Кафедра «Иностранные языки-1»

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Практикум по английскому языку по устным темам

для студентов I и II курсов специальности «Сервис и туризм»
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под редакцией Федоткиной Е.В

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Text 1
Travelling

Since ancient times people liked travelling. Throughout the ages human beings have searched for adventure. They have explored the longest deserts and climbed the highest mountains. They also have gone depths of the sea and flown far into the universe.

The first travellers were nomads, pilgrims, merchants and explorers. They travelled along rivers, lakes and seas. They used simple means of travelling: boats and ferries on the water, and camels in the desert.

Travel grew and developed as long as means of transport kept on growing.

With the 19th century the age of modern trains came. In the late 19th century the first moto-cars appeared. The age of airplanes changed travel crucially. People choose the way of travelling they like: by plane, by train, by boat, on foot and so on.

Means of travelling may be used as one of the travelling classification criteria.
The purpose of travel can also be taken as a point of travelling classification. Many people travel entirely for the purpose of recreation or pleasure; they are people on holiday. Others travel for health reasons. People also travel to visit friends and relatives (VFR); to educate themselves, to look for work, to go on a pilgrimage to places like Mecca and so on. Some people travel on business. Among them are businessmen and government officials on specific missions. Many people among those travelling on business often combine pleasure with their work.

The WTO (World Tourist Organisation) now classifies all travellers under various headings. This classification is represented in the scheme:

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   Travellers
       /       \
  /     \  /     \  
Included in tourism statistics  Not included in tourism statistics
Main purpose of visit:
  1. Leisure and recreation
  2. Business
  3. VFR
  4. Health
  5. Pilgrimage
  6. Others

1. Temporary immigrants
2. Border workers
3. Nomads
4. Diplomats
5. Members of the armed forces
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Travelling can be classified according to the length, expenditure, environmental impact and other criteria. All of them are taken into account by numerous firms, organisations and companies involved in travelling business.

**Answer the questions:**
1. Who were first travellers?
2. What means of travelling did they use?
3. How did the development of transport influence travelling?
4. What ways of travelling do you know?
5. What criteria may be used for travelling classification?
6. What is the difference between journey and voyage?
7. What is the difference between journey and crossing?
8. Which kinds of travelling are short?
9. What are the main purposes of travelling?
10. Do people on business combine work and pleasure?
11. What kinds of travellers are included into tourism statistics?
12. What kinds of travellers are not included in tourism statistics?

**Text 2**

**The tourism industry, types of tourism, tour operators and travel agencies.**

Tourism has been one of the fastest growing industries in recent years. The growth rate of tourism has generally exceeded the growth rate for the worldwide economy.

In spite of its rapid growth, it is not easy to define tourism. Tourism necessarily involves travel; a tourist is usually defined as a person who is visiting some place other than his usual residence for more than 24 hours. A tourist is distinguished by the length of his trip from an excursionist, who is away from his usual residence for less than 24 hours, or a weekend.

The purpose of travel must also enter into the definition of tourism.
Many people travel entirely for the purpose of recreation or pleasure; they are people on holiday. Other people travel for reasons of health.

Leisure tourism is also called pleasure tourism or holiday tourism. It is a type of tourism when a person is going on holiday and is not travelling on business. So the purpose of tourism in this case is recreation.

Leisure travellers look for sun, sea and sand. They want to go sunbathing and swimming. So this kind of travellers go to sea resorts or holiday camps and stay at resort hotels.
Leisure travellers enjoy organized entertainment and sport. In a resort hotel there are always swimming-pools, fitting-centres, tennis courts, discos. A resort hotel offers its customers contests, concerts, shows, animation programmes for children

Sports tourism is a type of active holiday. The purpose of a sporting tour is to exercise and to keep physically fit. At the same time travellers enjoy natural surroundings, fresh air and clean water. Travellers combine action and relaxation during a sporting holiday. Tourist companies offer hiking, cycling, boating and other kinds of sporting tours.

Business travellers are businessmen and government officials. They travel on different missions. They often travel to attend a convention. Convention tourism is a part of business tourism. It involves taking part in a conference or a seminar.

Business travellers often travel to attend an international exhibition or a trade fair.

Incentive tourism means that a business company offers holiday tours to its employees and covers all travel expenses. On the one hand, the company does it as a reward or a bonus to a person for his successful work. On the other hand, the company hopes that the employee will work even better in future and bring profit to the company.
We can also subdivide tourism into the following types: domestic tourism, that’s where the residents of a country travel within their national borders and inbound tourism, that’s when people who live in another country come to visit the country where you live. And finally outbound tourism which involves the residents of a particular country going abroad.

