, you really should go on a Nile cruise. There are all sorts of places to choose from, and you can visit places that are difficult to get to by land.

III. Well, in January it can be very cold with snow everywhere! But high in the mountains the sky is usually blue, and it's warm enough to have lunch outside. You should bring warm clothes and some strong waterproof shoes. Most people go skiing every weekend, and if there's no snow you can still go walking in the mountains. A lot of the towns are very pretty. They look exactly the same today as they did four hundred years ago! You must try *fondue*, which is cheese melted in a pot, and you put pieces of bread on a long fork to get it out ... mm! It's very, very good. If the weather's good, you can go for a boat trip on the lake. Then you can really see how beautiful the mountains are!

Exercise 1. Complete the sentences with the right form of the following words. Sometimes there is more than one possible answer.

to amuse to enjoy to entertain to socialize

1. Peter ____ed himself by throwing chestnuts into the fire. 2. I wondered what could have led me to ____so ludicrous a thought. 3. We had a beautiful house where we ____ed many famous people. 4. Dancing is something that I really____doing. 5. As he was rather an introvert he found it difficult to _____. 6. During my school years I was happy to ____with the biology students. 7. We had to keep thinking of things to ____her. 8. We ____ed the guests with a detailed description of the trip we had ____ed so enormously.

Exercise 2. Translate the parts of the following dialogue into English.

- What was your holiday like?
- Жахливо.
- Where did you go?
- До моря.
- The weather was bad, wasn't it?
- Так, іноді дійсно була погана. Майже не було сонця і занадто багато дощів.
- Where did you stay?
- В готелі.
- Where did you have your meals?

У ресторані готелю. Це було жахливо. Їжа була огидна. І офіціант був налаштований дуже недружелюбно. Він жодного разу нам не посміхнувся.

- Was the hotel far from the sea?
- Так, дуже. І на пляжі завжди було дуже багато народу.
- Did you go on any excursions?
- Ні, ми не їздили ні на які екскурсії.
- What did you do in the evening?
- Іноді ходили в дискотеку, іноді гуляли по березі або сиділи в готелі.
- You won't go there again, will you? – Ніколи, це найгірший відпустку в моєму житті.

Exercise 3. Give a summary of the formation Skiing is quite a fashion-conscious sport.

I love many sports, but best of all – skiing. I first skied when I was six years old, and lived in Canada, and then for many years, in fact decades, I wasn't able to ski again because I was living in hot places. But since I've been living in England, I've resumed skiing and it's even better than it was. For me now the place to ski is the Alps, and particularly France.

I live in England and the winters are gloomy, and there's not much sun, so one of the wonderful things about skiing for me, is the light and the brilliant sunshine that you find high, high up in the mountains. A lot of other people like it, too, and it can be rather crowded, especially around the lifts because you now have mechanical lifts that take you zooming up, flying up the mountains like a god, whereas in Canada I had to walk up if I wanted to ski down. The equipment you need ... skis, and boots, and poles. Many people own their own equipment but I hire mine in the resort. I do have my own clothes though, and clothes are very important because skiing is quite a fashion-conscious sport.

Also, it's necessary to have clothes that will protect you because the weather can be very severe. You need a ski-suit, a hat, goggles to protect your eyes, socks, mittens, and a rucksack is useful to carry around your bits and pieces.

Now at this point, I have to confess that I am not the world's greatest skier. I would say I am a respectable skier, I'm a safe skier, but that doesn't stop you having a wonderful time. Also, there is the social life that is such an important part of skiing.

You can eat and drink as much as you want because you know you're burning it all off. And then at the end of the day there's the evening, food and wine with friends and everybody talking about their excitements during the day. I love it!

Exercise 4. Add some information & make up a small report and give a talk in class.

Exercise 5. Read the information & pick up the essential details in the form of quick notes.

DIALOGUE «I SUPPOSE IT WAS A GOOD TWO WEEKS REALLY»

Andy & Carl

- Hi! Carl? It's Andy.
- Andy!
- Yeah. How are you? Feeling better?
No! Not a lot. I have to sit down most of the time. *It's too tiring* – walking with a crutch.
- Really? Still using a crutch, eh? So you're not back at work yet?
- No. And *I'm bored to death*. I don't go back to the hospital for two more weeks.
- Two more weeks! That's when the plaster comes off, is it?
- I hope so. I can't wait to have two legs again! Anyway. How are you? Still *missing all that snow and sun*?
- No, I'm fine. The suntan's fading though. Josie's is too. She sends love, by the way. Love to her, too. I miss you all. By the way, have you got any holiday photos back yet?
- Yes, I have. I got them back today. They're good. I didn't realize we'd taken so many.
- What about that one you took of that amazing sunset behind the hotel?
- Yes, the sunset. It's a good one. All of us together on Bob and Marcia's balcony, with the mountains and the snow in the background. It's beautiful. *Brings back memories*, doesn't it?
- Yeah. The memory of me skiing into a tree!
- Yes, I know. I'm sorry. At least it was towards the end; it could have been the first day. You only came home two days early.
- OK. Oh, Andy, have you written to the *tour operator* yet to *complain* about the car we hired? They did promise us a bigger one.
- Yes, we have. Yesterday, in fact. Bob wrote it and we all signed it. I don't know if it'll do any good, but it's worth a try.
- And Marcia's suitcase did that turn up?
- Yeah. They found it. It arrived on the next flight. Marcia was *delighted*.
- I'll bet she was! I suppose it was a good two weeks really, wasn't it?
- Sure. Some ups and downs, but generally I think we all got on well and had a great time. Shall we go again next year?
- I'd like to. All six of us again. Julie wants to, too. She *fell in love with Switzerland*, but she says she'll only come if I don't break a leg!
- Good! Great! It's a date. Next time, look out for the trees! I'll ring again soon, Carl. Take care!



ANTARCTICA

Antarctica is the fifth largest of the earth's seven continents. During the winter it doubles in size because of the large amount of the sea ice that forms at its edges.

The names Arctic and Antarctica come from *arctos* – Greek for *bear*. This refers to the constellation *The Great Bear*, which can always be seen in the north.

Antarctica is more than 95% covered in ice, and it contains about 90% of the world's fresh water. Because of its thick ice cover, it is the highest of all continents.

The snow and ice of Antarctica are the purest in the world. The general isolation from the remainder of the world has allowed it to avoid the industrial pollution that is common to the other continents. Antarctica is the coldest continent.

The lowest temperature ever recorded anywhere on earth, -88.3°C , was in 1960, at the Soviet Union's Vostok Station. Antarctica can be classified as a true desert, as the equivalent of just 7 cm of water falls annually. It hasn't rained at the South Pole since the end of the Pleistocene era, 1,000,000 years ago. The interior has almost continuous daylight during the summer and continuous darkness during the winter.

It has only two species of flowering plants, and virtually no flying insects.

The surrounding ocean, however, abounds in living creatures. Large numbers of whales feed on the rich marine life. Seals and birds live and breed, but the most prominent inhabitant of the Antarctic is the penguin, of which there are over 12 mln.

Today, around a thousand people call Antarctica home for several years at a time.

Braving winds that freeze the flesh, the constant threat of snowblindness, and the intense, unremitting cold, they are there for the extraordinary scientific treasures that await discovery. The ice retains ancient atmospheric samples and meteorites; the skies offer a direct line to space. This is the one place still untouched by man that is a barometer for the potentially ruinous impact our species is having on the planet.

Exercise 1. Put the verbs in brackets into the simple present active or passive. The first one has been done for you.

The Hindu festival of Thaipusam is one of Malaysia's most famous and colourful festivals, and ceremonies *are held* (hold) in temples all over the country in honour of the Hindu god Subramaniam. The devotees who ... (want) to take part in the festival ... (eat) special food for several weeks before it and that their bodies will be prepared. When the day... (arrive), they go into a temple, where special chants ... (sing) by a priest.

The devotees go into a trance and the priest ... (push) long metal rods through their cheeks, nose, or tongue. Sometimes hooks ... (attach) to their backs, and they ... (pull) a kind of cart, which ... (call) a kavadi, along the street. At other temples, fire-walking ceremonies ... (organize), and the devotees ... (walk) several times over red-hot ceremonies is that most astonishing thing about these (not/ harm) in any way.

There is no blood, and the cuts...(heal) very quickly. Thaipusam ... (take) place early in the year, and this year it falls on 28 January. One of the best places to see the ceremonies is at the Batu Caves, which ... (situated) only a few miles from Kuala Lumpur. Transport to the caves can ... (arrange) by the hotel.

Exercise 2. Analyze the information, which is in the highlight, and use it in practice.

Exercise 3. Add some information & make up a small report and give a talk in class.

Exercise 4. Read the information & pick up the essential details in the form of quick notes.

A MAINE VACATION

A Maine vacation can be almost any kind of vacation you want. A Maine vacation can be a seaside vacation along the state's rocky and winding coast. Glaciers and the sea have carved so many inlets and harbors that the 228-mile-long coast would be 3,478 mi if it were stretched out straight!

Thousands of islands lie off the coast of Maine. Most are uninhabited and are visited only by fishermen. Many have strange names – Wreck Island, the Hypocrites, Junk of Pork, Pope's Folly, and No Man's Land. If you want to explore the coast and islands, you can hire a boat and a captain. One large and well-known island is Mount Desert Island.

Here you'll find the town of Bar Harbor, a very popular summer resort. If you get tired of the shops and crowds, you can visit Northeast Harbor, Southwest Harbor, and Somesville, the island's smaller towns. You can also go for a swim, although the water temperature is hardly ever over 55°F! Maine is famous for its lobster.

While you're near the sea, you might want to have some lobster or even a clambake – a traditional meal that New Englanders adopted from the Indians. Here's how you can prepare a clambake: First, pile up layers of logs and rocks.

When burned, the logs will heat the Rocks. Cover the hot rocks with seaweed and then a rack. Put food on the rack in the following order: clams, potatoes and onions, chicken and fish, hot dogs, and – finally – lobsters and com.

Cover the food with a heavy cloth. In an hour you'll have a feast! Maine's woods are perfect for a hiking and camping vacation. You might try Baxter State Park in the north. This 200,000-acre park is named after Percival Baxter, a governor of Maine who bought the land little by little and then gave it to the state.

The park has many trails and campsites; some you can reach only by boat. (By the way, if you need any supplies, you can find them in Freeport, Maine at L.L. Bean, the outdoor clothing and equipment store. L.L. Bean is open 24 hours a day, every day of the year) Maine has hundreds of lakes and rivers for boating. Maine is also popular among hunters, because of its many deer, bears, squirrels, and rabbits.

In September, people drive through Maine to see the leaves turn all shades of red, yellow, and orange. When the snows arrive – and they usually arrive early – skiers rush off to Maine's many mountains. Depending on the kind of vacation you want, you can visit Maine at just about any time of year. The one time *not* to visit is May, when the fierce black flies make their yearly visit!



Exercise 1. Choose the right answer.

1. Your annual _____ to the Book Club is now due.
a) contribution b) investment c) offering d) subscription
2. I'm going to spend a few days with some _____ of mine who live in England.
a) companies b) familiars c) neighbours d) relatives
3. People under 18 years old are not _____ to join this club.
a) admissible b) advisable c) desirable d) eligible
4. The party was awful. It was a complete _____.
a) failure b) prospect c) success d) treat
5. I had to _____ the invitation as I had a previous engagement.
a) abandon b) deny c) leave d) refuse
1. We have been able to use these splendid premises this morning by kind _____ of the Director of the University Museum.
a) allowance b) courtesy c) permission d) thanks
7. He is the _____ of the committee that arranges the programme.
a) chairman b) director c) leader d) president
8. She arranged the party to help put the strangers at _____.
a) comfort b) delight c) ease d) pleasure
9. I'd like to _____ a warm welcome to our visitors from abroad.
a) extend b) prolong c) search out d) stretch
10. _____ I would like to say how pleased I am to be here.
a) Earliest b) First c) Foremost d) Primarily
11. The party was already in full _____ when they arrived.
a) career b) cry c) flood d) swing
12. The _____ from last week's charity ball were far more than expected.
a) acquisitions b) earnings c) proceeds d) winnings
13. She was away on _____.
a) vacation b) holiday c) leave d) recess
14. The French get five to six weeks _____ a year.
a) vacation b) holiday c) leave d) recess
15. The yachts were kept _____ from start to finish.
a) travelling b) going c) coming d) getting

Exercise 2. Translate into English.

1. Скажіть, будь ласка, де мені потрібно вийти, щоб потрапити в готель "Метрополь"? – Ви має вийти на Центральній площі. – Мені треба робити пересадку? – Ні. 2. Треба поквапитися. Ми можемо запізнитися на автобус. 3. Ми приїхали в Чечістер в середині червня і пробули там близько місяця. 4. Пора в вагон! Поїзд відправляється через дві хвилини. 5. Я не люблю морські подорожі. Я віддаю перевагу подорожувати на машині. 6. Поїзд з Берліна вже прийшов? – Ні, він прибуває через півгодини. 7. Ваш син буде вас зустрічати? – Ні, він не знає про мій приїзд. 8. Ми їдемо рано вранці. Я замовив таксі, щоб не запізнитися на потяг. 9. Наш пароплав прибуде в Гібралтар завтра вранці. Там ми пересядемо на поїзд і через кілька годин будемо в Мадриді. 10. Коли ти їдеш в Африку? – Через тиждень. Я вже замовив квиток на 15 травня. 11. Він узяв з собою в дорогу Подорожі Гуллівера. 12. Наша фірма обіцяє зменшувати обмеження на закордонні поїздки.

ORFORD IS «A PACKAGE DEAL» FOR TOURISTS

If anybody wants the thrill of landing a tuna, then Orford on the east coast of Tasmania, is the place from which to start. Tuna fishing is the sport of specialists really and in America where it is the popular pastime of the rich, big money is spent on equipment.

In Orford, however, a boat and equipment can be hired by the day and with the help of the skipper, the charterer could end the day posing at the side of a suspended monster, just as they do in America. But there are plenty of smaller fish too, if the big league species are considered too large for the camp's frying pan. Boats can be hired for a day's or half a day's trip or the angler can fish from the Orford Bridge.

Fish, however, although one of the main industries of Orford, is by no means its only vacation attraction. It is but one of many that this delightful little east coast resort has to offer the tourist. The residents of Orford like to refer to their town as *the scenic gem of the east coast* and many who have holidayed there will go along with that description.

Any seaboard town with a ruggedly beautiful island such as Maria Island standing offshore like some huge stage backdrop must leave vivid impressions on the visitor and he could depart with the conviction that the scenery is unsurpassed.

Orford is only 50 miles from Hobart and is linked by the sealed Tasman Highway.

It is a pleasant drive too. For those who like history, the following information will be of interest. The first east coast road, which was built by probation gangs of convicts who were stationed at stations along the route, ran from Richmond to Buckland, then to Paradise and from there behind the hill to join the present road to Spring Bay. And along that old road were 35 gates to open and shut.

On the way in to Orford a visit should be made to the historic St John the Baptist Church at Buckland to enjoy the beauty of its superb windows and mellow stonework.

Closer to Orford the towering rocks of Paradise Gorge and the Prosser River offer the first promise of the scenery which has given Orford its descriptive line.

Anybody not tied down to a tight schedule should linger for a while at Orford.

He will find the stay enjoyable and rewarding. At Orford there is a first class motor hotel, flats, a spacious camping ground and sites for caravans. The view from the lounge and dining room of the motel is, whatever the weather, quite breathtaking.

For campers or caravanners there are shops, a roadhouse and snack bar to provide meals and supplies. The tourist, once settled in, should set out to explore his surroundings.

From the northern end of the town to Rheban, 7 mi south of Orford, there are many glorious, hard beaches, where swimming is safe at all times.

In autumn and spring, thousands of shells are to be found, especially scallop shells. And always to seaward there is the beautiful, blue, mountainous Maria Island with its many aspects tantalisingly posed for the camera. The tourist who is fond of walking with a side interest in history should follow the old convict road up the northern bank of the Prosser River, cross the stony bed of a tributary, climb the bank to the right of the old road to the relics of an old convict built station. The use made in the early days of loose rocks in the building of soldiers' quarters and convicts' cells will amaze him. And if he wishes to see more of the links with early history, a drive three miles southward of Orford will take him to the turn off to the stone quarry, which supplied stone for many old Tasmanian buildings and for the Law Courts in Melbourne.

In the quarry are some of the original Oyster Bay pine props used to hold ledges of stone in place, and still fulfilling their purpose. Oyster Bay pines are only found on the east coast and they are worth a section of film. The slabs of stone still lying in the quarry are marked by the picks of men long since forgotten. It is interesting to note that the name of Orford is connected with the first white settlement in the area. Among the first settlers was Edward Walpole who was related to Horatio Walpole, Earl of Orford of Wolterton, in the county of Norfolk in England. The whaleboats have long gone from Prosser Bay but now speedboats and water skiers churn up the waters. At Easter there is a regatta featuring powerboats and runabouts, launches and rowing boats, and swimming events are usually held.

There is a scenic nine-hole golf course available to visitors who are members of golf clubs and there is a tennis court at Blue Waters Motel. Shelley Beach and Spring Beach, which are *suburbs* of Orford, are the *shack* areas and some most attractive cottages have been created there. If fishing is your sport, Orford could be the spot for your perfect holiday.

Here, too are some of the East coast's finest swimming beaches, protected and safe for children or rugged and wild enough to tempt the most intrepid surfer or fisherman all within easy travelling distance of a town in a perfect scenic setting.

Situated at the mouth of the Prosser River, Orford is within two hours easy driving of Hobart, served by the Tasman Highway, parts of which are now being reconstructed. With two excellent motels, holiday flats, and a superb camping area on the banks of the Prosser, Orford is the ideal "base camp" from which to explore the southern section of the East Coast.

The town itself offers excellent facilities for fishing, swimming and boating and there are several places where trailer boats can be launched and recovered with ease.

Travelling from Hobart, the visitor enters the town through a precipitous gorge, with the solid rock reaching to the roadside and then falling again from the highway to the Prosser river in the valley below. Surrounded by mountains, Orford basks in the sunshine on the shores of Prosser Bay, the entrance to which is guarded by the mighty bulk of Maria Island 13 mi off the coast. The new Prosser dam and bridge give an air of modernity and prosperity to this attractive resort, contrasting strongly with the quiet beauty of the river dotted with small commercial and pleasure boats.

The town beach is a popular picnic spot, and the bathing facilities here are among the best on the coast. The fishing is excellent in Prosser Bay and recently there has been a strong move to exploit the big game angling possibilities of the waters around Maria Island, where, many keen anglers predict blue fin tuna records will be set in the near future. A first-class nine-hole golf club is a feature of the town's sporting amenities. From Orford, the visitor can plan day trips to the north and south in the certainty that his days will be full of interest. Northwards Triabunna is a haven for a flourishing fishing industry. Orford is within reach of the small towns on or near the Tasman Highway to the south. These and many other attractions are features of a holiday at Orford, the spot for sport for the angler.



SOUTH FRANCE

Arles, city in southern France, in Bouches-du-Rhone Department, on the Rhone River, in Provence. Arles is a port (linked to the Mediterranean Sea by canal) and a farm-trade and manufacturing center. Products include processed food, textiles, and chemicals. Tourism is also important to the economy.

Points of interest include a Roman amphitheater, which held about 26,000 spectators; a Roman obelisk, retrieved from the Rhone River and now in the Place de la Republique; the ruins of a Roman theater, in which were found many works of art including the statue *Venus of Arles* (Louvre, Paris); the palace of the 4th century Roman emperor Constantine the Great; and the Romanesque Church of Saint Trophime. Parts of the wall around the old town also originate from Roman times.

During the first century B.C., Arelas, as the city was then called, emerged as one of the chief commercial centers of the Roman Empire. An Episcopal from the 4th century until 1790, it was the site of several important ecclesiastical councils, including the Council of Arles (314), which condemned Donatism, a heretical Christian movement. After the collapse (476 A.D.) of the Roman Empire of the West, Arles was seized by the Visigoths and then by the Ostrogoths.

In 730, while ruled by the Merovingian dynasty, it was plundered by Muslim invaders. In 879 Arles was made the seat of the kingdom of Provence, and in 933 it became the capital of the kingdom of Arles, more often called the kingdom of Bourgogne. After 1246, it was included in Provence. The Dutch painter Vincent van Gogh was very active in Arles, creating more than 200 paintings here in 1888 and 1889.

Exercise 1. Read the information & pick up the essential details in the form of quick notes.

Exercise 2. Analyze the information, which is in the highlight, and use it in practice.

Exercise 3. Transfer the given information from the passages onto a table.

| No | Activity | | | |
|----|----------|-------|------|-------|
| | Event | Where | When | Score |
| 1. | | | | |



TOURISM IN SLOVENIA

The former Yugoslav republic of Slovenia, which gained its independence in 1991, is slightly smaller than New Jersey. With one toe dipped in the Adriatic and several major rivers and lakes, water sports are popular. To the east, the Alps provide excellent hiking and skiing. Nestled below its castle, the capital of Ljubljana is a vibrant, youthful city with a thrilling arts scene, a flotilla of festivals and impressive architecture that runs the stylistic gamut from Renaissance to Art Nouveau. The Central European nation of Slovenia offers tourists a wide variety of landscapes in a small space: Alpine in the northwest, Mediterranean in the southwest, Pannonian in the northeast and Dinaric in the southeast. They roughly correspond to the traditional regions of Slovenia, based on the former four Habsburg crown lands (Carniola, Carinthia, Styria, and the Littoral). Each offers its own natural, geographic, architectural and cultural specificities.

The nation's capital, Ljubljana, has many important Baroque and Art Nouveau buildings, with several important works of the native born architect Jože Plečnik. Other attractions include the Julian Alps with picturesque Lake Bled and the Soča Valley, as well as the nation's highest peak, Mount Triglav. Perhaps even more famous is Slovenia's karst named after the Karst Plateau in the Slovenian Littoral. Further in the same direction is the Adriatic coast, where the most important historical monument is the Venetian Gothic Mediterranean town of Piran. The neighboring town of Portoroz is a popular modern tourist resort, offering entertainment in gambling tourism. The former fishermen town of Izola has been transformed into a popular tourist destination; many tourists also appreciate the old Medieval center of the port of Koper, which is however less popular among tourists than the other two Slovenian coastal towns.

Some 3 mln annual visitors – many of whom simply used to cross Slovenia on their way to the Dalmatian coast – now take advantage of recreational opportunities such as skiing, hiking, boating, fishing, hunting, which are offered by Slovenia's diverse topography and splendid scenery. The Triglav area has been made a national park. Spas such as Rogaska Slatina preserve an elegant Neoclassical aura from Habsburg times.

Major financial institutions include the Ljubljana Stock Exchange and the Bank of Slovenia. A rebaptized Slovene monetary unit, the tolar, has superseded the Yugoslav dinar. With the loss of the Yugoslav market, Slovenia's trade goal is integration with its new main partner, the European Community, to which Slovenia exports about 70 % of its goods and from which it receives about 60 % of its imports.

The European Free Trade Area accounts for about 10 % of exports and 15 15% of imports. Also vital are commercial and other ties within the Alpine-Adriatic Working Community (Italy, Austria, Croatia, Hungary, and Germany).



TOURISM & RECREATION IN CALIFORNIA

Tourism is a consistent source of income in California. Inherent to this industry are such theme parks as Disneyland and Sea World; these sizable employers are part of the state's large service industry, which ranks second only to manufacturing among the state's industry payrolls. No state offers more diverse recreation. There is good skiing along the Sierra Nevada as far south as Big Bear Mountain near San Bernardino. Squaw Valley near Lake Tahoe was the site of the Winter Olympic Games in 1960.

The beaches of southern California, especially those from Santa Barbara to San Diego, are legendary; they are excellent for water sports, of which surfing is prominent.

Hikers pursue the trails of the High Sierra, including the 212-mile John Muir Trail through the heart of the Sierra Nevada, and the Pacific Crest Trail, which runs the length of the state. Fishing enthusiasts and hunters choose from extraordinary range and diversity in their sports. More than one-fourth of the state's land area is set aside in recreation areas or in national seashores or wildlife refuges. Yosemite, Kings Canyon, and Sequoia are national parks in the Sierra Nevada. Along the 1,770-km California coast, about 40 % of the shoreline is accessible and is visited by an estimated 50,000,000 people each year.

Redwood National Park preserves 58,000 acres of redwood trees extending for nearly 40 miles along the Redwood Highway near Crescent City. Among the 250 units of the state park system is Anza-Borrego Desert State Park, in the Colorado Desert. Running 54 mi north-south and containing some 550,000 ac, it is the largest continuous state park in the USA. There are more than 5,000 city, county, special district parks, including the four-mile-long Golden Gate Park in San Francisco.

RECREATION & TOURISM IN APPALACHIAN MOUNTAINS

The Appalachian region has developed into one of the premier recreational areas of North America. One unique feature of a large portion of the system is the 2,100-mile Appalachian Trail.

This footpath, stretching from Mount Katahdin in Maine to Springer Mountain in Georgia, provides a hiker's grandstand on the varied ranges of the Appalachians.

Overnight shelters are scattered along the way. A non-commercial motor route, the Blue Ridge Parkway, stretches 469 miles from the Shenandoah National Park in northern Virginia to the Great Smoky Mountains National Park and is the most popular area administered by the U.S. National Park Service. The springtime profusion of flowering wild azalea, rhododendron, laurel is a major tourist attraction in the Appalachians, beginning in the south in April and spreading northward. In autumn the pattern is reversed, as the brilliant coloration of the foliage moves from north to south. Motoring, hiking, camping, fishing, skiing, whitewater rafting, spelunking are encouraged throughout the Appalachians, as are visits to numerous craft centres and historic sites. Famous spas are reminders of more leisurely days in both the northern and southern mountains, while conference facilities and theme parks reflect a growing emphasis on tourism, with its attendant benefits and its problems of environmental stress.



TOURISM IN SERBIA

Tourists are attracted to the distinctive architecture and frescoes of Serbia's medieval Orthodox monasteries. More than 50 developed mineral springs are another attraction, although these facilities traditionally have been visited by domestic tourists.

However, tourism has declined significantly with the civil unrest of the late 1990s.

Although Serbia has constituted a zone of transit since it was traversed by Europe's prehistoric Amber Routes (used as trade ways) between central Europe and the Mediterranean, it has lagged behind other parts of the continent in developing its transportation infrastructure.

Part of its difficulty has been a mountainous terrain with little commercial production to generate the traffic necessary to justify investment in roads and railroads.

After World War II, the need to accommodate international freight traffic along the historic Vardar-Morava corridor, with connections to Austria and Hungary, prompted construction of modern highways. Further improvements began in the 1960s, when the number of automobiles operating in Serbia began to increase dramatically. Still, only about half of the republic's roads are paved. In some rural areas, roads constructed by the Romans are still in use.

Railroads in what now is Serbian territory first appeared during the mid-19th century in the Hungarian-held Vojvodina, where lines were built to transport harvested crops to central Europe. Rails also reached Ottoman-held Kosovo from Salonika in 1874.

Within Serbia proper, the first rails connected Belgrade with Nis in 1884; a branch was then extended across the Sava River to Zemun near Belgrade, where it connected with the Hungarian rail system.

By 1919 the famous Orient Express was using the Serbian line from Belgrade to Sofia, Bulgaria, as part of its route between Paris and Constantinople (Istanbul).

Connecting lines were constructed in subsequent years, and Serbia now has a rail network of 2,300 mi (3,700 km), more than one-third of which is in the Vojvodina. The most recently constructed line is one completed in 1976 from Belgrade to the port of Bar in Montenegro.

The Danube and its tributaries, the Sava and Tisa, constitute almost the entire system of inland navigation in Serbia. Most traffic on the Danube consists of goods in transit to Hungary, lying upstream. Freight also moves up the Sava River as far as the Croatian town of Sisak. Before the secessionist actions of the early 1990s, Yugoslavia developed an extensive network of air routes. Almost half of the airline passengers embarked or debarked at Belgrade, which was the major centre of airfreight transportation.

The principal airline, Yugoslav Air Transport, established links with the rest of Europe, the Middle East, North Africa, North America, and Australia.



TOURISM IN SYDNEY

Sydney has become a centre for international tourists. There are a number of hotels and motels and numerous restaurants, particularly in the neighbourhoods north and east of the central business district. It is possible to find restaurants offering almost every kind of international cooking, though all of them serve Australian wines and Sydney's famous oysters. The city's first modern complex for conventions, popular concerts, indoor sports, and political assemblies opened in 1983.

Since 1855 Sydney has had a railway linking the city centre to some of its suburbs.

Between World Wars I and II, this radial suburban rail system was electrified, and construction of the city underground railway was begun. In 1933, after the completion of the Harbour Bridge, the north shore was linked directly by rail to the city. Both surface and underground railway extensions were completed to the near eastern suburbs in 1979.

In spite of development and the existence of an extensive metropolitan bus service, public transport has failed to keep pace with demand. Since World War II, Sydney, like so many other cities, has fallen a victim to the motorcar. The resulting traffic problem is made worse by the geographical layout of Sydney.

A high proportion of those people who work in the central business district make their homes in the outer suburbs and must find their way to and from the city by a limited number of routes. All those living on the North Shore, for instance, must cross the harbour by the Harbour Bridge, which is the only bridge crossing the harbour from north to south.

(At the head of the harbour there is a second bridge, at Gladesville, which takes some of the traffic.) It is also difficult for traffic travelling from north to south through the Sydney area to bypass the city. The inevitable consequence is severe traffic congestion aggravated by the narrowness of the streets. Attempts to relieve congestion by building expressways and thruways have been only partially successful, and Sydney, like other cities, has taken measures to ban all traffic from certain sections of the inner city. To this end, a pedestrian plaza was created in Martin Place, in the centre of the city, in 1971.

A delightful alternative means of transport exists for those who live on the shores of the harbour in the public ferry system, but, for reasons that have always baffled the authorities, this has never been as popular or as profitable as might be expected.

The ferryboats nevertheless add a good deal to the attraction and amenity of the city. The main airport, both for international and internal traffic is at Mascot, on the shores of Botany Bay, to the south of the city. Access to and from the airport is poor.

On the other hand, travellers by sea are fortunate in that passenger liners generally tie up at Circular Quay in the heart of the city, from which they can stroll to the city centre.



TOURIST INDUSTRY IN ZAMBIA

The Copperbelt is the country's industrial heart, the focus of mining & ancillary industries.

Local people have worked the ores for many centuries, but commercial mining essentially dates back to the 1920s. The ores occur at depth in a synclinal structure so that deep-shaft mining is normal, although there has been some opencut mining.

Tourism makes a significant contribution to Zambia's economy. In 2015, nature tourism alone (when both direct & indirect effects are included) contributed nearly 16 % of Zambian exports, 6.5 % of **GDP**, 7 % of government revenues, 10 % of formal sector employment and nearly 6 % of wages.

Exhaustion of reserves and the increasing costs of mining led to the closure of the Kansanshi and Chambishi mines in the mid-1980s, and rationalization of operations in an attempt to contain costs has closed down some refining and ancillary plants.

There is much mining-related industrial activity on the Copperbelt, and a major downturn in mining activity would have severe repercussions for the area as a whole.

The other major mining centre is at Kabwe, where the lead and zinc mine has been virtually exhausted. Mining elsewhere, with the exception of coal at Maambwe, is mainly small-scale. Manufacturing industry was poorly developed before independence, most investment in this sector during the federal period being made in what is now Zimbabwe.

However, during the First National Development Plan major investment was made in manufacturing, particularly import substitution.

Major plants under the ZIMCO umbrella produce fertilizers, explosives, tires, hessian and grain bags, textiles, glass, cement, batteries, and foodstuffs (brewing and corn-milling being especially important). Automobiles are assembled at Livingstone.

Tourism is based mainly on game viewing and the Victoria Falls (which also offers white-water rafting in the gorges below). Although appealing to a limited market, hunting safaris are a major source of income. Tourism promotion is coordinated by the Ministry of Tourism and the National Tourist Board. Development has been handicapped by the limited number of hotel beds, poor communications, and the few alternative attractions.



TRANSPORTATION & TOURISM IN ICELAND

The historic isolation of Iceland, caused by the rough seas of the North Atlantic and the country's small market and industry, was broken when steam vessels began to visit Icelandic shores late in the 19th century. The first telegraph cable to Iceland was laid in 1906, and the Iceland Steamship Company (Eimskip) was founded in 1914.

Before the 20th century roads were practically unknown, the horse being the means of transportation throughout the island. Iceland has no railroads.

Domestic transportation is provided by truck, car, plane, or coastal boats. Most of Iceland's main rural roads are paved, as are most streets in towns and villages.

The majority of minor country roads, however, are still gravel. During the summer driving is possible on the extensive sandy plains in the uninhabited interior, permitting expeditions between the glaciers. The Hringvegur (*Ring Road*) stretches for about 875 mi (1,400 km), forming a circle around the island. The merchant marine fleet transports most of Iceland's imports and exports. Icelandair (Flugleidir), a major international carrier, as well as local air service carriers are important internally in compensating for the limited road system. Keflavík International Airport, the country's primary gateway, is located about 30 mi (48 km) west of Reykjavík.

Icelandair has helped make the tourist trade increasingly important to the national economy. Foreign tourists number more than 200,000 a year, and the tourist industry is an important earner of foreign exchange. Air Atlanta Icelandic, a large charter airline, is active worldwide in charter operations, particularly in flying Muslim pilgrims to Mecca from various communities in Africa and the Middle East.

Exercise 1. Draw up some dialogues and carry them on with your classmate in class.