Tour operators are tourist companies which develop and put together tour packages. Tour operators do market research. They promote their tours and advertise them. Tour operators publish colourful brochures, booklets and travelogues.

Tour operators sell tour packages wholesale to travel agencies or sometimes direct to the public.

There are tour operators which also act like travel agencies. They produce and sell their products themselves. Travel agencies are retail tourist companies which work directly with the public. Travel agencies are often called shops where customers buy different tourist products.

Travel agencies sell tour operators' tour packages and individual tourist services. Among tour packages are inclusive tours, charter inclusive tours and inclusive tours with an excursion. Travel agencies also sell coaching tours and cruising tours.

Travel agencies form groups of tourists to take part in readymade prepaid tours. They also make individual travel arrangements.

**Answer the questions:**

1. How is leisure tourism called?
2. What type of travel is leisure tourism?
3. What kind of tourists are business travellers?
4. What do business tourists travel for?
5. What does incentive tourism mean?
6. Why does a business company reward its employees?
7. What sort of target does an employer set for the employee?
8. What kind of companies are tour operators?
9. What do tour operators do?
10. How do tour operators promote their tours?
11. How do tour operators sell their tours?
12. What kind of companies are travel agencies?

Text 3

Hospitality industry.

Hospitality industry is a current term to refer to a wide range of businesses, dedicated to the service of people away from home. The industry is concerned with their accommodation (provision of places to stay), provision of fare (food at table), transportation (traveling and tours), and recreation (relaxation and entertainment).

The word hospitality comes from "hospice", an old French word meaning "to provide care and shelter". The first institutions of this kind, taverns, had existed long before the word was coined. In Ancient Rome they were located on the main roads, to provide food and fresh horses and overnight accommodation for officials and couriers of the government with special documents. The contemporaries proclaimed these inns to be "fit for a king". That is why such documents became a symbol of status and were subject to thefts and forgeries. The hotels and catering industry is often treated separately from the tourist industry, and certainly the training for both is very distinct. Its primary function is to provide tourists with accommodation and, to a lesser degree, food. So it is often referred to as the hospitality industry.
The hospitality, tourism and leisure industries have become increasingly important in terms of economies and employment throughout the world.

A hotel is a temporary home for people who are travelling. In a hotel the traveller can rest and have meals, either on the premises or nearby. The hotel may also offer facilities for recreation, such as a swimming pool, a golf course, or a beach. Very often the hotel also provides free space for the traveller's means of transportation.

The word "motel" was created by combining "motor" and "hotel". When automobiles were first used for travelling, flimsy and inexpensive tourist cabins were built along the roads. Then, as people demanded greater comfort, the cabins were replaced by tourist courts and then by the modern motel, offering services comparable to the traditional hotels.

All hotels do not serve the same clientele, that is, the same kind of guests. It is possible to place hotels in four broad categories.

The first is the commercial hotel, which provides services essentially for transients, many of them travelling on business. Many city hotels and motels fall into this group.

The second category is resort hotels. They are located in vacation areas and often provide recreational facilities of their own as well. A third type of hotel aims its services largely at the convention trade. Conventions are meetings of various business or professional groups held on a regular basis.

The fourth category is resident hotels. People who do not wish to keep house themselves can rent accommodations on a seasonal basis or even permanently in many hotels.

Even a small motel may have banquet rooms and meeting rooms in addition to its accommodations for transients.

Another way of categorizing hotels is by the quality of service they offer.
At the top are the luxury hotels, which generally offer their guests the greatest comfort and convenience possible. At the bottom are those that provide merely a place to sleep.

A system for rating hotels according to quality is widely used in France and other countries. This system puts the top hotels in a special "deluxe" category, with others receiving from five stars to one star or "A's".

The standard features include private bathrooms, room telephones, recreational facilities and so on.

The difference in quality between hotels is not entirely a matter of equipment or furnishings.

A small motel, family-owned and operated, may have only three employees per ten rooms and hire a maid to do the housekeeping chores. Obviously, the services offered by a small hotel will be far more restricted than those provided by a luxury hotel. A hotel that prides itself on its quality of service also maintains high standards of performance.

**Answer the questions:**

1. What is the origin of the word “hospitality”?
2. What was the most important function of a Roman tavern?
3. What is the primary function of the hotels and catering industry?
4. Why have the hospitality and leisure industries become so important?
5. How are hotels categorized in terms of their services at?
6. What is the difference between commercial hotels and resort hotels?
7. What do hotels for the convention trade aim their services at?
8. Who usually stays at resident hotels?
9. What other system of hotel do you know?
10. What does the quality service mean?
Catering, providing food and drink for guests, has always gone together with accomodations. Food service is a feature of hotels.