DOCKLANDS TURNS ITS ATTENTION TO TOURISM

Docklands, dominated by the mighty Canary Wharf Tower, is the new face of tourist London. The London Docklands Development Corporation, through which the Government's grant funding for the area is channeled, is *extremely supportive of the London Tourist Board initiative* according to Sunny Crouch, its director of marketing and public affairs.

"London is the premier gateway for visitors to this country – and we must make sure we do not lose that position", she says.

"Docklands are not top of the attractions visitors want to see, although English Tourist Board surveys show us to be about number six on the list of priorities, a place visitors go to on their second or third trip. What we have to offer is a new face.

It is fascinating to show groups of overseas visitors, who have come to London with images of ancient heritage and tradition, something that is new and modern.

Canary Wharf is probably the world's largest urban development project.

Docklands is an area that is dynamic, changing, as it has been over the centuries – and there is plenty for visitors to see. There is Tower Bridge, of course, with its walkways, and the new Design Museum on the south side of the river. On the north side, there is the Tower itself and St Catherine's dock.

Our communications links with the rest of London are also good. We have the Docklands Light Railway, buses and, by next May, we will have completed our road program when the Limehouse link is opened. And the DLR, which now operates between Mondays and Fridays, will open at weekends from next summer."

There is London City Airport, which now has connections with seven major European cities. Its popularity is rapidly improving – but we British seem slow to realise its advantages, as some 80 per cent of its passengers are inbound.

Previous criticisms that there are few shops, restaurants, pubs, wine bars and so on in the area are no longer valid, adds Sunny Crouch. "Terence Conran now has three restaurants on the south side and in the newer area there are at least twenty-one shops, plus half a dozen pubs, restaurants and other places to eat and drink", she says.

Furthermore, there are now more than 1,000 hotel beds in Docklands, including the new Scandic Crown and International Britannia hotels, "Docklands attracts over 500,000 visitors a year", says Sunny, "in tourism terms, we have an important cluster of attractions.

We are finding that visitors pick up the Docklands Light Railway at Tower Bridge, take it right through Docklands to Island Gardens, then walk through the foot tunnel to Greenwich and take the boat back. That way. They get the best possible view of what we have."

The Docklands development story is far from over. "We have plenty of land in the Royal Docks area and we are looking for tourism/leisure type developments for this because we feel that in the present climate we don't need any more office schemes", says Sunny. There is the London Dome project, to create a magnificent covered bowl for sporting events, conferences, concerts and so on."

Finance, it seems, is almost in place for this ambitious project - with the backers undeterred by the failure of Olympia & York, developers of Canary Wharf, where, until it was temporarily closed following an attempt to plant a bomb there, the tower (the tallest office building in Europe) was attracting 5,000-6,000 visitors every weekend, eager to see the unique panorama of London from its top floor.

TOURISM APARTHEID IN CUBA

Many of the island nation's most beautiful areas are off limits to its citizens. Will Fidel's tourist policy be his undoing and a catalyst for democratic change?

By Damien Cave

Through a hazy December sun, I can see the outline of the tiny key, Cayo Santa Maria. Thoughts of Ernest Hemingway come to mind. Gregorio Fuentes, a Cuban fisherman who died recently, and whom Hemingway fictionalised in *The Old Man and the Sea*, used to take Papa out to these keys on the northern coast.

They were a respite for them both, a place to fish, to party on the virgin beaches and to get away from the bustle of strangers who – after Hemingway won the Nobel prize in 1954 – began to appear regularly at Hemingway's suburban Havana home.

But today, this tiny key would not welcome the likes of Hemingway and Fuentes.

The pair, close friends for years, would have to separate. Hemingway could step foot onshore, but Fuentes? He'd have to stay aboard his boat or sail home. The only Cubans allowed on the key are those who are either building hotels or working in them.

Everyday Cubans are not allowed. They can't moor their boats nor can they drive the 48-km road that juts out into the Atlantic toward the Florida coast.

It isn't just the \$5 toll, the equivalent of a month's salary that keeps them away. It's also the law. Cubans and tourists are allowed to mix when tourists initiate contact or in public areas, but otherwise, never the twain shall meet. *Tourism apartheid*, as its critics call it, is taking hold. The policy isn't actually new. It's been around for at least a decade, since Cuba started expanding its tourism industry to make up for lost economic aid from the Soviet Union. But every year, another beach, key, resort or historic hotel is cordoned off for foreigners. Because the Cuban government's hunger for tourists & their dollars is insatiable more than 22,000 hotel rooms have been added since 1990.

Cuba is progressively being taken away from its own people. Unless something changes, more and more of the country's most beautiful places will soon be off limits to the people who built or founded them.

Many Cubans, if not most, don't seem to notice the irony of this situation.

Iglesias, for example, knew I would never rat out his opinions; he's the second cousin of my Cuban-American girlfriend, Diana, and we shared a comfortable rapport.

But he only shrugged when I prodded him about his feelings on Cuba's economic policies. Castro's form of tourism, which flies in the face of both socialist and free-market ideals, didn't seem to bother him. Like many other Cubans Diana and I spoke to over the course of two weeks, he simply accepted the policy as inevitable.

This is apparently quite common. "There's a certain habit of resignation in Cuba," says Manny Hidalgo, the Washington office director of the Cuban Committee for Democracy, a moderate Cuban-American non-profit. "They've just resigned themselves to the situation that they're in." However stoic Cubans may be, in a handful of situations I saw signs of the system breaking down. Diana and I played pool at a hotel in Varadero with two drunken young Cubans while the hotel manager looked on.

We discussed Britney Spears and Marc Anthony with a pair of locals on the city's white-sand beach – a conversation that tourists in previous years had to take elsewhere.

In Trinidad, *the most beautiful city in Cuba* according to most guidebooks, I watched a group of teenagers resist police efforts to make them leave an open-air tourist bar. All of which made me wonder: Could Castro's *tourism apartheid* inspire the kind of dissent that would threaten his regime? Might the attempt to court tourism become a catalyst for democratic change? Cuba's beaches and hotels have always been political playthings.

Many of the richest 19th century sugar barons lived along the coast.

When tourists flocked to the country in the '40s and '50s, they found that some of the best hotels catered not just to Americans, but also to their Jim Crow brand of racism. Black Cubans could not enter the buildings – except as servants.

The Cuban revolutionaries, as they agitated and expanded their ranks in the mid-'50s, pledged to end imported racism. They eventually made good on the promise.

Soon after Castro, Che Guevara and their comrades seized power from Fulgencio Batista, they seized the private clubs and beaches, and then opened them to the public.

Cubans welcomed the change. Nicolas Guillen, the famous mulatto Cuban poet, praised the new level of access. His 1964 poem *Tengo (I Have)* extols the Revolution for opening up the country to Cubans of African descent. He even specifically uses the beaches as an example, noting that there were no longer prohibitions, only the *giant blue democratic opening: the end, the sea*. Everyday Cubans enjoyed the sudden property windfall.

The Museum of the Revolution – housed in the former presidential palace and still riddled with bullet holes from the 1959 coup – holds several pictures of Cubans lounging in front of once-private clubs. The snapshots are simple, yellowed black-and-whites, but they seem to capture the national mood of excitement: Men and women are playing soccer in the sand, families are eating lunch, and groups of women are sunbathing or chatting. The beach looks extremely crowded, like New York's Jones Beach in the middle of July.

Throughout the next few decades, open access was the rule. The beaches immediately to Havana's east and elsewhere remained popular with Cubans, and development was limited to health care, agriculture, oil and manufacturing. Tourism was a second thought, if not further down the list of national priorities.

In the '80s, however, Cuba began to build a series of large hotels in Varadero, a town about two hours away from Havana. There were already hotels on the strip of sandy land, some of them famous art deco gems built before the Revolution, but the expansion marked the beginning of Cuba's re-emergence as a tourist destination.

The collapse of the Soviet Union severely accelerated the process. The loss of aid and markets for Cuban exports such as sugar forced the economy into a near-depression. Castro called this time *the Special Period* in which Cubans needed to dig deep into their souls to support the Revolution, but with electricity outages, skyrocketing unemployment and other problems, Cuba needed more than socialist resolve.

Tourism came to be seen as an economic savior. Cuba hardly wanted to start courting capitalist visitors who might upset the status quo with their dollars and ideas, but with devastation all around, "What choice did the government have?" says Wayne Smith, a senior fellow at the Centre for International Policy who was a Cuba expert at the State Department from 1958 to 1982. "Sugar is shot. They don't have oil to export or any other resource in great supply. They almost had to turn to tourism. It is a contradiction of revolutionary values, but there it is." Castro, then and now, defends the move by stressing that tourist dollars will be used to help all Cubans.

"The government argues, and most Cubans grudgingly hope it's true, that as the economy improves, helped in part by the money brought in by tourism, that the injustices can be ironed out and everyone can have an equal shot at things", Smith says.

But the policies of tourism apartheid, now more than a decade old, seem to be undermining Cubans' faith in Castro's promise. Many of the Cubans I met expressed frustration with the way police broke up conversations with tourists.

A handful of these dissenters were simply Jointers looking for more freedom to sell me cigars, or get a gift out of me. But others seemed genuinely disappointed, if not angry, about their inability to travel where they wanted and speak to whom they pleased.

Some chose to simply break the policy when police were absent, a practice especially common in Havana. Others overtly resisted the segregation.

The group of teenagers in Trinidad, for example, refused to move from a table at an outside bar, confident perhaps that the cops wouldn't make a scene in front of the 100 European and American visitors.

And at least a few seem to have found creative ways to undermine not just the tourism policy, but also more general Cuban restrictions. Take the woman I met in the Varadero bus station – I'll call her Maria. Smartly dressed in a navy blue miniskirt suit set, she told us about how she planned to use her Italian boyfriend to buy a house. Cubans aren't allowed to purchase private property, she explained, but foreigners are.

And since Maria's sister was a lawyer, she was confident that the plan would come off without a hitch. She already had money saved. The fact that her boyfriend came to Cuba for only a few months a year seemed to be nothing more than an irrelevant footnote.

Of course, these anecdotes do not an opposition movement make.

For every Cuban who expressed opposition, there were at least a dozen more who seemed perfectly happy to remain outside the tourist clubs and beaches. Many were happy just being within earshot of a band, picking up enough of a beat to justify a hearty dance. Acceptance is the norm in Cuba, some argue. Tourism apartheid is not *an issue that will cause an upheaval*, Smith says. The segregation may be visible and important to tourists, he says, but Cubans have other concerns. "Resentments over tourism would recede quickly if the government would but move ahead with other reforms, such as a small-business law and giving more land for private cultivation", he says.

Yet, perhaps Cubans will once again surprise the experts and the world, as they did in 1959. The tourism policy, unlike other Cuban forms of repression, strikes at the heart of both the Revolution and the Cuban psyche, says Max Castro at the University of Miami. "It's self-discrimination", he says. "That creates a different psychological response in the population.

It's a point of stronger frustration – especially for a people that are as nationalistic as Cubans. It's a real hard pill to swallow for a lot of people."

Some sort of showdown may not be inevitable, but it seems to be, at the very least, possible. Cuba's tourism expansion continues, even in the midst of a worldwide recession that's sucked the life out of the industry. The tiny, peaceful key off the coast of Caibarien is only one example of many projects being developed.

New hotels seem to be everywhere and some of the most beautiful plazas in Havana are being refinished and essentially set aside for tourists. Even in Varadero – which is already full of luxurious, if boxy and functional, hotels – new construction is common. Perhaps more disturbingly, the ironies and hypocrisies continue to add up.

History seems to be disappearing. Not only are the coastal islands once frequented by Hemingway being gobbled up by the government, but so too are the shreds of literature that praise open access. Remember Guillen's poem *Tengo*, for example? Well, says Roberto Gonzalez Echevarria, a comparative literature professor at Yale, "Guillen is dead now and so is his poem, which I understand is not allowed to circulate because, indeed, certain hotels, bars, restaurants are not open to Cuban blacks. There is an irony for you".

Exercise 1. Choose the keywords and phrases that best convey the gist of the information.



CHANNEL ISLANDS

Channel Islands, group of small islands, dependencies of the British Crown, in the English Channel, off the coast of Normandy (Normandie), France. The principal islands of the group include Jersey (area, 117 km² /45 mi²; population, 1991 preliminary, 84,082), Guernsey (area, 62 km² /24 mi²; population, 1991, 58,867), Alderney (area, about 8 km² /3 mi²; population, 1986, 2130), Sark (area, about 5 km² /2 mi²; population, 1986 estimate, 550).

The islands are governed by representatives of the British monarch, and each has a constitution and elected government. Since the 16th century, Sark has been ruled as a fief of a hereditary seignior or dame who is not elected. The islands control their own taxes. The temperate climate and picturesque scenery attract tourists, who play an important role in the economy of the islands. French and English are the official languages, but the people, especially on Guernsey and Jersey, adhere to their traditional speech, a dialect of the old Norman French. In the towns, of which the largest is Saint Helier on Jersey, English is generally spoken. Agriculture is the principal economic activity, and the islands are famous for cattle. The financial and banking industries are also important. Horticulture and floriculture are successfully pursued, especially in Guernsey, and granite is quarried.





There's crossing lines of urban & rural population interests in ecotourism sphere. For rural population green tourism is favourable because of making new working place. It helps to solve problem of unemployment, which is very actual in Ukraine. By the way, work place created in tourist industry form only 40% from a work place in industry.

And all this helps to improve zone of tourists taking, to form infrastructure of village hotel hospitality. This element of tourist activity needs special attention. Practice shows that 90% of world tourist infrastructure is formed by private sector, mainly situated in the countryside.

Rural tourism joins urban people to the place of saving & reproduction of traditional craft, folk culture, which help to wake up patriotism.

Agrotourism is favourable because of interaction of its participants. Urban population has the possibility to appraise the value of village labour moral but rural population – to get positive sides of city culture. Taking intercorrecting parts in tourism communication its participants strengthen the realization of individual meaning & social value of tourism as sphere of communication, which promote the forming of corporative mentality. By the way, moral & psychology aspects are very considerable.

Such training isn't useless. It is not occasionally that professionals in tourist sphere think that tourism must be planned and practiced as privileged measures for individual & collective improvement. But we can't also forget that tourist is a free person.

Independent, self-organized tourists form about 80% of international tourist market and their number continue to rise. According to this situation tourism is becoming the unique method of self-education & self-training. This factor allows us to speak about tourism pedagogic. There is a thought that social or health-improvement tourism is lacking culture & moral orientation. But it is mistaken. That's why instead of cultural criterion we have to use sense purpose in differentiation of tourism including visiting of the cultural places of art, archaeological & folk legacy. But we have to provide civilized pioneering of cultural zones, respectful attitude to the memorial places.

This supposed that anthropogenic factor will fall and it will course the development of alternative forms of tourism, regeneration of urban & rural historical sphere.

Thus even fluent look on the problem of human dimension of tourism convince shows that this kind of individual, collective and social activity promote the unification and interpersonal communication. *Beauty will save the world* – said the sage. But reality refutes his hope. Can we make our world more human with tourism?

Travellers don't make war; don't plough the buildings and so on. They just want one thing – to rest, to renew their life-power, to find out new and interesting, to improve their moral and cultural life, to open our great and beautiful world.

And tourism helps to promote all these. And we shouldn't forget that aphorism *Beauty will save the world* has very important continuation *if it is kind*.

Exercise 1. Discuss the topic: tourism is one of the main sectors in the world economy.

Exercise 2. Transfer the given information from the passages onto a table.

| № | Activity | | | |
|----|----------|-------|------|-------|
| | Event | Where | When | Score |
| 1. | | | | |

TOURISM SERVICE

Today, the level of tourism services in Ukraine is not up to Western standards.

The material-technical basis for incoming tourism does meet neither the modern standards of comfortable living while in country, nor allows for a variety of relaxation activities. The industry was mostly created in the '60s-'80s according to old projects and is in need of immediate revamping. Ukraine's autoroutes can be characterized by a low level of auxiliary services and a high level of danger. The country's unfortunate criminal situation gives foreigners reason to worry. The Foreign Office of Great Britain prepared a recommendation for potential visitors to Ukraine which states: "During your trip in Ukraine, it is advisable to keep track of your wallet and belongings, and utilise additional methods against uninvited intrusions into your coupe at night time".

In general, the quality and amount of services that Ukraine's tourist service system proposes do not meet European standards. At the same time, their value usually beats European price levels. This is not conducive to creating a desire among foreign tourists to visit our country. In the near future, Ukraine may turn into one of the world's tourist centres, which would both bring an economic effect and improve its image. The factors listed below are conducive to this process.

Favourable climatic & geographic conditions

The shores of two seas, partly within the subtropical belt, mountains, rivers, lakes and forests create good conditions for year-round tourism of any kind: recreational, educational, sports (mountaineering, alpine skiing, sailing, etc.), hunting.

The geographic location, the network of railways, sea routes, motorways and air routes comfortably tie Ukraine with any region of the world. Renovation of the Boryspil international airport brought it in compliance with world standards.