The typical modern “package hotel” includes a restaurant, a cafe shop for quicker and less expensive meals and a bar of coctail lounge.

Hotels also normally provide room-service food and drink that are brought to the guest’s room.

The rate when the hotel offers accomodation and breakfast has got the name of “bed and breakfast”. The rate when the hotel offers accomodation, breakfast and one full meal (lunch or dinner), has got the name of “half board”. And the rate when the hotel offers accomodation and three meals has got the name of “full board”.

The range of food service found in hotels and restaurants today is extensive.

In the first category, there are restaurants offering the highest grade of service with a full a la carte menu. This includes dishes served by the waiter from a trolley in the dining room and is known as gueridon service.

The second type is silver service where the menu can be either a la carte or table d’hote. In this system the food is prepared in the kitchen and then put onto silver flats and presented to the guests in the dining room.

The third form of table service, used mainly with a table d’hote menu, is plate service. Here, the waiter receives the meal already plated from the service hotplate and only has to place it in front of the guest.
In the fourth type of service, called self-service, a customer collects a tray from the service counter, chooses the dishes and selects the appropriate cutlery for the meal. Tourist hotels frequently offer a combination of self-service and plate service for luncheon.

If the hotel’s cuisine and restaurant service have gained a reputation, it may increase the hotel’s business.

**Answer the questions:**
1. What does the typical modern “package hotel” include?
2. What does the rate “half board” mean?
3. What is the name of the rate when accommodation and three meals are offered in the hotel?
4. What dishes does the full a la carte menu include?
5. What kind of service is used with a table d’hote menu?
6. What is the difference between silver service and plate service?
7. Do hotels offer a lot of different combination of services?
8. Why is restaurant service so important for hotels?

**Text 5**

*Tourism and law.*

The roles of government are vital to tourism. First, governments generally set the policy of their country, state, or locality towards tourism. They also regulate the different components of the industry on a day-to-day basis. Second, they perform the research and analysis that result in statistics on the tourist industry. Third, they are often involved in the development of tourism in their areas. This is especially true in the developing countries, but it occurs in industrialized areas as well. Fourth, governments are actively engaged in promoting a
flow of tourism. In many countries, tourism is so important that its interests are represented at the ministerial level of government. Spain, for example, has a Ministry of Tourism and Information. One of the ways in which countries or regions can promote tourism is by relaxing the kind of regulation that usually comes under the heading of "red tape." Travel is made easier when there are no visa requirements and when the entry formalities are simple.

National policy can also discourage tourism. In some cases, this may work to prevent the country's nationals from travelling outward. Any country can discourage incoming tourism simply by not providing accommodations and catering services or by restricting the length of time a traveller can stay in that country. Some countries have set visa and entrance requirements that severely restrict entry.

Governments at all levels are also involved in day-to-day regulation of the tourist facilities, including various kinds of licensing.

A license is a document giving permission to carry on a particular kind of activity after meeting prescribed standards and paying a fee.

A visa is a travel document that gives permission for a foreigner to enter, or in some cases, to leave another country. It is usually stamped in a traveller's passport.

Infrastructure means the facilities such as airports, roads, water, sewers, electricity, and so on that are necessary before development of an area can take place.

If your tour operator changes your flight, or any other aspect of your holiday arrangements, check the booking conditions in the brochure: unless the conditions allow such changes, the tour operator is not entitled to make them.
Any attempt by the tour operator to limit your right to complain or to make changes to your holiday arrangements after booking is to be investigated.

Even though you do not have a contract with the travel agents, they are legally obliged to perform their job competently. If they fail in this duty, and you suffer loss as a direct result of their negligence, you can claim compensation from them.

**Answer the questions:**
1. Why are the roles of government vital for tourism?
2. How can tourism be promoted?
3. In what ways can travel be made easier?
4. How can national policy discourage tourism?
5. What is a license? Why is it important?
6. What is a visa?
7. Why is social impact of tourism on an area important?
8. Why must catering establishments be inspected regularly?
9. How can people protect themselves against problems arising during their holidays?
10. What happens when your booking is accepted?

**Text 6**

**Tourism in Russia**

A lot of people travel for pleasure or on business today. The number of tourists increases. Some people are interested in art, and they visit picture galleries and museums. Others are fond of historical buildings and monuments. There are people who prefer different exhibitions, shows, etc. The industry of tourism is developing.

A unique constellation of ancient towns is located in Russia. While traveling round the country foreign tourists can
see ancient fortresses with towers and loopholes, monuments, churches and cathedrals. They can enjoy beautiful landscapes, panorama of wide valleys, abrupt rocks, cliffs, numerous caves, rivers and lakes. Ice caves of gypsum karst are true pearls of nature, the national treasure and pride. The magic of underground lakes and giant grottos, its beautiful stalactites and stalagmites transfer the visitors into the kingdom of Majesty and Fantasy. The labyrinths of ice caves fascinate the visitors by intricate compositions of stalactites and stalagmites, rocks, stones and lakes with amazingly clear water.

For many years the companies Sputnik and Intourist suggested inland and international routes. Now there are a lot of tourist companies and tour operators. They offer hotels of any category, journeys by all kinds of transport, skilled translators and guides, familiarization with architectural memorials, history and culture of the country. Foreign visitors are offered tours to different parts of Russia. All necessary arrangements for the tours are made in advance: air, ship or railway tickets are booked, accommodation is reserved and meals are provided. Foreign guests are accompanied by experienced guides who do their best to make our guests’ stay in Russia interesting and useful. Trips to Russia give the opportunity to know the country and the people better. As a result the relations of Russia with other countries of the world are improving.

The tourist programme “Moscow is the capital of the Russian nation” approved by the Moscow Government has been successfully implemented. The programmes “Gold medallists”, “Young teachers”, “Gifted children” were highly appreciated by the Ministry of Education.

Several bills on development of the industry of tourism have recently been signed by the Government.
Answer the questions:
1. Why do a lot of people travel?
2. The industry of tourism in our country is developing, isn’t it?
3. Is there a unique constellation of ancient towns in Russia?
4. What towns belong to this constellation in your opinion?
5. Why do foreign tourists like to travel round Russia?
6. What kinds of routes do the tourist companies suggest?
7. What kinds of services do the tourist companies provide?
8. Are foreign visitors offered tours to different parts of Russia?
9. Are foreign guests accompanied by experienced guides?
10. Is it a usual practice to make all necessary arrangements in advance?
11. Trips to Russia give the opportunity to know the country and the people better, don’t they?
12. What tourist programmes were highly appreciated by the Russian authorities?

Text 7
Great Britain

The full name of the country is the United Kingdom of Great Britain and Northern Ireland. The United Kingdom is situated on the British Isles: Great Britain and Ireland and about 5 thousand small ones.

The British Isles are separated from the European continent by the North Sea, the Strait of Dover and the English Channel. The western coast of Great Britain is washed by the Atlantic Ocean and the Irish Sea.

The UK consists of four parts: Northern Ireland, Scotland, Wales and England. The capital of Ireland is Belfast, the capital of Scotland is Edinburgh, the capital of Wales is Cardiff, and the
capital of England is London. The capital of the UK is London too.

The mountains in Great Britain are not very high, the highest mountain is Ben Nevis in Scotland. The main rivers in Britain are the Thames, the Mersey, the Severn, but none of them are very long. The Thames is the deepest and the longest of the British rivers.

Britain's climate is mild and damp. It often rains, fogs are quite frequent. The warm waters of the Gulf Stream influence the climate of Great Britain. Winters are not severely cold and summers are rarely hot.

Great Britain is rich in coal, iron ores, tin and copper. Coal mining is one of the most developed industries in Britain. Great Britain is a highly industrialized country. New industries have been developed in the last three decades. Such towns as Birmingham, Coventry and Sheffield produce heavy machines, railway carriages and moto-cars. Ship-building industry is concentrated in London, Glasgow, Newcastle, Liverpool and Belfast. New branches of industry have appeared: electronics, radio, chemical industry and others. The educational centers in Great Britain are Oxford and Cambridge with the world famous oldest Universities.

The United Kingdom is a constitutional monarchy. This means that it has a monarch (a king or a queen) as its Head of State. The present British monarch is Queen Elizabeth II, who succeeded to the throne in 1952. The monarch has very little power and can only reign with the support of Parliament. Parliament consists of the House of Commons and the House of Lords.

The House of Commons is made up of 650 elected members, known as Members of Parliament (or MPs). The House of Lords consists of more than 1,000 hereditary lords and peers. It has very little power. In reality, the House of Commons is the
only one that has true power: it introduces new bills. Then they
go to the House of Lords for approval, and finally the monarch
signs them. Only then they can become laws. The party, which
wins the majority of seats in the House of Commons, forms the
Government and its leader usually becomes Prime Minister. The
largest minority party becomes the Opposition (or the "Shadow
Cabinet"). The Prime Minister chooses about 20 MPs from his
or her party and forms his or her Cabinet Ministers.