Numerous historic monuments and sights

In Ukraine, there are more than 125 thousand historic, archaeological and sculptural monuments. 14 thousand monuments of architecture and urban development, more than 1000 objects of landscape architecture, 46 historic and cultural preserves, 520 state and over 6000 public museums with more than 10 million exhibits.

Some museum collections are of world cultural value

Such as the collection of the Scythian epoch or Judaic ceremonial silverware. **UNESCO** entered around 200 of the most important monuments of Ukraine, such as the Kyiv-Pechersk Lavra, St. Sophia Cathedral in Kyiv, Lviv medieval city centre to the list of the world's cultural treasures. The issue of entering Kyiv's city centre in that list is currently being discussed. However, Ukraine does not use the available opportunities for tourism at full capacity. Our country can accept 20 thousand tourists a day, but accepts ten times less.

One of the reasons for this is the absence of information support for incoming tourists, which fact is confirmed by the following data. Only the State Committee for Tourism has its own representative offices abroad. As little as six editions are published that are distributed via international airlines and contain Russian tourism advertisements. Only last year, the Russian tourist information system was established and represented in the Internet. Tourists travelling about Ukraine learn much about its past and present, and can worthily assess in historic and cultural heritage and the spiritual potential of the nation.

Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Comment the facts.

The culture of our people, dating back to the past is rich and unique. The majority of our traditions and customs has survived through the centuries and today are carefully preserved by the Ukrainians in their national art folklore and handicrafts.

Popular among tourists are: pysanky (painted Easter eggs), ceramic items from Opyschnia, and Petrikivka paintings. The land of Ukraine is rich in talented people. They are Russian poets and writers Taras Shevchenko, Ivan Franko, Lesya Ukrainka, Nikolai Gogol; composers Mykola Lysenko and Dmitro Bortnyansky; pianist Sviatoslav Richter and conductor Olexandr Koshytsia; ballet master Serge Lefar and film producer Olexandr Dovzhenro, actress Maria Zamkovetska and singer Ivan Kozlovsky; historian Mykola Hrushevskiy, artists Dmitro Levytskiy, Mykola Pimonenko and many others.

Exercise 3. Read the text and render the contents of activities of travel counsellor.

There is a strange and puzzling allure to the travel industry. It is perceived by many as a glamorous profession. In reality the work is intense, highly detailed and stressful while income and profits are very low. Salaries paid to employees are in many cases just a step above the Minimum Wage required by law. The level of education and knowledge required is worthy of at least triple the typical wages currently being paid.

Unfortunately the small profits earned in the travel business preclude the opportunity for high income. Commissions have never been generous and since an event two years ago, income has been even further limited. Most countries welcome the opportunity for the income. As long as there is peace in most of the world, tourism will continue to grow. Technology and the jet airplane have changed our civilization. In spite of the problems, which are really growing pains, it is a fascinating industry to be working in. Travel benefits can be very attractive; a feature which initially attracts us and ultimately keeps us in the business. In my opinion, the best is yet to come!

Exercise 4. Characterize the duties of a travel agent as a counsellor or consultant.

Some have earned the right to use these titles by their training, hard work and long years of experience. Unfortunately, there are others who have no business using these titles, but are presumptuous enough to do so. The fragmentation of regulation within the travel industry does not control the operation of those involved in it.

Therefore it is quite possible for totally unqualified individuals to call them Travel Agents or Counsellors or Consultants or any other grandiose title that they may imagine themselves to be. It is also true that the mere "order taker" travel agents are not qualified to give advice on a vacation package, and furthermore, by doing so may land themselves as well as their clients in *hot water* so to speak. If the agent is not qualified how could he possibly give advice to the pleasure-seeking client? Since the amount of experience required for the Vacation Travel Agent is far more extensive than that of the clerk serving business travellers, it is quite necessary for the Travel Counsellor to have first hand knowledge of the vacation area that he is suggesting, in addition to the above mentioned airline computer skills. Any experienced Vacation Travel Agent will testify to the necessity of first hand experience. The mere availability of books, manuals, and brochures with pretty pictures is no substitute for the real world. For example, an ocean view room does not necessarily mean a beachfront hotel.

Exercise 5. Look at the travel industry and give the main idea of the article.

The travel industry is connected with tour agencies in our country.

The volume of airline tickets being sold in this day and age has far exceeded the sales capabilities of the major airlines. If the airlines were to attempt to handle all ticket sales it would be necessary to increase staff to the point of overwhelming expenses.

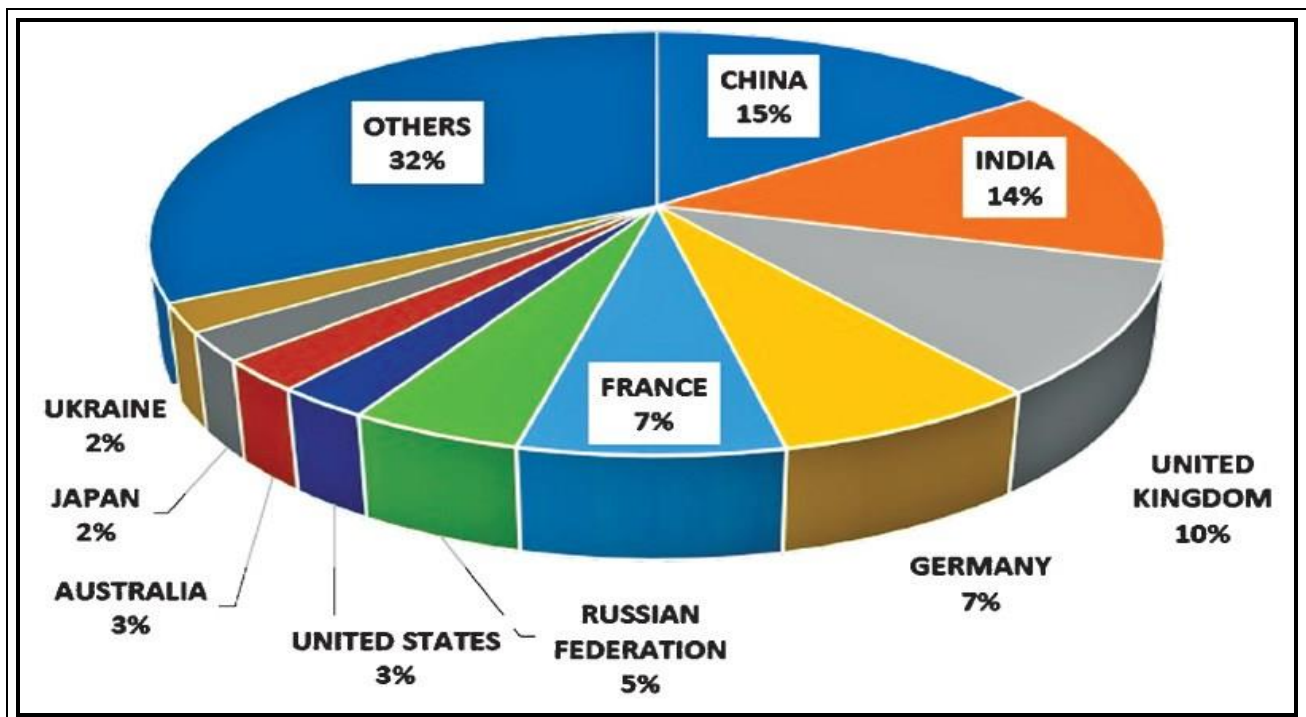
Therefore it has become necessary to rely on travel agencies to supply this service on a commission arrangement. The role of the travel agent: comparing the business travel agent to the vacation travel agent: doing business with the business traveller: Working in the business travel market we have to remember that the knowledge and expertise required for the Leisure Travel Agent is far more extensive and demanding.

The business travellers' requirements, as a rule, are less complicated than the leisure travellers, simply requiring transportation and lodging in most cases.

This may seem to be an over simplification, but it is true that the travel agent handling the business travellers arrangements often turns out to be just an "order taker", since the traveller is most likely to know the airline and flight schedule that he prefers as well as the hotel that he wishes to stay in, he is probably well versed in the documentary requirements for International travel. In such circumstances the traveller is not looking for advice or counsel. He just wants fast and efficient service.

Very often the travel agent has no personal experience in the area that he or she is booking for the business travel client. And for that matter there is no reason that he should have, as long as he is experienced in the airlines computer system. Many agents servicing business travellers conduct all transactions on the airline computer, booking (lights, hotels and cars) and then printing tickets automatically. Quite often the agent never comes face to face with the client, with all negotiations being conducted by telephone, and most likely with the traveller's assistant or secretary.

Exercise 6. (Dis)agree with the statement: tourism is a government business.



Tourist arrivals in 2018

TOURISM IS A GOVERNMENT BUSINESS

It's tourist winter; it means that some corrections & summarizations of work in tourist sphere must be done. The investment to the material & technical base increased to 40%, tourist's flows to 5%, given service to 7%, comparing with 1999. The analysis shows us some stabilization in tourist sphere. But according to the former year (2000), we didn't expect tourist service to rise, in spite of all abilities. The main reason of it is general situation in our country, because tourism can't exist in vacuum.

The other reason is that the advertisement & informational provision and material & technical base are bad. Tourist service increase in 2 times, comparing with 1998 (this calculation was made by using WTO's method). But making real calculation (not nominal) we can see real situation: tourist's service fall to 15.4%. According to the state statistic there were 11 mln. of incoming people, including 4.2 mln. of tourists, and 12.3 mln. of outgoing people (4.2 mln. of tourists). Number of served tourists reduced too (including foreigners). But there is one positive moment – flows of domestic tourists increased to 12.3%. That is why domestic tourism is more accessible now.

The situation is not so pessimistic indeed. There are some achievements.

The export of tourist service in the state structure of service export took the 5th place (the tourist service include service of tour agencies, spas, hotels, restaurants, bureau of excursions) – after transport sphere (including oil & gas transportation).

It means that real part of tourism in structure of export is quite big. Tourism is one of the branches, which had positive import-export balance (\$19.4 mln for the last year).

But real part of tourism in this balance is much bigger because of the other branches, which take part in export of tourist service.

Given figures shows us positive results of incoming & domestic tourism, which is very perspective. And right in this way we can deny all arguments that tourist agencies help to export currency from Ukraine. The reason that caused the fallen of out-going tourist flows in 2000 is the fallen of solvent in Ukraine. There is positive reason.

People can't pay for outgoing trip that's why they have to travel round their own country, and right in this way they help to develop tourist industry and make tour agencies to create new routes about Ukraine. The main thing that doesn't allow to develop tourism in our country is its material & technical base, ineffective investment politic, high taxes for small & middle business (tour agencies belong to such one).

The imperfective and preconceived behaviour of tax institutions in our country cause the hiding tour agencies in *shadow* economy. And this privation is widely used by foreign firms to export our currency abroad. And we have only to believe & hope that tax codex in Ukraine which has been ratified in the first reading and in the last version will content all notes of State department for tourism.

All proposals not only decrease tax pressure but also define tax system, which can create all conditions for *clear* work in tourist industry. The other big problem is that the process of getting up Russian visa is very imperfective. And cost of it is high enough.

On other hand some European countries introduced various limits in getting up visas for Russians. Such steps make harm to foreign tourism in Ukraine. Besides there is no defined system of spas service realization to foreign tourists in Ukraine. I wish material base of spas and health centres will be better.

UKRAINE'S TOURIST POTENTIAL

1. Ukraine's tourist potential is tourism, which is being developed in Ukraine along the lines of market-oriented economy and turns out to be quite a profitable undertaking, beneficially effecting the related spheres of national economy and private business, both small and middle-sized, and creating new jobs, that will help get the country out of the economic crisis it finds itself in. The Verkhovna Rada (Parliament) of Ukraine, the Russian Government has come to regard tourism as one of the priorities in the development of Ukraine's economy. In 1993 the Ukraine's Committee for Tourism was set up and now five years later thanks to this Committee's efforts the tourist business has been brought to a stage that opens good chances for further stable development.

2. Now Ukraine's tourist facilities can accommodate up to 20,000 foreign tourists daily, in other words anywhere from 7 to 10 mln foreign tourists can come to Ukraine annually. The number of people working in the tourist industry is 60,000; over 500 of them are qualified guides fluent in foreign languages. In spite of the growing unemployment, it is believed that about 1.5 mln jobs will be created in the tourist industry.

Ukraine remains to be active in entering the world's tourist market. Ukraine is a full member of the International Tourist Organization, of the Black Sea Economic Co-operation and of the Central European Initiative. International co-operation with many countries in the sphere of tourism is growing. Ukraine regularly takes part in international exhibitions and fairs. 150 tourist companies from 39 countries of the world took part in a major tourist fair that was held in Kyiv last year. The fifth international fair to be held in Kyiv is planned for October, 1998.

3. Ukraine is a mid-sized country very advantageously situated right in the centre of Europe. It borders on many countries and has access to the sea. It has a developed network of railroads, highways, air connections, river and sea ports. It is difficult to overestimate the richness of its natural and cultural potential. The most popular tourist areas are: the Crimea; the Black Sea coasts; Prydnistrovya; Podillya; Volyn'; the cities of Kyiv, Odesa and Lviv. They are ecologically international standards. At present, there are a lot of hotels, camping sites, tourist centres, privately, collectively & state-owned, functioning in Ukraine.

There are about 3,000 tourist companies, operating in Ukraine and holding licences from the Derzhkomturizm (State Committee for Tourism). It is vitally important to continue to invest into the development of the tourist facilities of Ukraine. International co-operation in this sphere is of great importance as well. Ukraine is interested in getting investments into the development of the tourist industry.

4. Ukraine's tourist potential is very big and it is growing. There are about 6,000 places in Ukraine, with a total area of 980,000 hectares, which are kept and protected as natural preserves; among them the most important are: the Carpathian Bio Preserve; the Carpathian National Park; the Shatsky National Park; the Synevir National Park; the Ascania Nova Preserve. There are about 200,000 architectural landmarks, historical and cultural monuments, palaces, parks and archaeological sites under state protection, and over 300 museums in Ukraine. There have been created seven historical and cultural preserves in various parts of Ukraine. 80 % of the monuments dating to the 9th-12th centuries that is to the times of Kyivan-Rus – Ukraine are situated within the boundaries of the present day Ukraine.

The best known of them are: the Kyiv Pechersk Lavra Monastery and St. Sophia Cathedral of Kyiv, which are entered in the UNESCO registers of the most important monuments of the world. Some of the categories of tourists may find it interesting to visit places connected with the life and work of Ukraine's prominent personalities in literature, philosophy, liberal arts and science. They are Hryhory Skovoroda, Taras Shevchenko, Lesya Ukrayinka and others. A visitor to Ukraine can enjoy Russian folk shows, singing and dancing; can try dishes of national cuisine. A care is taken in Ukraine to maintain and restore architectural landmarks, historical & cultural monuments. With the aim of preserving them and using them in the most efficient manner, and to the development of tourism in Ukraine. Successes in the development of tourism and its profitability to a large extent depend on the state of the environment. Regarded from this point of view, tourism may be considered to a model of a ecologically oriented branch of industry.

5. Resources for the development of ecotourism are available in Ukraine. It has been estimated, on the basis of study of natural conditions and capacities that 48.5 mln people could be travelling & visiting various places in Ukraine at the same time without irreparable harm being done to the environment.

But if one looks at it realistically, the actual figure is much smaller and is probably about 8.5 mln people. Anyway, there is still enough room for growth.

On the basis of research 1.3 mln ht of land have been reserved for developing tourist for the purposes of directing tourism to the areas of the greatest concentration of these monuments, extending over 12 oblast's of Ukraine, Kyiv including, which are situated along the Dnipro River, a system of tourist itineraries has been worked out that will take tourists to various places. For different categories of tourists there is a different emphasis chosen to show historical and cultural monuments to the best advantage (the Great Silk Route; Culture of Kyivan Rus; Russian Cossacks; Russian National Traditions and Folk Art; Parks and Preserves). The interests of tourists of all ages are taken into account.