The two main political parties in Great Britain are the
Conservative party (the Tory) and the Labour party. Other
political parties are the Liberal, the Social-Democratic and the
Communist parties. Now the Labour party is in power. At
present Antony Blayer, the leader of the Labour party, is
Britain's Prime Minister.

The flag of the UK, known as the Union Jack, is made up
of three crosses: the upright red cross, the white diagonal cross
and the red diagonal cross. They symbolize England, Scotland
and Ireland respectively.

**Answer the questions:**
1. What is the full name of the UK?
2. What islands make up the UK?
3. What ocean and seas are the British Isles washed by?
4. How many parts does the Island of Great Britain consist of
   and what are they called?
5. Are there any high mountains in Great Britain?
6. What is the climate like in Great Britain?
7. What are the capitals of Northern Ireland, Scotland, Wales
   and England?
8. What are the main industries in the UK?
9. What are the main industrial towns in the UK?
10. What is the political system of the UK?
11. Who is the head of the UK?
12. How is the monarch’s power limited?
13. What Houses does the British Parliament consist of?
14. How long has Queen Elizabeth II reigned?
15. What political parties are there in Britain today?

Text 8
Britain’s attractions

Whatever the season, wherever you go, Britain has something for everyone. A culture is rich in folklore and tradition, a heritage proudly displayed in stately homes, historic castles and fascinating museums, a scenic beauty which lends itself to discovery whether on a leisurely motoring tour or an activity holiday. There are exciting cities, ancient towns and quaint rural villages, each with its own unique character and history. What is more you can be sure of a warm and friendly welcome from the British people, particularly in the heart of the countryside where you will find them ever willing to help you out and give advice.

Summer is a relaxing time when the British make the most of the warm sunshine. You can enjoy a leisurely picnic in the countryside, a peaceful cruise down the river or a hike along the dramatic coastline. Pub gardens and pavement cafés are hives of activity and long summer evenings are perfect for barbecues or perhaps a stroll along the beach. The season is marked by various special celebrations. In some parts of Scotland, Cornwall and Northumbria mid-summer fires are lit, as in pre-Christian times when this ritual was performed to give strength to the sun and drive out evil. Open-air theatre and classical concerts make delightful entertainment. The Henry Wood Promenade Concerts begin in July, this is the world’s largest music festival held in the splendour of the Royal Albert Hall.
In autumn the British landscape assumes a breathtaking beauty. Woodlands take on a vivid hue as the trees turn from green to fiery oranges and reds. Golden fields of corn sway in the breeze and the purple magnificence of the heather on the moors is stunning. This is an ideal time for country walks in the crisp autumn air. It is the harvests season, and once the crops have been gathered rural communities celebrate harvest festivals. Churches are decorated with flowers, fruit and wheat sheaves. Halloween is a night of traditional fun and games. November 5 is Guy Fawkes night. The northern towns of Blackpool, Morecambe and Sunderland are lit up with spectacular illuminations. In Wales, Swansea holds its annual arts festival throughout October, followed in Northern Ireland by the Belfast Festival in November. Vintage car enthusiasts will line the route of the London to Brighton rally on November 3.

In the winter months Britain’s cities provide a wealth of entertainment. You can spend hours in splendid art galleries and museums or escape from the cold with a visit to the theatre, ballet or opera. It is a peaceful time for exploring historic towns and picturesque villages. There is a buzz in the air as Christmas approaches. Lights and brightly decorated trees illuminate streets, carols ring out from cathedrals and churches. Visitors can enjoy a traditional Christmas at many hotels and sample festive fare from turkey to mince pies and plum pudding. New Year’s Eve is a night of merrymaking particularly in Scotland. Festivities in the Grampian village of Stonehaven include ‘Swinging the Fireballs’. On Shrove Thursday pancakes are tossed and eaten in many British homes. Buckinghamshire stages one of the most famous pancakes races. In Ashbourne the customary Shrovetide football match takes place on a pitch with goal posts three miles apart.

Spring sees Britain at its most glorious as the countryside awakens to the carnival of colour. The magnificent gardens of
stately homes and historic houses burst into bloom and can be enjoyed peacefully before the summer visitors flock in. The Chelsea Flower Show held annually in May is an event not to be missed. Spring sees the start of a new Shakespeare Theatre Season at Stratford-upon-Avon and in Glasgow, the Mayfest is an internationally renowned arts festival.

**Answer the questions:**
1. What expresses cultural and historic heritage of England?
2. Where can a visitor get an especially a warm and friendly welcome?
3. When can you get the most of the warm sunshine in Britain?
4. What are the best activities in summer?
5. What are special summer celebrations in the north of Britain?
6. Which season is ideal for crisp country walks and why?
7. How do Englishmen celebrate autumn holidays?
8. Which parts of Britain are worth visiting in autumn?
9. What kinds of entertainment are provided in Britain in winter months?
10. Where can a visitor enjoy a traditional English Christmas?
11. In which season does The Chelsea Flower Show take place?
12. What events is the British spring famous for?

**Text 9**
**Customs and traditions in England**

When foreigners come to England, they are struck at once by a great number of customs and traditions in English life. They may seem strange to visitors but the English still keep up these old customs.

There are two kinds of holidays in England: **public holidays and national holidays**. On public holidays people
don't work. While national holidays are working days, but people observe them in one way or another.

**Public** holidays are: Christmas Day, Boxing Day, New Year's Day, Good Friday, Easter Monday, May Day, Spring Bank Holiday and Summer Bank Holiday. Public holidays in Britain are called bank holidays, because the banks as well as most of the offices and shops are closed.

Among **national holidays** there are Pancake Day, April Fool's Day, Halloween, Guy Fawkes Night, St. Valentine's Day, Burns Night and others.

On the 5th of November 1605, Guy Fawkes tried to blow up the Houses of Parliament and kill King James I. He didn't succeed. The King's men found the bomb, took Guy Fawkes to the Tower and cut off his head.

Since that day the British celebrate the 5th of November. They burn a dummy, made of straw and old clothes, on a bonfire and let off fireworks. This dummy is called a "guy" (like Guy Fawkes).

On the 14th of February people celebrate St. Valentine's Day by sending a card to the one they love.

Another national holiday is Burns Night in Scotland. This holiday is dedicated to the memory of the great Scottish poet Robert Burns. It is held on the 25th of January by all Burns Clubs to mark his birth.

Among other traditions that most Englishmen observe is 5 o'clock tea. It is a very light meal and the time when "everything stops for tea" in England and this became a kind of ritual.

The most original ancient tradition is the Tower ravens. The six ravens have lived in the Tower from its very beginning over 900 years. They used to come in from Essex for food cracks when the Tower was used as a palace. Over the years people thought that if the ravens ever left the Tower, the monarchy would fall. So Charles II decreed that six ravens
should always be kept in the Tower and should be paid a wage from the treasury. Sometimes they live as long as 25 years but their wings are clipped so they can't fly away, and when a raven dies, another raven is brought from Essex.

Anybody can see some traditions, which are mixed with everyday life in the streets of busy London.

Traditional uniforms are still preserved in Great Britain. You can see a group of cavalrymen riding on black horses through the central streets of London. They wear red uniforms, shining helmets, long black boots and long white gloves. They carry swords. These men are Life Guards and their special duty is to guard the king or queen. In the Tower of London you can see the warders (or Beefeaters) with their funny flat hats.

Englishmen are proud of their traditions and carefully keep them up.

**Answer the questions:**
1. What public holidays of Great Britain do you know?
2. What national holidays do you know?
3. What is the most popular holiday in England?
4. What holiday is held on the 5th of November?
5. Where is Burns Night marked?
6. Are there any rituals in everyday British life?
7. What are the foreign visitors amused by when they come to Great Britain?

**Text 10**

**Holidays in Great Britain**

The most popular holidays in great Britain are Christmas Day, Boxing Day, New Year’s Day, St. Valentine Day, Mother’s Day, Easter, Halloween, Bonfire Night. Christmas – the birth of Christ is celebrated by Christians the world over on 25th of December. In Trafalgar Square in London there is a big
Christmas tree. There is a good tradition to buy gifts for the family, children and friends. People also write Christmas cards. Before Christmas they make Christmas puddings. The whole family stir it and make a wish. When the pudding is ready and still hot, they put different things into pudding - little silver things, like a horseshoe, a ring or a button, and 5-penny pieces. The horseshoe brings luck, the ring means marriage, the button means that you are not going to get married. A 5-penny pieces is a sign of wealth.

The day after Christmas is better known as Boxing Day. The term may come from the opening of church poor boxes that day. On Boxing Day one visits friends, gives presents to friends and relatives.

New Year's Day is not as widely celebrated as Christmas. Some people ignore it and go to bed as usual. Others celebrate it, organize a family party or a party for yours friends. In London people like to gather in Piccadilly Circus or Trafalgar Square to welcome the New Year.

February has long been a month of romance. On 14 February St. Valentine Day thousands of people travel to a small village Gretna Green on the border with Scotland to get married. It began in 1754 when people could not married under the age of 21 without parents’ permission in England. In Scotland the permission was not required. Every February, across the country, candy, flowers and gifts are exchanged between loved ones, all in the name of St. Valentine – Goddess of women and marriage.