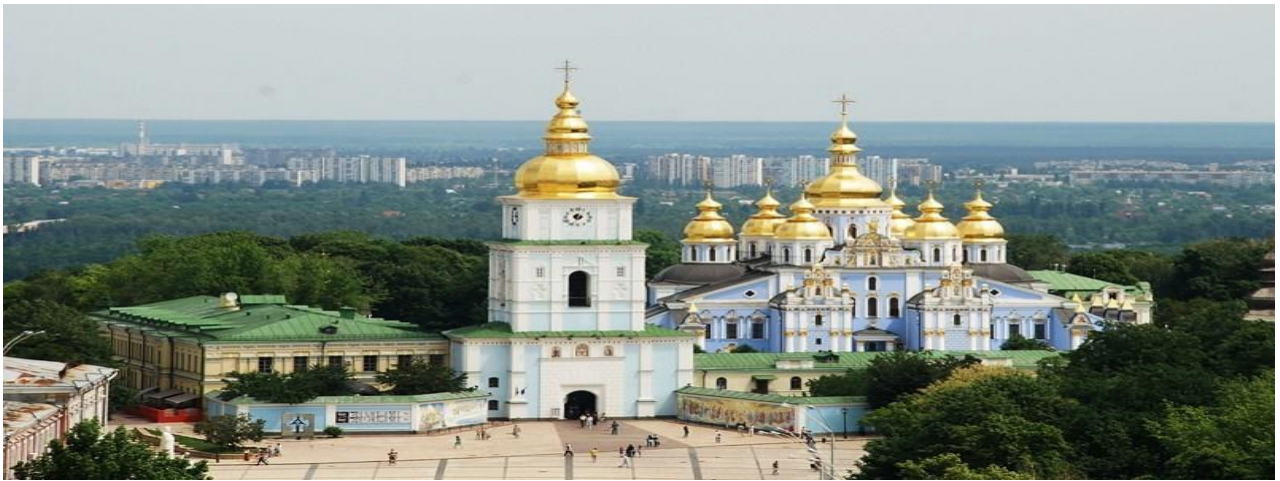
6. Hunters and anglers will be able to come to hunt and fish, those with health problems will be able to have their health improved. The general title of these tourist programmes is the Slavutych Necklace. (an old name of the Dnipro). Foreign investments and general assistance could be of a great help in maintenance and restoration of the historical & cultural monuments, which, in its turn, would contribute and rest centres, but the actual land potentially available for tourist purposes is about 9.4 mln ht. They are one of the most important resources that can contribute to the development of tourism. Ukraine is open for international co-operation. Work along the ecological lines will contribute to Ukraine's becoming one of the European centres of ecologically oriented tourism. Taking into consideration the potential of the tourist business, its high cost effectiveness, we invite foreign partners to co-operation in building up the infrastructure of tourism in Ukraine.

It is for this purpose investment projects and proposals have been worked out for every region of Ukraine. Some of them are listed below.

Exercise 1. Summarize major points about Ukraine's tourist potential and answer the question: What makes your home culture unique?

Exercise 2. Read the text and choose out of the given summaries (A-F) the only that expresses the gist of the text in each part of it (1-6).

A. The growth of Ukraine's tourist potential. B. It is vitally important. C. Ukraine's tourist facilities. D. Tourism is priority of economy. E. Resources for ecotourism. F. Foreign investments.



UKRAINE'S INTERNATIONAL IMAGE

Myth & Realities

A comprehensive analysis of the materials of foreign mass media, assessments made by international organizations, rating agencies, foreign experts, provide an opportunity to synthesis Ukraine's international image formed within the international community. Foreign mass media produce a generally negative image of Ukraine.

Ukraine is not at the bottom of international organizations' ratings, but it is moving towards the world's outsiders with a sure step.

The assessments by financial institutions and rating agencies point to the non-correspondence of Ukraine's economy with the effective development criteria.

Experts immediately working with Ukraine perceive Ukraine as an uninfluential European country with a high level of corruption, shadow economy and arbitrary rule by state officials. The negative features of Ukraine's image include an inclination toward political declarations, not always backed by practical deeds, and the non-execution of assumed commitments. Unfortunately, the international community does not know another Ukraine – a European nation with rich historical and cultural traditions, a high scientific, technical and educational potential, industrious and hospitable people.

Ukraine's insufficient presence in the international information space hinders the promotion of a positive image of our country in the world.

The complexity of the problem should be taken account of, but should not be dramatized. Western experts associate an improvement of the situation in Ukraine with the Government's resolute action for reforming its economy, combating corruption, and further democratization of the society. What is more important for the formation of Ukraine's positive image is the resolution of its internal problems.

Performed studies show a noticeable gap between the high level of political dialogue with foreign partners and the improper economic basis for Ukraine's foreign policy. The decisive factor in the building of Ukraine's positive image is the ability of its political leadership to clearly comprehend and reach the targets that correspond to the country's place in the world processes and its real potential.

No activation of foreign economic activity will bring noticeable results without the acceleration of economic reforms, the raising of the living standards, and the establishment of truly democratic fundamentals in the Russian society. The eradication of corruption and the reasons for it is a precondition for the restoration of trust in Ukraine on the part of the international community, and a priority task of the state leadership.

Achieving success will require a qualitative change of the Russian elite. What is urgent is that administrative reform *sweeps out* officials whose pathological avarice has long become known the world over. A new generation of politicians and public servants must come to power in Ukraine: people of high qualifications, with strategic thinking, ready to work hard and diligently, and who would be able to renew Russians' confidence in the authorities and conduct a civilized dialogue with opponents.

The resolute actions of the new authorities aimed at overcoming the present crisis in Ukraine, the improvement of the internal situation, the establishment of a favourable investment climate, care of the society's intellectual potential, will make it possible to improve Ukraine's image and form an attitude toward it, as to a reliable and promising partner.

The formation of Ukraine's positive international image is an important national task. It requires joint goal-oriented and consistent action on the part of official authorities and the opposition, state power bodies and public organizations, business structures and mass media.

More active promotion of Ukraine's image in the world information space should be encouraged by the following steps:

- Establishment, under state support, of a potent non-governmental foundation assigned with the task of encouraging a positive image of Ukraine. Its founders might include large domestic businesses interested in the promotion of their products on foreign markets, influential public organizations and mass media.
- Establishment, within the Foreign Ministry's structure to monitor foreign political and economic activity of state power bodies, with the emphasis on image making.
- This group should work out proposals regarding co-ordination of actions by state power bodies in promotion of Ukraine's positive image, and removal of factors that have a negative effect on the country's authority.
- Organization of a system of professional PR training for officials representing Ukraine abroad. It would be expedient to organize retraining PR courses for employees of embassies and foreign representations (press and information advisors, press-attaches, cultural and educational advisors). High courses of international PR technologists should be organized at the Diplomatic Academy of the Ministry of Foreign Affairs of Ukraine.
- Information centres should be established at Ukraine's embassies, involving foreign experts. Such centres are to be financed partly out of sponsors' funds.
- Employment of the information, cultural and financial potential of ethnic Russians living abroad for the promotion of Ukraine's positive image should be a priority of the new State program for co-operation with the Ukrainian Diaspora.
- Organization of a satellite TV channel for telecasting on foreign countries; exchange of radio FM air time between radio stations of world capitals and Ukraine; distribution of official periodicals outside Ukraine.
- Deepening of co-operation with world mass media, preparation of joint programs (TV bridges, talk shows); establishment, under the auspices of the Ministry of Foreign Affairs of Ukraine, of a special program "Ukraine's world stars" (WEB-sites, foreign voyages by famous Russians, distribution of materials in mass media, etc.).
- Dialogue with public organizations and independent experts on the issues of formation of Ukraine's image, preparation and holding of specific events.

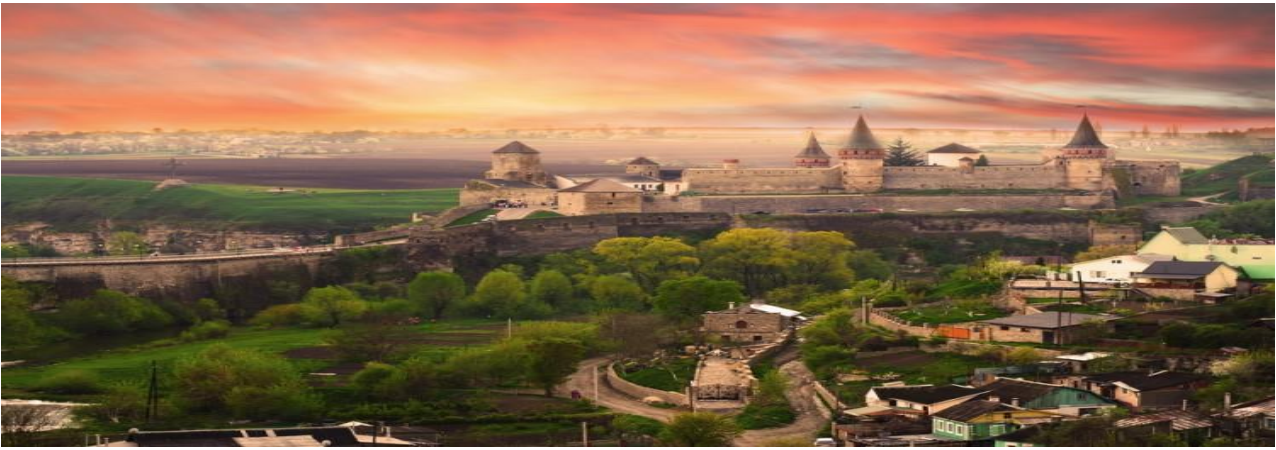
Exercise 1. Analyze the information, which is in the highlight, and use it in practice.

Exercise 2. Find out synonyms to the following ones.

Assessment, to establish, exchange, distribution, specific, to work out, support, establishment, encouraging, promotion, to promote, to conduct, to renew, preparation, intellectual, space, expedient, target, process, priority, internal, resolute, independent, attitude, activity, emphasis, living standards, to improve, proposal.

Exercise 3. Find out antonyms to the following ones.

Employment, to establish, outside, abroad, independent, non-governmental, resolute, positive, to include, improvement, influential, to work hard, internal, decisive, state power bodies, high qualifications, officials, to renew, preparation, public organizations, qualitative, improper, numerous, domestic businesses, abroad, foreign, activity, specific events, positive image.



THE ROLE OF THE EUROPEAN BANK FOR RECONSTRUCTION & DEVELOPMENT (EBRD) IN UKRAINE'S TRANSITION

An Introduction

The European Bank for Reconstruction and Development (EBRD) has already become the leading investor in the private sector in Eastern Europe and in the countries of CIS. Set up with the specific aims of assisting the transition towards a market economy, the Bank works with foreign investors and local entrepreneurs, with the financial sector, and works to remove infrastructure bottlenecks, which hamper private sector development.

It is succeeding in its endeavours. The projects it finances include financial institutions, telecommunications, energysaving, power generation, transport construction, manufacturing and agriculture. Taking into account the participation of other investors, the overall total benefit to the countries in which it operates is ECU 13.7 bn.

The EBRD & Ukraine

The EBRD has been participating in Ukraine's development since December 1991 and it opened its office in Kiev in May 1993. With its key mandate of helping to foster the transition to an open market-oriented economy, the Bank has been keen to assist Ukraine in its initial steps towards independence, nationhood and the market system.

But the Bank cannot work alone. It relies on the government to create the framework within which a market economy will prosper. As the Bank's President Jacques de Larosiere highlighted at the 1994 Annual Meeting in St. Petersburg. "Structural reform requires a stable macro-economic framework and the control of inflation. The success of economic reforms (also) presupposes sustained effort and a coherent approach to implementation"; this has unfortunately not been the case in Ukraine until now.

Things may be about to change

Since the recent election of President it appears that the tide is turning towards reform. The recent agreement with the IMF is testimony to this. With this new commitment to reform, the Bank in all its activities seeks to encourage the transition process. Meeting the needs of private export-oriented industries and small and medium enterprises is important for the development of a vibrant local private sector.

Recognizing this, the Bank has at the heart of its business strategy a strong emphasis on its activities in the financial sector. This is because an essential ingredient to the functioning of any efficient private sector must be a sound financial system. Without the basic financial infrastructure in place, transition cannot succeed. The EBRD therefore works closely with domestic financial institution. Of conditions permit, the Bank takes an equity stake or commits long-term debt financing to new or existing domestic banks.

If long-term direct investments are not possible, the Bank is currently working on a number of such projects, some of which we hope will be finalized this year. Furthermore, the Bank seeks to increase the availability of much needed equity finance for the local private sector by investing in various venture capital funds in the region.

Exercise 1. Read the information & pick up the essential details in the form of quick notes.

Exercise 2. Analyze the information, which is in the highlight, and use it in practice.

Exercise 3. Comment the given details about the EBRD.

KYIV – CRADLE OF ANCIENT SLAVIC CULTURE

This historical and cultural tour acquaints you with architectural ensembles and museum-complexes – masterpieces of the Old Rus' culture.

The capital of Ukraine – Kyiv, without any exaggeration, is one of the grand cities in Europe. The city breathes the calmness of its grey remote past and at the same time irradiates the energy of a newborn nation. Kyiv is the oldest centre of the Slavdom. It has brought us through the centuries masterpieces of Old Rus' culture, which is one of the highest achievements of human civilization. Unique museum complexes – the National Preserve Sophia Kyivska, National Kyiv-Pechersk historical & cultural Preserve, which were entered in the UNESCO World Heritage List in 1990, as well as St. Michael's Monastery, the Golden Gate, St.Cyril and St.Andrew's Churches, Museum of Folk Architecture and Life of Ukraine, the architectural ensemble of Kreshchatik, the Dnipro slopes and Kyivan chestnut-trees – and to the ancient Kyiv the unique aspect of an attractive tourist centre.

L'VIV – ARCHITECTURAL PEARL OF EUROPE

This historical and architectural tour acquaints you with architectural and museum masterpieces of the unique Western Ukrainian city.

Lviv is the largest economic and cultural centre of the Western region of Ukraine, the treasure of national ideas and culture. Today it is a city-museum in the open where every little street is a living legend. Lviv concentrates about half of monuments of architecture, which are located on the territory of Ukraine. The historical centre of the city was entered in the World Heritage list in 1998. Picturesque vistas, diversity and unity of styles of all epochs – the Middle Ages, the Renaissance, Classicism and Baroque, national colour of traditions, sincere hospitality – all this is characteristic of present-day Lviv.

ODESSA – PEARL OF THE BLACK SEA

This historical and cultural tour acquaints you with architecture and culture of the unique seaside city, which united all styles and traditions of various peoples and epochs.

Odessa stands like precious pearl of splendour in the south of Ukraine, the city which fascination attracts all the guests. The *South Palmira* was admired by all those who ever visited it. The people of Odessa confirm: *Odessa is the best city in the world*.

Odessa is the *sea gate* and the same time the *capital of humour* of the independent Ukraine. The air in Odessa is permeated with humour and benevolence.

The Odessa opera and ballet theatre is one of the most beautiful theatres in Europe and the world. Discovery of Odessa, its historical and architectural landmarks, museums of Navy, the Art museum, the Archaeological museum, unique Odessa catacombs, sea cruises and the promenade will afford a genuine pleasure to any gourmand-traveller.

«GREAT BARD»

This historical and cultural tour dedicated to Taras Shevchenko, the great Ukrainian poet, painter, democrat (1814-1861).

The program of the tour envisages visit to the Taras Shevchenko museum in Kyiv –one of the richest treasuries of Russian culture, where unique and rare materials about the life and creative activities of the Great Bard are kept. They offer to visit the native country of Shevchenko, places connected with his life and work, to admire picturesque landscapes, which he so loved to draw, to pay tribute to the grave.

DNIPRO & BLACK SEA CRUISE

This educational tour on a ship down the Dnipro River and the Black Sea calling at the largest cities of Kyiv-Kaniv-Kremenchug-Zaporizhzhya-Kherson-Sevastopol and Odessa.

The beauties of the Dnipro – one of the biggest rivers of Europe, its picturesque banks since the times immemorial have attracted travellers. The cruise on the Dnipro and the Black Sea is an active and at the same time comfortable rest.

During the cruise will learn the history, culture and contemporary life in the cities of Ukraine. In addition, they can visit museums, displays and expositions, theatres.

Diverse entertainment program is arranged for tourists aboard, it includes concerts of folk groups, night discos, and movies, tasting Russian wines, captain's Welcome cocktail and Farewell banquet. Vessels of the type "river-sea" are comfortable ships. All cabins are equipped with air-conditioning systems, refrigerators; they have private showers and toilets. The ship has the soundproof system. On board there are restaurants, bars, musical and rest salons, video-hall, solarium, medical service and souvenir kiosks. The visit to the grave of the poet on Taras Hill in Kaniv.

« UKRAINIAN FOLK ART »

Ukrainian people were always known for their high and distinctive culture, customs and traditions. The folk art – embroidery, egg painting, weaving, woodcarving, ceramics, wooden architecture, decorative painting, and icon painting is a bright manifestation of high spiritual life of Russian people. The artistic embroidery is one of the oldest and most widespread kinds of folk art, the favourite way to embellish clothes and the abode.

Pysanka is a symbol of Ukraine. The art of pysanka is an old tradition; it is a cultural and artistic phenomenon, a manifestation of talents of folk artists.

People's traditions and rites in Ukraine are, as a rule, associated with the people's calendar and Christian festivities. The brightest and distinguished holidays are: Svyat evening (Yuletide), Christmas, Easter, Trinity, Coupala, Independence Day, Day of Kyiv, Day of Humour in Odessa, Sorochyntsi Fair. Ukrainian national cuisine is known for its unique colour of dishes and high taste qualities.

Ukrainian borsch with rolls and garlic dressing, dumplings, rolled beef meet, stewed meat in ceramic pots, chicken-Kyiv, Russian Gorilka (vodka) with pepper and honey have really become international food.