Mother’s Day is a time of commemoration and celebration for Mom. It is a time of breakfast in bed, family gathering, and crayon scribbled “I Love You’s”. The second Sunday in May has become the most popular day of the year to dine out, and telephone lines record their highest traffic, as sons and daughters
everywhere take advantage of this day to honor and to express appreciation of their mothers.

Easter is a religious holiday. It is celebrated in spring on a Sunday between the dates of March 22 and April 25. On Easter people give presents – Easter colored eggs, which are usually made of chocolate. Easter is the time of springtime festivals. In London on Easter Sunday there is Easter Parade in Battersea Park.

Halloween is a great day for parties. Children dress up as witches, ghosts or vampires, and they go from house to house playing “trick or treat”. Afraid of evil spirits, people therefore either wore ugly masks to frighten those spirits away, or they stayed at home saying prayers. Halloween means Hallows’ Evening. It is the evening before All Hallows’ Day (now called All Saints Day), a Christian holiday, celebrated on the 1st of November.

November 5th marks the anniversary of the Gunpowder Plot, a conspiracy to blow up the English Parliament and King James I in 1605. Guy Fawkes and a group of conspirators attempted to blow up the House of Parliament. Before they were able to carry out their plan they were caught, tortured and executed. Every year since then English people have traditionally celebrated his failure by letting off fireworks and burning an effigy of “Guy”.

**Answer the questions:**
1. What are the most popular holidays in Great Britain?
2. When is Christmas celebrated in Great Britain, in USA and Canada?
3. Where is there a big Christmas tree?
4. What do people do before Christmas tree?
5. What do people usually put into the Christmas pudding?
6. What is Boxing Day?
7. How is New Year’s Day celebrated?
8. When is St. Valentine Day celebrated?
9. What do people do on St. Valentine Day?
10. What do you know about its history?
11. What is Mother’s Day? How is it celebrated?
12. What is Easter? When is it celebrated?
13. When and why is Halloween celebrated?
14. What is Bonfire Night?
15. How is it celebrated?

**Text 11**

**My Speciality.**

I study at the Moscow State University of Railway Engineering. Today the University consists of 7 institutes. I am a student of the Service and Tourism Department. My speciality is Social service and Tourism. We study both general and special subjects.

The general disciplines are: history, Russian, philosophy, foreign languages and others. The special subjects are organization and management in the sphere of tourism, marketing, advertising, culture of communication and so on. Each year is divided into two terms. At the end of each term we take exams. Those, who pass all their exams successfully, get grants. Our speciality comprises different spheres of marketing and management in the sphere of Tourism:

- regulation and research in tourism;
- tourism promotion;
- travel agent and tour operators activities;
- transportation in tourism;
- accommodation and catering;
- customer relations in Tourism;
- business travel;
- others.
Tourism has been one of the fastest growing industries in recent years.

The growth rate of tourism has generally exceeded the growth rate for the worldwide economy.

So tourism is labour – intensive industry.

But a majority at the jobs in tourism have one common feature: contact with the public, including both the positive and negative aspects of dealing with ordinary human beings. So anyone who has chosen a career in tourism should enjoy working with people and be tolerant. Language skill is also necessary in the sphere of tourism.

**Answer the questions.**

1) What university do you study at?
2) How many institutes does your university consists of?
3) What department do you study at?
4) What kinds of disciplines do you study?
5) What spheres of marketing and management does your speciality comprise?
6) Is Tourism a fast growing industry?
7) What common feature do the jobs in tourism have?
8) What skills should you have to be successful in your Tourism service career?
Text 12
Advertising

The success of every company depends on a marketing strategy and tactics. The marketing policy of a company should follow the **rule of four Ps**: product, price, place and promotion. Advertising is one of the promotional tools companies may use.

The advertising plan includes a section on analysis, advertising objectives and strategy.

Advertising **objectives** may be expressed up through the **advertising pyramid** (awareness; comprehension, conviction, desire, action).

The advertising (or creative) strategy is determined by the advertiser’s use of the **creative mix**. The creative mix is composed of the target audience, product concept, communication media and advertising message.

**The target audience** is the specific group of people the advertising will approach.

**The product concept** refers to the bundle of values the product is intended to represent to the customer.

**The communication media** are the vehicles used to transmit the advertisers message.

**The advertising message** is what the company plans to say in its advertisements and how it plans to say it.

Advertising research is used to develop strategies and test concepts. Research results help the advertiser define the product concept, select the target market, and develop the primary advertising message elements.

Advertisers use testing to ensure that their advertising dollars are spent wisely. Pretesting is used to detect and eliminate weaknesses in a campaign. Posttesting is used to evaluate the effectiveness of an advertisement or campaign after it has run.
There are five kinds of advertising:

1. Informing advertising (it’s aim is to give customers all the information about a product and its advantages)

2. Remonstrative advertising (it’s aim is to try to persuade a consumer to buy the exact product but not a competitor’s one)

3. Comparative advertising (its aim is to compare the exact product with a competitor’s one)

4. Reminding advertising (reminds prospective customers about the existence in the market)

5. Supporting advertising (supports the customers, who have already bought the product, convinces them of the rightness of the product chosen).

To make the advertising company successful, each organization should have an advertising plan as a part of its marketing plan. Besides, firms should have in-house advertising departments, which are responsible for advertising planning and coordination or they can address special agencies for help.

Advertising agencies are independent organizations of creative people and businesspeople who specialize in the development and preparation of advertising plans, advertisements, and other promotional tools on behalf of clients.

The two basic types of agencies are the full-service agencies and the agencies that offer a la carte services.

Answer the questions:

1. What rule should marketing policy of a company follow?
2. What does the advertising pyramid consist of?
3. What is the creative mix composed of?
4. Why is the advertising research used?
5. How many kinds of advertising do you know?
6. What are the main aims of Informing and Remonstrative advertising?
7. What are the main aims of Reminding and Supportive advertising?
8. What kind of advertising compares the exact product with a competitors’ one?

Text 13

Business correspondence

With the development of industry, technology, trade and economic ties among the countries and ordinary people a great volume of business is done by mail. People write business letters in many situations: finalizing contracts writing order letters, an inquiry, claim letters, cover letters, letters of confirmation and letters of guarantee. A business letter should make a favorable impression. It should be neatly written or typed, properly spaced on the page and correctly folded in the envelope.

As a rule, business letters are written on the form of the firm and consist of the following elements: 1) the heading (including place and data), 2) the inside address, 3) the greeting, 4) the body of the letter, 5) the ending, 6 the signatures, 7) the reference to enclosures. If one forgets something he/she means to say in the letter, he/she should put it in a PS at the bottom of the page.

Business letters exchanged by commercial firms, companies are usually written on business letterheads, with the name and address of the firm or office, telephone number, telex etc., already printed above the letter (the letterhead also can be printed in the left corner of a letter). Place and data of the letters are typed in the top right corner of the page, under the Heading. The Reference is typed on the top left of the letter on the same line as the Data. The Reverence include file number or an initials of the writer and of the typist separated by a virgule (HD/PR or HD/1,3). The internal address is typed on the left
side of the letter (the receiver, the apartment number, street, city, country or state). The most common greeting is Dear Sir- to a man, Dear Sirs- to a firm, Dear Madam – to a woman.

The usual layout for the official business letter is blocked style: all new lions of typing are ranged to the left including paragraph openings and the concluding greeting.

The golden rules for writing letters are the following: 1) decide what are you going to say, 2) arrange the points in order of importance, 3) use short sentences 4) put each separate idea in a separate paragraph. So, the body of the letters should be complete, concise, courteous, correct (gram., spelling, and punctuation). The traditional ending phrases are forms of politeness such as: Yours sincerely, Yours faithfully, Yours truly. The signature is placed in the left of the letter. Under the signature is printed the Sender’s position or only the name of a company or a department. The references to the enclosures are placed under the signature on the left side of the letter.

Answer the questions:
1) What are the points of a business letter?
2) What is usually indicated in a letterhead?
3) Where is the letterhead usually written?
4) What is written in the right corner of a letter?
5) Where is the internal address written?
6) What is the usual layout for a business letter?
7) What is typed on the same line as the date?
8) What are the “golden rules” for writing the letters?
9) What comes first after a complimentary close: a signature or a sender’s position in the company?
10) How should a business letter make a favorable decision?
Contents

Text 1. Travelling ................................................................. 3
Text 2. The tourism industry, types of tourism, tour
       operators and travel agencies ........................................ 5
Text 3. Hospitality industry .................................................. 8
Text 4. Food Service ............................................................ 11
Text 5. Tourism and law ....................................................... 12
Text 6. Tourism in Russia ..................................................... 14
Text 7. Great Britain ............................................................ 16
Text 8. Britain’s attractions ................................................... 19
Text 9. Customs and traditions in England ................................ 21
Text 10. Holidays in Great Britain .......................................... 23
Text 11. My Speciality .......................................................... 26
Text 12. Advertising ............................................................. 28
Text 13. Business correspondence ........................................ 30