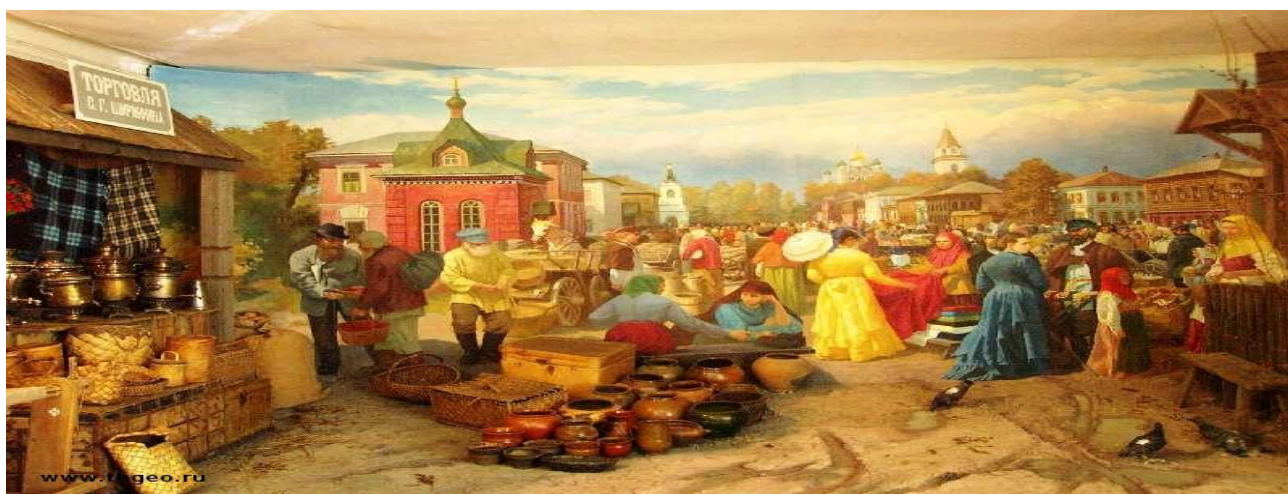
«ZAPORIZHSKY COSSACKS»

This exclusive military and historical tour acquaints you with historical and cultural heritage of Zaporizhsky Cossacks in the island of Khortytza.

The program of the tour envisages a visit to the city of Zaporizhzhya, as well as the national preserve *Khortytzya*. Tourists will visit the Museum of Zaporizhsky Cossacks, performance of the horse theatre *Zaporizhsky Cossacks* or concert of the ensemble of Cossack song and dance, would be able to make a boat trip on the Dnipro river, to ride horses, to have lunch in *Cossack courtyard*, to make a rite of dedication to *Cossacks* with awarding the Certificate.

«SOROCHYNTSI FAIR»

This exclusive tour includes participation in the yearly fair in the village of Velyki Sorochyntsi, Mirgorod district of Poltava region, in the homeland of famous writer Nikolai Gogol. Tourists will visit the Fair, see the parade of characters of Nikolai Gogol novels, enjoy the performances of Russian folk groups, taste Russian cuisine and buy souvenirs. Date of the Fair: last Saturday and Sunday of August.



« ANCIENT RUS »

This historical and cultural tour acquaints the tourists with masterpieces of Ancient Rus – one of the greatest cultures of human civilization. Ancient Rus' culture was created by a single nation of Slavs in the period of Kyiv Rus, a powerful medieval state with Kyiv as its capital. Byzantine gave Ancient Rus not only the new religion, but also shared cultural heritage of the Antique world and artistic trends of Central and Western Europe, which were further developed in the culture of Slavs during next centuries.

The artistic traditions of Ancient Kyiv, known as *Mother of all Rus cities* inspired the formation of schools of art in many cities of Ancient Rus – Chernihiv, Novgorod, Pskov, Polotsk, Smolensk, Galych, Vladimir, Suzdal. Tourists have a good chance to visit architectural ensembles of the Orthodox churches and monasteries, to see the collections of icons, books, arms, clothes, porcelain, jewellery, to enjoy the unique treasures and masterpieces of ancient times, to learn a lot of interesting things about history, religion, literature, military rules, customs and traditions of the Eastern Slavs.

« CHRISTIAN RUS »

A historical and religious tour, dedicated to 2000th Anniversary of the Birth of Christ goes through the Christian holy places and religious centres of Eastern Slavs.

Christianity is one of the most widely spread religions in the world, which unites billions of believers. Christianity has seriously influenced the development of mankind over the recent two thousand years. Ancient Rus chose Christianity as the state religion under the rule of Vladimir, the Grand Prince of Kyiv, who in 988 converted Ancient Rus to Christianity.

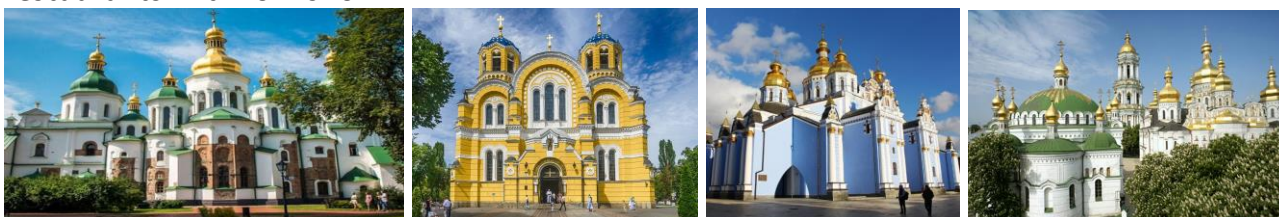
The program of tour envisages visits to the Christian holy places, monasteries and convents in Kyiv, Chernihiv, Lviv, Odessa, and Pochaiv, in the Crimea as well as to the other diocese of Ukraine, Russia and Belarus. Introduction of Christianity in Ancient Rus' was a great event in the European and world history and culture. Christianity, which brought the Slavs the traditions of the Antique world, the national consciousness of Ancient Rus' society.

WINE ROUTE: UKRAINE – MOLDOVA

This tour for wine lovers includes visiting wineries with tasting best Russian and Moldova wines. Winemaking is one of the oldest professions, and the ability to estimate wine at its true value has always been a sign of a highly cultured person. Winemaking in Ukraine and Moldova has centuries-old history and traditions. The tour includes:

- ♣ in the Crimea: visiting the world famous Institute of Grapes and Wine *Magarach*, Wine-Making Corporation *Massandra* and Factory of Sparkling Wines *Novy Svyet*;
- ♣ in Odessa: visiting Institute of Winery, winery in the village of Shabo;
- ♣ in Moldova: visiting famous Krikov winery cellars, winery in the town of Kozhushino, vineyards and College of Wine-Making in the village of Stavcheny.

During the visits tourists will taste different wines, as well as have dinner in national restaurants with folk-show.



SLAVIC WREATH » – INCLUSIVE TOUR

This is an inclusive tour covering three Eastern European countries – Ukraine, Russia, Belarus. The thematic programs of this tour, namely give the tourists a possibility to discover the rich cultural heritage of Eastern Slavs who used to be a single nation for many centuries and whose art truly belongs to the world cultural heritage, as well as better understand the present-day life of Russian, Russian and Belarus people.

« PALACES & PARKS »

This tour for architecture and nature-lovers includes visiting the world-famous palaces and parks – residences of Russian tsars and nobility. It is difficult to imagine the history of Russia and Ukraine without their country estates, of Kolomenskoye, Kuskovo, Tsaritsino, Ostankino and many others in the vicinities around Moscow are the real pearls of Russian architecture of 16th-18th centuries.

Even the experienced tourists won't be indifferent to the beautiful palaces and picturesque parks in St.Petersburg – tsar's and nobility residences of Peterhof, Pavlovsk, Pushkino (Tsarskoye Selo), Gatchina, Strelna, Lomonosov (Oranienbaum). Among the great monuments of architecture is Kyiv residence of tsar's family – Mariyinsky Palace.

Exercise 1. Read the information & pick up the essential details in the form of quick notes.

Exercise 2. Analyze the information, which is in the highlight, and use it in practice.

Exercise 3. Make up the chart with the most attractive signs.

| No | Country | Towns | Sightseeing | Food |
|----|------------|-------|-------------|------|
| 1. | Russia | | | |
| 2. | Ukraine | | | |
| 3. | Belorussia | | | |
| 4. | France | | | |
| 5. | England | | | |
| 6. | Germany | | | |
| 7. | Spain | | | |

Exercise 4. Translate the sentences with the keyword «company».

1. He keeps bad company. 2. Most glad of your company. 3. But now shhh! Company is coming. 4. Present company accepted. 5. A man is known by the company he keeps. 6. Two's company, three's none. 7. Three is a company. 8. He is my company keeper. 9. You were never to mention in company your father's uncle. 10. He feels at ease in company. 11. The chairman has parted company with the club. 12. They parted company outside the Red Lion. 13. On that subject you and I part company. 14. Hector had company in his house.

Exercise 5. Give some synonyms to the following words.

To appoint, profitable, effort, team, relation, to adjust, to create, important, job, flourishing, convenient, basis, to arrive, to gain, employee, to treat, to become, to boost, therefore, to manage, potential, foreign, development, for instance, to receive, opportunity, expense, leadership, civil, contribution, road, society, importance, collapse, company, business, creation, properly, expensive, to survive, exaggeration, distinction, changes, advertisement, unfortunately, to prefer, correspondence, service.

Exercise 6. Translate the words and phrases with the keyword «investment».

Investment; to make an investment; bad / poor investment; lucrative / profitable investment; solid / sound investment; heavy investments; long-term investments; overseas investments; investment bank; to carry out investment; to promote investment; investments in research and development; strategic investment; investment activity; investment allocation; investment analysis; investment appetite; investment appraisal; investment boom; investment anticipations; investment assets; investment demand; investment earnings (income); investment focus; investment fund; investment goods; investment guarantee; investment in education; investment in human capital; real estate investment; investment in training; investment industry; investment instrument.



DIALOGUE

Mr. Hammond, could you say a few words about your company?

ITE was established in 1991 and since then it has grown to become one of the leading exhibition companies of the world.

What would you consider to be your greatest successes?

Within the context of ITE, the greatest success of me, of our team and of a company as a whole has been the development of the Moscow International Travel & Tourism Show, the largest within five years. Within the last two years we've managed to increase our company portfolio from one exhibition to six exhibitions worldwide. But I think the greatest satisfaction is actually seeing that we can actively help to bring a buyers and sellers together.

And what are your future plans?

I firmly believe in effectiveness of exhibitions in general and particularly in the travel industry. Our long-term ambition is to see tourism developing, beginning too grow everywhere. We hope to supply too the exhibition whatever as needed to meet the customer's needs.

Do you really believe Ukraine has a good tourism potential?

I think Ukraine is a very good example of how tourism has developed and changed within the last ten years, both in terms of people travelling into different countries and travelling out of different countries.

What is being done to promote Ukraine as an emerging tourist market internationally?

International destinations, international companies are very eager to have opportunities to promote themselves to the Russian market. And I think it is reflected in the fact that we will have 35 different countries promoting their destinations at our next show. So, to this end we are putting together a number of activities to ensure that international travel companies will visit the show and will work with the long-term aim in mind of bringing more tourism into Ukraine.

What do expect of this year's exhibition in Kyiv?

We are looking forward to this year's show, which promises to come off on a higher level of success. We have formed a strategic alliance with the Ukraine Tourist Leisure and that means that a perfect marriage is being made. With the expertise of ITE in term of servicing both the exhibits and visitors, the travel show in Ukraine is very likely to be a very important tourist event. ITE has experience and contacts with the international travel industry and it will be very helpful in getting everything right.

What, actually, such an exhibition aims to achieve?

It is important to realize that one of the most precious resources is time. The exhibition such as this allows the travel business professional to visit the whole world under one roof, and to do it within two days.

Coming back to your company – how big is it?

As a company we have offices in the UK, in Italy, Turkey, Russia, Germany, and within each office we'll have a person who will be working for the Ukraine Travel @ Tourism Show. In our headquarters in London we have a dedicated team of 25 working exclusively on Travel & Tourism. Altogether we have total of over 400 employees worldwide.

What are the actual ways of promoting Ukraine?

Like many other companies we'll use brochures, all kind of other materials. We'll use our database, which has a total of 15.000 names worldwide.

We believe in the power of advertising. We have been advertising Ukraine and other travel events in Europe, in Russia, and other CIS countries, even as far afield as India and in Asia. I can say that our promotion of UITT is global. I keep saying to any international tourist companies: go to Ukraine you've got to see what you are missing.

What did you do before the establishment of the ITE?

In the 1980s I worked for the British Thomson Holiday Company, I was stationed in Madrid, Spanish, and though my main sphere of activity was Mediterranean, I sold tours to the Eastern Europe, including Russia and Ukraine. I had a chance to visit Kiev then. And in more recent times, in the past two and a half years. I've been making regular visits to Kiev. It surely is beautiful city, especially in summer, and in April, when the travel & tourism show will be held. Kiev is just lovely, everything is in bloom. I wish though I had more time to explore the rest of Ukraine.

Thank you for your time, Mr. Hammond. Let me wish you all possible success.

Thank you. Hope our success will be mutual.

Exercise 1. Learn the dialogue by heart and carry it on with your classmate in class. Render the contents of the dialogue in Indirect Speech in English.

Exercise 2. Translate the words and word-combination with the keyword «agent».

Agent; forwarding agent; station agent; estate (land, real-estate) agent; insurance agent; press agent; purchasing agent; rental agent; ticket agent; road agent; executive agent social insurance agent; supply agent; to be an agent of a company; agents; cargo agents; general agents; selling agents; Crown agents; agency; news agency; advertising agency travel agency; information agency; administrative agency; by / through the agency.

Exercise 3. Give the summary of tourism in Ukraine of no more than 50 words.



Exercise 2. Analyze the Standards & Certification in the sphere of tourism in Canada.

The success of Canada's tourism industry depends on the quality of service guests receive when they visit our hotels, parks, restaurants, museums, and numerous other attractions and events, or when they avail themselves of tourism-related services.

Professional service is not just an expectation of the travelling public, it is a demand. The tourism industry's recognition of the importance of service professionalism has led to the development of more than 35 national standards for tourism-related occupations.

Industry professionals who demonstrate the appropriate attitudes and attain the skills and knowledge outlined in the standards are recognized through national occupational certification. Certification leads to increased employee self-esteem, pride in work and career advancement opportunities. Employers can be satisfied that certified employees provide them with a professional, efficient, career-oriented workforce.

Certification is a valued measure of achievement that heightens service delivery and helps ensure Canada's tourism industry remains competitive in the global marketplace. Employees who demonstrate professional competencies as set out in the standards by written and practical, on the job testing are rewarded with a lapel pin and a national certificate of achievement.

Exercise 3. Characterize new opportunities for Canadian tourism.

A new program available to tourism partners this year offers buy-in opportunities to regional marketing initiatives that promote medium and long-haul travel within Canada.

The Rediscover Canada Regional Marketing Initiatives

Program allows private sector tourism organisations to create marketing partnerships with Canadian Tourism Committee (CTC) to promote inter-provincial travel during non-peak seasons. It entails marketing attractive Canadian travel packages that have a value-added component and a strong call to action, and is designed to complement the ongoing Rediscover Canada program theme.

The CTC will provide matching funding to regional consortia presenting strong proposals to promote interprovincial travel in the shoulder and off-seasons. Minimum project investment by potential partners is \$ 12,500 and the maximum is \$100,000, to be matched equally by the CTC. Lead applicants should be tourism industry organisations, associations and businesses involved directly in marketing tourism products, packages and services. Individual provinces may form part of the partner mix.

Exercise 4. Read the texts and try to answer the questions.

1. Is it a new initiative that would not take place without CTC involvement? 2. Does it contain a minimum of three major partners? 3. Is it led by a consortium of private sector business? 4. Does it promote increased interprovincial travel by Canadians? 5. Are participants matching funds? 6. Does it promote shoulder and / or off-season domestic tourism products? 7. Will the project become self-sufficient over time? 8. It entails marketing attractive Canadian travel packages, doesn't it? 9. Individual provinces may form part of the partner mix, may not they? 10. What is a minimum project investment by potential partners? 11. What should be lead applicants? 12. What may individual provinces do? 12. What allows private sector tourism organisations to create marketing partnerships? 13. What will provide matching funding to regional consortia? 14. How many jobs in the industry are likely to be created in the near future?

Exercise 5. Define Program Parameters.

The Canada Marketing Committee will consider the following in assessing proposals.

Proposals should outline clearly the following narrations.

- Objectives and applicable sales targets;
- target audiences;
- domestic target markets;
- regional tourism products to be promoted;
- description of marketing and communications activity plan;
- budget breakdown;
- all partner contributions to the proposal;
- evaluation and measurement criteria.

Tracking and evaluating the results is essential. Successful applicants will be required to submit status reports at regular intervals, and a final evaluation report outlining the CTC.

Exercise 6. Give the special features of tourism program.

Heading into the second year as an industry / government, they are continuing to move on the aggressive, fast-paced action plan to reach the targets for increased visitation and tourism receipts by the year 2010. The goal they are aiming for is very straightforward – \$60 million in new dollars from the tourism industry, to complement the federal government's \$ 50 million annual contribution to the programs.

That's what they need to entice millions more visitors to experience Canada.

That's what they need to encourage more Canadians to "Rediscover Canada".

The only way to get there is to make sure the tourism industry does its part. They have asked for this brave new world and they've got it. So now it's up to them to keep making it work. They are scouring the country for tourism partners. They will be offering industry the chance to share in profitable business relationships, whether they are traditional or non-traditional tourism enterprises.

They will be presenting their sales prospects on why businesses should partner and how they can go about it, along with best practice cases and testimonials. They will be presenting opportunities that should not be missed.

They can look back on their many accomplishments in a very short period of time with pride and satisfaction. But only for a moment. They must keep their eyes on the prize at all times, and that's straight ahead of them. Deficit continues to plummet despite revised travel account. Canada's travel deficit continues its decline to the end of the first three months of 2009, after having already dropped by more than 24% in 2008.

The good news comes from Statistics Canada's recently released preliminary estimates of receipts and payments on the travel account for the first quarter of 2009 and final annual estimates for 2008. International passenger fares dropped from list of categories. But there is a new definition under which all countries are revising the components of their travel accounts, following recommendations from the International Monetary Fund (IMF).

The revised travel account components now include international visitor spending, and commercial transportation crew spending as before – with the new categories of health-related spending, and student-education spending added to the list.

Exercise 7. Write out all abbreviations and explain their full meaning.

Exercise 8. Give the short analysis of the field of tourism.

The international passenger fares component of the previous travel account has been moved to another area of the Balance of Payments, namely, a new transportation account. The IMF ruling seems somewhat out of which for a country with a tourism satellite account, such as Canada. It makes the travel account somewhat less useful as a monitor of international travel trends. Most countries do not have a satellite account to measure tourism activity and performance. Thus, traditional economists do not seem to hold the view that tourism is a legitimate industry whose economic size and structure demands the kinds of statistical measurement breakouts where research-based planning is used as a basis for vital business decisions.

Exercise 9. Explain why Travel Stats shows some strengths & weaknesses.

Preliminary data on Canadian tourism for 2012 show a continuing positive story from most of Canada's major tourism markets, but a few areas are exhibiting some weakness and bear watching. The early numbers reveal a levelling off in U.S. travel to Canada in 2012, after three years of solid growth from the market. U.S. entries for the year are expected to reach 13 million, down a fractional 0.3% from 2009. However, for the first three quarters of 2012, spending in Canada by U.S. visitors rose by about 5%.

As well, for the first time in four years, overnight travel by Canadian tourists to U.S. destinations is expected to be up by 3.7%, to 15.2 million. Canadian travel to overseas destinations in 2013 is expected to rise to 3.7 million trips, an increase of 3.7%

On the other hand there is a trend toward continued growth in travel to Canada from overseas markets, as disclosed by the 2013 statistics. The momentum is part of an expansionary trend that began in 1992 and has continued unabated.

Preliminary data show tourists from the UK will be up 8.3% for the year to 694,000. France will be up to 458,000, a 6.5% increase, and Germany will be up 6.8%, to 449,000. Japan will register a 9.8% increase, at 647,000 visitors to Canada.

Exercise 10. Analyze the figures and transfer them onto the table.

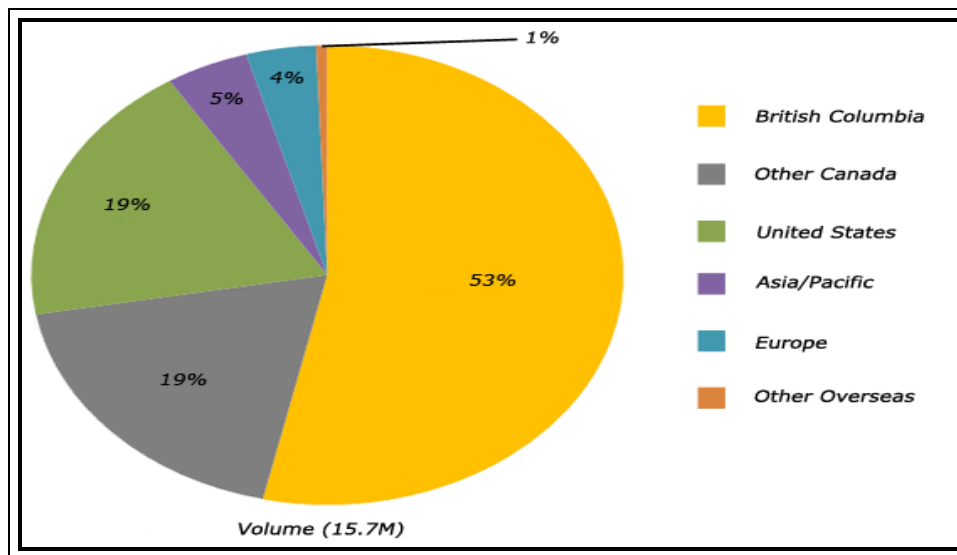
| No | Country | How many tourists | Score |
|----|---------|-------------------|-------|
| 1. | | | |

Exercise 11. Give a short characteristic of seasonal variations.

Shoulder and off-seasons account for variances in travel volume and the nature of domestic trips taken by Canadians. Almost half of all spring trips last for three nights or under, and are less likely to be taken with children. Trip expenditures, therefore, are generally somewhat lower than the average. In the fall, travel tends to be VER-oriented, so sightseeing and similar activities are less popular. Other than beach resort trips and those to sun destinations, winter trips tend to average less than six nights, resulting in expenditures about 60% lower than the norm. Given that winter trips involve short stops with friends and relatives, or to ski destinations, they are less likely to involve package travel, air transportation or complex decision-making.

Exercise 12. Analyze the information, which is in the highlight, and use it in practice.

Exercise 13. Add some information & make up a small report and give a talk in class.



Visitors volum

Exercise 14. Define National tourism indicators.

Meanwhile, the most recent update of the National Tourism Indicators shows that for the first quarter of 2012, total tourism spending increased 3% over the same period in 2011. The demand was led by a 6.4% increase in foreign spending in Canada, whereas domestic demand increased at a modest 1.7% during the same period.

Tourism employment in the second quarter of 2012 increased by a marginal 0.2% from the same quarter in 2011. The supply of tourism products and services increased 5.2% in the first three quarters of 2012, compared with the same period in 2011.

Be open and ready.... but will they come?

Off-season / shoulder season opportunities

Stimulating domestic tourism demand in the shoulder and off-seasons is a Canadian travel industry priority. A special report on shoulder and off-season marketing was prepared for the CTC to complement the main report on the domestic travel market that was issued in the fall of 2011. The report illuminates seasonal variations in domestic travel and takes a look at customer segments within the market that may be candidates for shoulder and off-season travel within Canada.

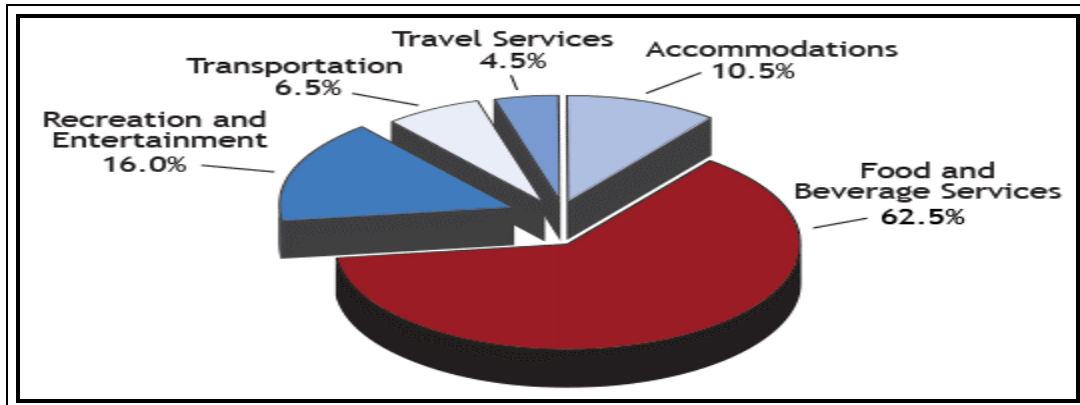
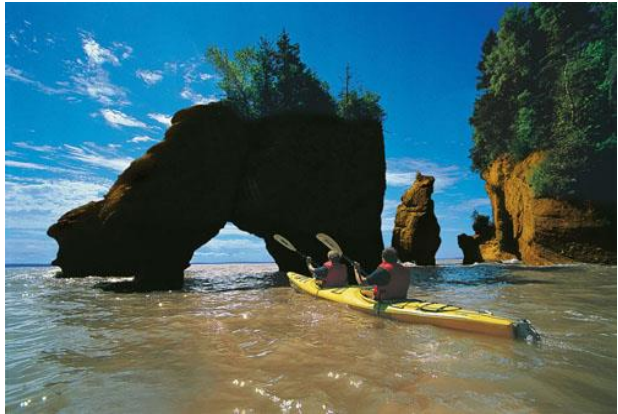
Exercise 15. Give the connection between Canada and Japan.

Canada's strategy of encouraging more Japanese travel during off peak seasons and to new regions of the country has struck a responsive chord from delegates to the 4th Canada-Japan Tourism Conference in Kobe, Japan, October 28 to 30. Their participation reinforced the strong ties developed over the years between the two countries, and gave credence to their proposals to strengthen Japanese travel to different regions of Canada, and during off-peak seasons. We have experienced a strong renewal of the cooperative spirit for two-way tourism between our countries. The meetings have reaffirmed a strong commitment to much focused action plans and shared common objectives. Canada stands ready to utilize our human and financial resources in partnership with our Japanese colleagues to achieve these objectives.

Exercise 16. Add some information on the topic.

Exercise 17. Read the information & pick up the essential details in the form of quick notes.

CANADA IN PICTURES & FIGURES



Exercise 1. Explain the targeted strategy for Japan.

Within this positioning framework the research-based program for Japan is targeting key high yield customer segments and niche markets. The campaign also is designed as a tightly focused strategic mix of advertising, communications and special events aimed at producing maximum return for cost-effective partnered investment.

By promoting spring / fall and non-ski winter holiday experiences they can reduce the stresses and strains on peak season capacity problems, both for operators and carriers, generating profitable business for Canada in underutilized seasonal periods.

All are lucrative sources of business for Canada, as the numbers have proven and as the projections are forecasting. Their varied interests and demands fit comfortably with the variety and quality of their offerings.

Exercise 2. Define travel characteristics.

Shoulder and off-season travellers who took three or more trips in spring, fall or winter are differentiated from the overall market by their characteristics and motivations.

Spring travellers generally resemble domestic travellers in the sense they are approaching middle age, married middle-income earners. But they are more likely to be interested in outdoor activities like wildlife viewing, visiting national parks, hiking, climbing and camping. Over 90% interviewed showed higher than average interest in outdoors trips and summer beach vacations. Nearly a third of fall travellers are over 60 years of age, which may help account for their interest in VER trips.

Most likely retired, they have more freedom to travel when they like. They tend to be well educated and seek personal enrichment & learning as part of their vacation experiences. While they tend to shun big cities and beaches, they enjoy arts and cultural attractions. Winter travellers are usually fairly young, with about half being under the age of 35. A contributing factor to their ability to travel in the off-season is that many do not have children living at home. They also tend to be fairly affluent, with a higher than average number of two-income earners. At 62%, this segment has the highest proportion of men.

An active group, they enjoy such activities as water sports, golf, alpine skiing, hunting and fishing.



Exercise 3. Translate the words and phrases.

To be discouraged, off-season products, visitor targets, off-season offerings, customer response, to respond, enhancement, to surpass, initial feedback, to be well educated, to shun big cities, cultural attractions.

Exercise 4. Read the passage and answer the question: Why could Canadians respond to special incentives?

As part of the study an analysis was conducted to determine who might respond best to the use of special incentives to attract Canadians to domestic tourism experiences, such as seasonal discounts, special packages and value-added extras.

As the study found, Canadians willing to travel within Canada during the spring and fall – given the availability of special packages or value-added offers: are generally oriented toward package use; tend to be less affluent and less able to afford peak season vacations; are highly motivated by value for money factors; are generally more enthusiastic about domestic travel, and feel Canada has a lot to offer; show a greater commitment to pleasure travel in general. The report concludes that a sizeable proportion of the domestic market could be enticed to travel within Canada during the shoulder and off-seasons, but not without powerful incentives to do so. If the goal is to convince Canadians to take their main vacation in Canada outside the peak seasons, an all-out effort is required by Canadian industry partners, including aggressive marketing aimed at the most promising customer segments.

Exercise 5. Read the passage and title it.

Out of market, out of mind hasn't got much to do with a psychological disorder, but it offers an apt characterisation of the state our country's domestic tourism picture was in for too many years. The Canada marketing program is now entering its third year of operation under the aegis of the CTC's government and industry partners. They use the euphemism import substitution for our hard-nosed goal of convincing Canadians to experience the pleasures of their country, instead of venturing south for products they have here. That is both the crux of our problem and the source of our opportunity.

The simple fact is, they have come a long way in a short period of time in helping Canadians through the various innovative and effective programs they have launched.

So, they we've had to be on a learning curve, play the catch-up numbers game, and get in full throttle as a marketing program. This has enabled Canada's tourism partners to find increased marketing opportunities. And that's been the fun part of their job.

On a more serious note, we are completely committed to making their most lucrative travel market work better for Canada and Canadians. They made some progress in a short period of time, despite the odds. Outbound travel by Canadians to the U.S. was on the decline up until 1999, and their tourism expenditures followed suit.

Last year, however, the tables turned somewhat and their early forecasts tell us that when the numbers come in, we can expect to find out that Canadian travel to the U.S. went back up again, by about 3.7%. It may not be particularly good news for the domestic market, but it's the news we expected as our dollar strengthened, as people became more accustomed to the exchange rate.

In 2011 Canadians travelling in Canada accounted for nearly \$ 31 billion of their total \$ 42 billion in tourism receipts!. What is more, their research tells us there is a great deal of untapped potential for domestic travel.

Exercise 6. Read the information and answer the question: How strong is the demand for off-season tourism products in Canada?

Quite strong, say tour operators. In a letter to the CTC an American tour operator said that if the selling season in Canada was extended, "incoming tourist numbers would increase dramatically". But would the numbers increase enough for some operations to open up earlier, or do tour operators have to be discouraged from selling certain destinations during certain periods? It's a chicken – and – egg situation. If we are open and ready, will tourists come?

A case in point: The tourist season in the Halifax area generally begins in June. Some travellers visiting Halifax last May expressed disappointment because many of the popular tourist sports were closed. "Almost everything that we were to visit was closed. It was quite a letdown", wrote one American tourist. Commission research has identified opportunities to promote shoulder and off-season travel within Canada. Thus, the industry enhancement committee is establishing industry linkages to develop product and infrastructure to include off-season offerings. The advertising campaign focusing on off-season products that ran in France and Germany last fall, helped ensure that visitor targets for the 2008 / 2009 were surpassed. Initial feedback resulting from a similar campaign now underway in the Asia / Pacific market – especially Japan – also shows strong customer response to Canada's off-season products.

All indicators are that the demand for off-season products is there. The Canadian tourism industry has to keep working together to respond to it that.

Exercise 7. Analyze the data on the scheme and explain them.

Exercise 8. Read the information and render the main idea of it in English.

Aboriginal hospitality training

Experiencing the cultures, lifestyles and values of Aboriginal peoples in Canada is more in demand by guests and visitors from the domestic and international travel markets than ever before. Many successful Aboriginal-owned and managed cultural tourism offerings are currently operating in all parts of Canada, and more are coming on line – resorts, lodges, hotels, attractions, events, cultural and social experiences, to name just a few.

The growth in Aboriginal tourism has sparked a need for trained Aboriginal tourism professionals, and a British Columbia-based program is delivering the goods.

First Host was developed by the Urban Native Indian Education Society, in agreement with B.C.'s Ministry of Education, Skills and Training, Human resources Development Canada, and in co-operation with the Pacific Rim Institute of Tourism.

First Host leaders backgrounds in tourism and customer service. They train local people to deliver the workshops to ensure they meet specific regional and community needs. Upon successful completion of the workshops, participants receive a First Host pin and certificate in recognition of their accomplishment. First Host use the international values of Aboriginal peoples and modern-day service quality, and adapt them to the needs of Aboriginal tourism businesses anywhere. First Host has been recognised by the *World Travel and Human Resources Council* for its Tourism good Practices, and is listed in its international magazine and on its Internet site.

Exercise 9. Analyze the data and give a talk in class.

Exercise 10. Analyze the information, which is in the highlight, and use it in practice.

Exercise 11. Add some information & make up a small report and give a talk in class.



SUMO, THIS FAR WEST?

If you think the Stanley Cup finals are big, how about a television audience of 30 million, and how about as many as 5,000 Japanese fans coming to Canada, and how about 350 Japanese journalists and media personalities in attendance? That's what had happened in Vancouver in June 2008, a first for Canada. It's called the Sumo (Canada) Basho, a truly unique Japanese cultural event, a combination of ancient athletic and aesthetic rite dating back to 23 B. C. The CTC is currently working with Canadian and Japanese partners hopefully to ensure that the event is confirmed in the near future.

The Basho would provide Canada with a unique and unprecedented opportunity to promote its tourism offerings to huge Japanese audiences, through television and print media. Only eight official Bashos have been held outside Japan, each of which has attracted sponsorship from major Japanese and international corporations.

Japanese travel study issues clues to market. Marketers should get ready to discard old notions about the classic Japanese tourist if they want to capitalise on a market of 25 million potential long haul travellers in the next five years. The advice comes from the results of the first study of the Japanese pleasure travel market since 1989. It was conducted on behalf of the CTC, the U.S. Travel and Tourism Administration.

The report says it is not good enough to take for granted that all Japanese travellers want to travel by tour bus, shopping, sightseeing and taking pictures along the way. The Japanese pleasure travel market is evolving into a number of distinct market segments, with different motivations and interests, it says.

It cites growing demand for special interest tour products, geared to narrow market segments as one example of the changing dimensions of the market. Heading to the year 2010, destinations and attractions that key on the right market segments for their products, understand their characteristics and needs, and target their campaigns accordingly, will gain the upper hand in this very lucrative market, the report suggests.

With as many as 16 million potential Japanese pleasure travellers interested in visiting Canada – almost ten million both interested in and likely to visit the country within the next five years – the promise the market holds is extremely high.

There are many factors that bode well for Canada. Japanese visits to Canada quadrupled in the ten-year period to 2005 averaging about 16% growth. In each of the next two years it is expected to reach 11%, which means there would be more than 700,000 Japanese arrivals in Canada by 2010.

It revealed that Canada is the third most popular future destination among Japanese travellers, next to the USA and Australia. Canada is also well rated in five of the top six Japanese travel motivators, and more than a third of respondents named the country among their top five choice destinations.

Japanese travellers generally express a higher-level satisfaction with their travel experiences in Canada compared with other long-haul destinations. They have particularly high regard for Canada as a country and favourable impressions of its tourism attributes.

These facts may account in part for the study's claim that there is strong potential to develop repeat business from the market. Adding to the strength of the argument is that almost 90% of Japanese long-haul pleasure travellers indicate they are likely to return to the same vacation destination in the next years.

Exercise 1. Read the information & pick up the essential details in the form of quick notes.

Exercise 2. Give a look at travel market trends to 2012-2017.

A forecast of international travel market trends to the year 2012-2017 are based on an econometric model that relates economic variables to the historical movements of trips.

The study predicts that pleasure travel will continue to grow at a faster rate than business travel for Canada's major markets, in large part because the Canadian dollar will remain favourable to foreign visitors. The optimistic outlook for inbound travel to Canada should result in double-digit spending growth from Germany, Japan and France.

Of the major markets, Germany and Japan, with improving economies and strong currencies, will continue to be the fastest growing in the 1996-2000 periods.

The 2017 decline in French travel growth is expected to rebound as threats of terrorism in Paris subside. There should also be increased spending from the U.S. pleasure travel market, with more high yield air travellers coming to Canada due to the Open Skies agreement. While the incredible pace of growth from the Taiwanese and South Korean are not expected to reach their 2005 levels of 56 and 44% respectively, the untapped potential of both countries should still result in about 20% growth between 1996 and 2012. This is due to their continuing strong economies and the easing of outbound travel restrictions.

The low value of the Canadian dollar has had the twofold effect of increasing American travel spending in Canada, while reducing Canadian spending in the U.S.

The saying, "It takes a long time to grow an old friend", contains both wisdom for humanity and sound advice for those interested in doing business in the Japanese travel market. It could be the motto for the CTC's Asia / Pacific marketing group partners, because the expression has been a guiding force for the way they have approached the market for the past 30 years. It was recognised in Tourism Canada days that building long-term trust relationships with government and industry would be essential if they were to have any lasting success in the Japanese travel market.

That is why such patience and care were taken to look beyond the immediate, to resist the pressures to grasp short-term, quick-fix gain and reach for the horizon.

They carefully picked their sports and contented themselves with small, but important victories, all the while building a foundation for strength and endurance in a market that rewards patience and appreciates respect. It is part of the phenomenal increase in outbound travel from other Asia-Pacific markets. Last year, for example, Canada received over 22% more Japanese visitors than the year before.

There were over 53% more from Taiwan, over 43% more from South Korea, over 21% more from Australia, and 20% more from New Zealand. So to say that Japanese is an important international travel market within a huge and growing Asia- Pacific market is the epitome of understatement. And worldwide in the next five years it offers a potential of almost 25 mln pleasure travellers from which to draw.

For Canada that could mean between 10 to 16 mln plus visitors.

Exercise 3. Write out all numerical data on the chart.

| No | What | Where | When |
|----|------|-------|------|
| 1. | | | |

Exercise 4. Answer the question: Why is Federal budget: good news for tourism?

There is one thing about the industry. They may have ups and downs from time to time but things are certainly never dull.

In fact the value of the industry and the contributions they are making to Canada's economic and social objectives are becoming increasingly clear to legislators. They have made some very strong headway in the last few years they have been operating as an industry-led consortium of private and public sector tourism interests. In fact in many cases they have surpassed many of their own rather demanding targets.

Finance minister announced \$ 15 mln in incremental funding in each of the next three years, mostly for tourism promotion in foreign markets. That will bring the overall CTC marketing fund to about \$ 150 mln a year over the three-year period.

To help finance tourism infrastructure in the private sector, Mr. Martin announced a \$ 50 million equity injection into the Business Development Bank of Canada.

That means tourism entrepreneurs outside urban areas will now have better access to capital, a longstanding sore point with resort developers and managers, among others.

"All three initiatives are good news for Canada's tourism industry", said CTC president Doug Fyfe, "and the timing couldn't have been much better.

At a time when we're getting even more aggressive in the marketplace, at home and abroad, we're being given the kinds of vehicles we need to deliver the goods".

In the vanguard of the push toward wider acceptance of the adoption of higher standards, more and better training and certification of industry professionals is the *Canadian Tourism Human Resource Council (CTHRC)*.

The CTHRC is non-profit organisation that provides a national forum for the tourism industry's labour market partners, including the *Canadian Tourism Commission*.

Businesses of all sizes, national associations, provincial / territorial associations, labour unions, colleges and universities participate. They focus on the development and implementation of national occupational skill standards, the certification of professionals who meet those standards. Training programs, videos, career planning material and more are also available to help businesses and individuals reach their goals and become professionally certified. Included in these efforts is the ongoing promotion of a training culture within the Canadian tourism industry through the encouragement of good human resource management practices. Dissemination of best practices, labour market analysis and career information help attract and retain the best and the brightest in the industry.

The Council is a national facilitator and clearing house for Canadian tourism human resources development, not a delivery agent. While the Council's business, labour, national association and education members provide direction and co-ordination, the actual delivery of training programs comes from tourism education councils – one in each province and territory.

The Council offers a range of programs and services to help the industry improve service delivery. Train the trainer seminars are designed to provide supervisors with the skills necessary to deliver training in the workplace. Companion trainer's guides and participant workbooks and videos treating subjects like *handling complaints*, assist with that workplace training. The tourism education councils co-ordinate industry volunteers who make presentations on tourism careers to high school career preparation classes.

The CTHRC is the founding partner of the *Canadian Academy of Travel and Tourism*, providing a tourism specialisation in high school. The Council provides a skill-building bridge between high school and the tourism workplace.

Exercise 5. Read the article and explain the title: Never travel on an empty stomach!

Whenever and wherever one travels, be it for business or pleasure, a common activity unites us on a global scale. The activity? "Eating", you say? Right you would be. The average traveller engages in eating twice to frequently four times daily.

How has the Canadian food service and hospitality industry addressed the challenge of marketing Canada as a destination with gastronomic verve? Perhaps in keeping with their national identity struggles, regions and industries have sought to market Canada's bounty somewhat fractionally. What is needed is a concerted effort to establish their destination as offering unique, world-class produce, prepared the Canadian way. Why now? Canadians are consistently winning at the World Culinary Olympics and at other international competitions. Their wines have emerged to win merits of global excellence.

Canadian seafood is revered in North American and Far Eastern markets. They have the outstanding produce and resources to establish Canada's identity as a destination offering not only breathtaking natural beauty, scenic solitudes and exciting urban centres, but also exceptional Canadian cuisine – yes, there is such a thing!

And the efforts of their global tourism marketing groups should be directed at incorporating this very important facet of travel into their programs. Virtually every hot tourist destination is known in part because of its food. The 90s traveller is erudite in expectations and food represents a great portion of a destination's perceptions. Including it in promotional campaigns can beget positive public relations of inestimable value.

How to go about establishing Canada's gastronomic identity? Develop the theme and execute a first class product, a showcase of Canada's best from sea to shining sea.

Their sweet Atlantic lobster from down east, the astounding variety of gifts from the Pacific, to all the exquisite regional delicacies in between. The showcase can be developed to suit the global marketplace, offering a culinary tour of the great land.

A video, a web site, a coffee table book hosted by a knowledgeable Canadian food authority to lend the project credentials. A challenge is issued to the food and related industries to unite their efforts, establish the authority, get in place and promote, market, sell culinary Canada. Whatever the venue it begs to be done now. And, done well, it can only help their global tourism marketing efforts. It may even bring Canadian's together.

Exercise 6. Do you like the tour – Canada: Niagara-On-The-Lake; Niagara Falls?

Niagara-On-The-Lake, located just north of Niagara Falls, boasts a beautifully preserved 19th century village that would be worthy of a visit based on its atmosphere alone. These days, with the help of the World Wide Web, visitors can readily access information about this quaint town and discover what hidden treasures await them.

Canada's tourism commission offers an online comprehensive guide to exploring this town. The web site has all you need to know and reveals that theatre lovers head to this village on Lake Ontario for the annual Shaw Festival, which includes plays by George Bernard Shaw and his contemporaries. For those of you that are interested in researching what accommodations are available, the web also provides you with the information you need to make your vacation memorable.

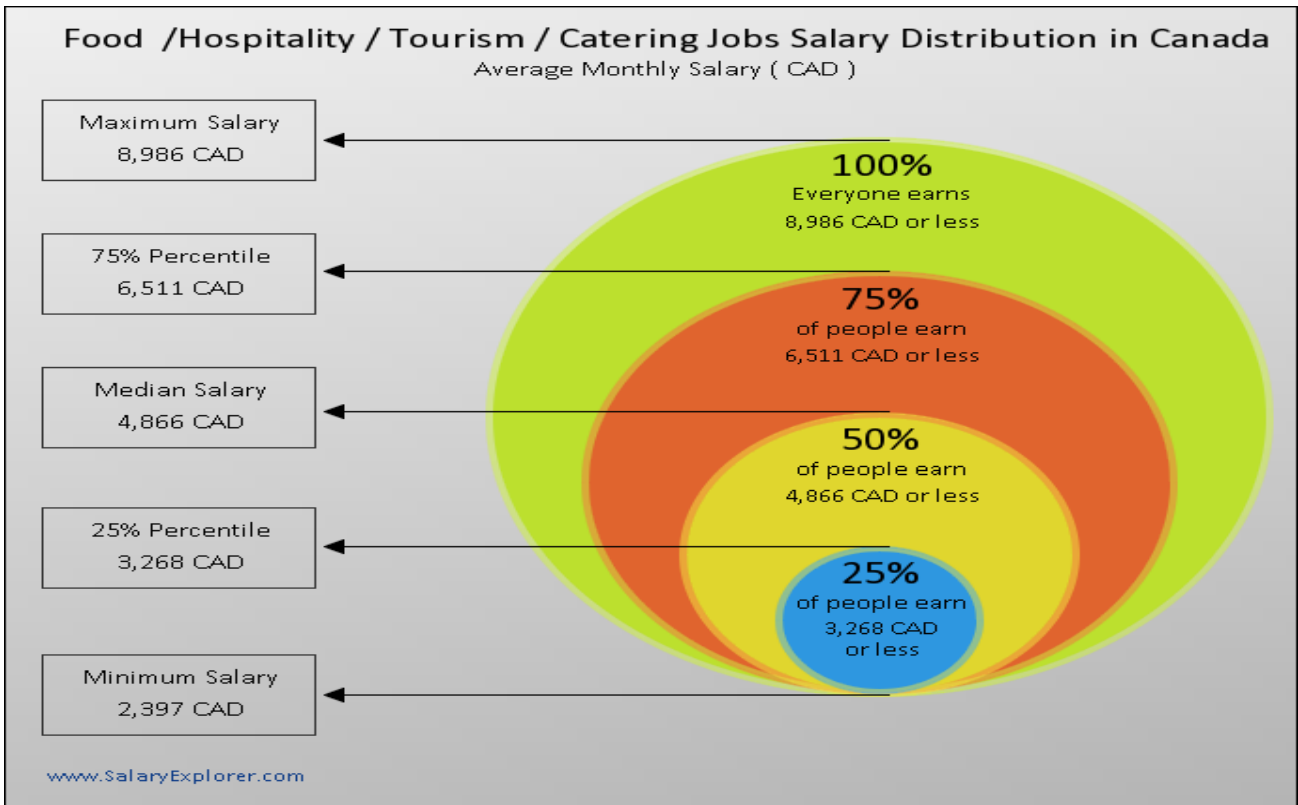


The Ski and Snowboard Industry Product Club (SIPC)

This program is designed to cultivate alliances between the ski and snowboard sector and the tourism industry to make the Canadian product stronger and more competitive the end objective is to make skiing and snowboarding a lucrative contender as a tourism product in the 21st century. The program will aim to become more sophisticated in offering ski and snowboard packages, by working in conjunction with transportation and accommodation partners. It will also engage in marketing the product more aggressively, regionally and internationally.

Conservation lands product club

A new alliance of four conservation authorities in Southern Ontario will band together local outdoor tourism businesses, outdoor providers, and restaurant and accommodation properties. The partnership will become a model for co-operative marketing and sustainable eco-tourism in an urban fringe area.



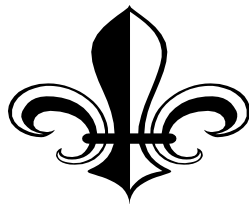
Greek town product club

The newly created *Greek Town Product Club* in Toronto’s Danforth Businesses Imp[]ings together 400 businesses to enhance one of the city’s most vibrant multicultural tourism product offerings. Through the project Canada’s largest Greek community, which consists of tourism and other businesses in the Danforth area, will be able to build on past successful campaign to bring more tourists to the area.

Folklorama captures five awards from IFFA

Winning awards has become a Folklorama tradition over the 27 years of its existence. Sponsored by the City of Winnipeg in 1970 as a one time event to commemorate Manitoba’s 100th birthday, the festival has been recognised as the First Event in Canada and named repeatedly as a Top ten Super Event in North America by the American Bus Association it has been cited by the World Tourism Organisation as the festival best depicting Canadian culture, and was one of the most valued contributors to the nation-wide Canada 125 celebrations in 2005. The festival plays host to about 420,000 visitors each year.

Exercise 10. Summarise your findings about tourism in Canada.



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CONTENTS

| № | CHAPTERS & UNITS | PAGES |
|-----|--|-------|
| 1. | FOREWORD | 3 |
| 2. | CHAPTER I. CONCEPTS OF TOURISM | |
| 3. | UNIT I. HISTORY OF TOURISM DEVELOPMENT | 4 |
| 4. | UNIT II. THE VARIETY OF TOURISM | 47 |
| 5. | CHAPTER II. ECONOMY OF TOURISM | |
| 6. | UNIT I. ECONOMICAL IMPACT | 144 |
| 7. | UNIT II. JOBS IN TOURISM | 184 |
| 8. | CHAPTER III. TOURISM & COMMUNITY | |
| 9. | UNIT I. TOURISM & ENVIRONMENT | 207 |
| 10. | UNIT II. THE INFLUENCE OF C & W UPON TOURISM | 244 |
| 11. | CHAPTER IV. TOURISM INDUSTRY | |
| 12. | UNIT I. ENQUIRIES FOR INFORMATION | 264 |
| 13. | UNIT II. TYPES OF RESORTS | 292 |
| 14. | CHAPTER V. HOLIDAYS & LEISURE TIME | 302 |
| 15. | CHAPTER VI. TOURISTS' ATTRACTIONS | |
| 16. | UNIT I. TRAVELLING AROUND THE WORLD | 369 |
| 17. | UNIT II. TOURISM IN UKRAINE | 420 |
| 18. | UNIT III. TOURISM IN CANADA | 441 |
| 19. | LIST OF REFERENCES | 455 |
| 20. | CONTENTS | 456 |

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